

NetworkingArtistry

**EIGHT PHASES OF
PROSPECTING
& RECRUITING**

scripts

8 PHASES OF PROSPECTING RECRUITING OBJECTIVE

OBJECTIVE

The difference for many network marketers between building a thriving MLM empire and one that fizzles out comes down to the mastery of one skill: Prospecting!

We've all had that presentation where we thought; why did I say that, or what didn't I say that I should have, or maybe I could have phrased that better.

Words are power and how you communicate your opportunity, how you present your company, it's products and how you articulate the need for your prospect to take action can have a huge impact on how many people you turn from prospect to new business partner.

The entire process of piquing interest to closing someone is an art. It's a skill that very few possess naturally but it is a skill that can be learned.

You will be faced with objections, resistance, and just plain ignorance when it comes to presenting your opportunity but if you know how to navigate through the sales process you'll begin to minimize these challenges and you'll find you are winning more and building your team faster.



8 PHASES OF PROSPECTING RECRUITING OBJECTIVE

We're going to share with you a simple system: The 8 Phases of Prospecting, for talking to your prospects. This will arm you with effective scripts that aim to pique interest and get prospects in front of your network marketing opportunity.

Scripts can be very powerful assets to your business, especially if you are new to network marketing.

As you practice the scripts the words will begin to flow naturally to the point where you will not need this book when talking to your leads.

At the end of this script book you'll see an example of the 8 Phases in action and how easy it is when you have the right words to say.

The more you practice, the more you'll become comfortable with the content and the more effective you'll be in building your business.

Confidence in recruiting is about having control (posture) over the conversation and expecting a positive, predictable outcome.

Remember, People Join People, NOT Companies. The people must buy into YOU before they buy your product or business opportunity. When you resonate energy, excitement and enthusiasm, it becomes contagious and everyone will want to get a piece of it for themselves.

So let's get started. It's time you went from recruiting amateur to prospecting pro.



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PHASE 1

PHASE 1

Piquing Interest with Urgency: Everybody loves somebody who has something going on. When you want to invite someone to learn more about your opportunity, pique interest with urgency. When you let people know up front that your time is valuable, they'll respect it that much more.

Here are some "Pique with Urgency" scripts:

- "I am about to head in to a meeting, so I only have a minute to talk, but it was really important for me to get in touch with you"
- "I am running to an event, but I need to talk to you real quick"
- "I'm squeezing in this call between 2 meetings but I'm glad I got a hold of you"
- "I only have about 2 minutes before I head into an appointment, but I'd like to chat with you for a second"

Pique with urgency, give the feeling that you have other things to do, but felt it necessary to share with your prospect the information right away.



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PHASE 2

PHASE 2

Phrase with Praise: When approaching people about your opportunity always lead with compliments and praise. This lets people's guard down and opens them up to receiving your message better and it automatically makes the conversation enjoyable.

Use these simple "Phrase with Praise" scripts:

- "I have a tremendous amount of respect for you as a person and I truly value your opinion."
- "You have been extremely successful in your life and I am seeking the same."
- "You've always been supportive of everything I do."
- "You are one of the most successful people I know and I trust your business sense."
- "The influence you have is incredible and you are one of the sharpest people I know."



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PHASE 2

- "I really trust your judgment and you're one of the most savvy people I know."
- "I respect that fact that you are an intelligent businesswoman and have never shied away from smart opportunities."
- "With your contacts and the type of business you are in, I immediately thought of you."

The goal is to be genuine and real. If you find that you don't have anything positive to say, then it's better not to say anything at all...if giving a compliment is a stretch you probably don't want that person in your business anyway!

