

What It Takes to Be Successful in Fortune Hi-Tech Marketing Arlo Mathison, ESM Lesson #2

Recruiting the Best Prospects

In his brilliant book, "A Brief History of Time," Professor Stephen Hawking opens with the story of a well-known scientist who gave a public lecture on astronomy. The scientist described how the moon orbits the earth, the earth orbits the sun, and how our solar system orbits around the center of the galaxy. When he finished, a little old lady got up and said, "What you have told us is rubbish. The world is really a flat plate supported on the back of a giant tortoise."

The scientist gave a knowing smile and replied, "What is the tortoise standing on?"

"You're very clever, young man, very clever," she replied. "But its turtles all the way down!"

We all know people like that little old lady. The point is, why try to convince them otherwise? If they believe that the universe is a big stack of turtles - or that all network marketing opportunities are illegal pyramids - nothing you present to the contrary is going to change their belief.

So as you go about building your Fortune business, don't try to convince, persuade and sell negative people. SORT your prospects, and look for the ones that are open to opportunity. One of the biggest mistakes beginners make is thinking that sponsoring is a one-shot, all-or-nothing event. **Actually, it's a process.** One that takes different amounts of time for different prospects. Your goal shouldn't be to sell or "close" anyone, but rather to give the prospect enough information, so they can make the best decision for them. Unlike sales, where often you are taught to manipulate or close people, in Fortune we are looking for people motivated enough to take action themselves. We simply want to expose them to the opportunity, and see if they are open to it. Some people are open to new concepts, and others are stuck with the preconceptions they've been taught. You want to look for the open-minded ones, and steer clear of the others. They are too much work, and they're no fun to be around. The people you want are easy to spot. For example they possess positive qualities about life in general. Their conversations are upbeat, they smile a lot, and my personal favorite, they tend to giggle.

It's not about convincing people or changing their beliefs, as much as it is about finding the people who are open to what you have. It is a sorting process, divided into stages, where the prospect indicates their level of interest and commitment at the appropriate level.

Along the way, you will meet people who believe all network marketing opportunities are pyramid schemes. Why spend all your time trying to convince them otherwise when there are legions of people who are open to what you have?

The objective of your sponsoring process should be to weed out the non-prospects, and get the true prospects the information they need to make a decision. Everyone we know and meet is a suspect. They may be a candidate for the business; they might be a retail customer; or they may be neither. Our job is to sort through the suspects and discover the real prospects.

Here's the reality: Every Monday morning at 6:00, 6:30 and 7:00 a.m., alarm clocks all around the world are going off. People are groggily hitting the snooze button, desperate for another five minutes of sleep. They get up at the last possible second, rush through their shower, then microwave breakfast, skip it, or buy it in a drive through window on the way to work.

We know that 80 percent of people are going to a job they don't like, or actually hate and 99.9 percent of them think they should be making more money. Most of them will struggle through the day in a comatose state, and grab dinner at another drive-thru window on the way home. Then, they will plop onto a sofa or recliner and spend the night watching mindless sitcoms until they fall asleep. Until Tuesday morning, when the process starts all over...

Till Wednesday morning... Till Thursday morning... Till Friday morning...thank God it's Friday!

And you know what that means - it's payday. So, at five o'clock, when their boss whistles them over to get a paycheck that they can feel - if for only a few brief moment - like the check is theirs.

Now, of course, that check is already spent because they have a stack of credit card bills waiting for to be paid. But for those few glorious moments - it feels like it's theirs. This calls for a celebration. This means tonight they can eat out! From dinner, it's off to the neighborhood video store where they'll stack up six to eight DVDs - which is just enough to keep them from thinking about their life of quiet desperation all weekend. Until Monday morning, when the alarm clock goes off and they start the process all over again...

Do you understand something? You don't need these people. They desperately need and want what you have to offer. So stop thinking, "Who can I get to do this?" Start thinking, "Who would I like to offer this opportunity to?"

You may think your product is Fortune itself. Don't think that, we need to show this business with our heads held up high and proud. We are helping our friends and family by exposing this to them. We have the cure for financial cancer.

What you really offer is freedom.

Never lose sight of that. You're presenting people the opportunity to become their own boss and control their own destiny. For most of them, it will be the first opportunity they've ever had with unlimited income potential. It's also the first time they've had a chance to become successful by empowering others.

Of course, the first question to arise is, where do you find these people? The place to begin is with people you know. This is the natural place to start and it makes the most sense. You won't have to make cold calls or talk to strangers. People who know you will usually give you the benefit of the doubt and review a recruiting tool or come to a presentation.

In terms of which approach to use, here is my experience: People that you have a good relationship with are best invited to a presentation, and they're likely to show up. So this works great for the friends, neighbors and family. For people you don't know as well, such as casual acquaintances, a waiter, or someone you just met and impressed you. Make an appointment with them. This business is built on one small meeting at a time, eyeball to eyeball. Use your up line. We do not pass out a bunch of DVD's and email addresses. It's a visual business, and must be treated that way.

One of the things that concerns me, is when new people tell you they don't want to work their warm market. Usually there's one of two variables at work.

One is, they simply don't believe it will work. They say things like, "I don't want to talk to anyone I know yet. I want to take ads and talk to strangers. Then, when I'm rich and successful, I'll go back to my friends." Of course, this is craziness. If you really thought you had an opportunity that could bring you wealth, happiness and fulfillment - wouldn't you be burning up the phone lines to tell your friends and family? These people need to be trained all over again, so they really understand the business. And they need a tough-love sponsor who will guide them, and even prod them into doing the things that are in their own best interest.

Now, of course, the second variable that can be at play here is that your new distributor has been an "MLM junkie," and they've already been to their warm market 20 times with every kind of crazy deal imaginable. They're simply too embarrassed to go back one more time.

Here is a solution...

Whenever you are faced with a difficult challenge and there seems to be nowhere to turn - I do something that too few people do. In fact, most people think it's quite radical to even think about it.

Tell the truth.

Picture this phone call: "Steve, this is Bob. You're never going to believe this - you have every right in the world to hang up on me - but I've got to tell you something. I know we thought we were going to make money in that vitamin deal, and the bee pollen thing didn't work out, or the no-run-panty hose deal, and I know you still have those water filters I sold you - so you have every right in the world to hang up on me - but I honestly found something, and I think it's different. Here's why..."

Now, what if Steve hangs up? Then he's not a prospect, and you lost nothing. **Remember, all you need is a yes or no.** The only thing you can't use is a maybe. The worst thing that could possibly happen has already happened: Steve is not in your business! So calling him one more time can't get any worse, it can only get better, because he might take a look.

Truth be told, he's really not likely to hang up. When you just tell the truth, and put it out there - most people will give you a listen. And there will be dozens more people on your list who have never joined any of the programs you ever worked. And you're meeting new people all the time. You met at least three to five new people this week. So it would be a mistake to just eliminate all your warm market people without even trying.

Now, let's talk about finding people and what you say to the ones you would like to sponsor...

The reason most people in Fortune never make it to the next level, is because they don't know how to meet people outside of their sphere of influence. They have a short list, so they need a perfect 'invite' every time or they run out of people.

Of course, when they only have a few people left on their list, there's a subconscious tendency to 'save them' for fear that once they are used up - they'll have no one to talk to. This is a self-fulfilling prophecy - one you want to avoid. So let's talk about how you can meet some new people on a consistent basis.

Here's a cool saying... "Two people a day brings freedom my way."

Think it and speak it every morning. Put it in a post-it note on your mirror. Then just go out to live your life with the expectation of meeting new friends every day.

Start the day with two .50 cent pieces in your left pocket. When you meet someone – move one to your right pocket. When you meet the second person, move the next coin over. You'll probably discover, as most people do, that you already meet new people every day. You just haven't been aware of it before, because you just let the moment pass.

Now, instead of just acknowledging new people and moving on – practice the art of conversation. **Don't try to sell them anything -- don't approach them about your business, just talk.** Be their friend and get to know them. Here are some of my favorite questions:

"You from around here?" "So, how did you get from _____ to here?" "What kind of work do you do?" "Is that a tough business/job?" "What's the hardest part of that business/job?" "Are you married?"

"You have any kids?" "So, what does someone do for fun around here?"

These questions get people talking about their favorite subject – themselves. Asking if they're from around here usually gets people going. Almost everyone you talk to is from somewhere else. When I ask them what brought them here – invariably they tell me it was to take a job or be closer to family or spouse's family. Either way, that leads the conversation to family or what they do for a living – both fascinating lines of conversation to pursue.

Of course, when you ask if that is a tough business or job – 98% of people will tell you yes. Then, when you ask what the toughest part is – in most cases, they will give you lots of good reasons why they should be in Fortune.

The key here is -- you don't bring up the business at all. It's not appropriate and it wouldn't be effective anyway. At this point, all you want to do is make new friends – two a day. This gives you more than 700 new friends a year! Now if you're meeting 700 people a year – doesn't it make sense that you'll find a few who are looking for an opportunity?

Of course you will. You'll know which ones by your conversation. Those that seem sharp, ambitious, and express dissatisfaction with their job or business are your best prospects – the ones you'll want to approach later.

Now before we talk about that – we need to address two other issues. First, what about if you're speaking to someone you meet and they seem hostile or don't want to talk? No problem, just move on. Obviously they're not a prospect for this business, and they're certainly not someone you want as a friend.

The second issue is getting the phone number of the good prospects. I have a technique that makes this so simple you're going to be amazed. The most important thing is – never ask for their phone number. Most prospects get nervous here and don't want to do this.

Instead use my 'magic' question; the one that never fails. Simply say, "You got a card?"

Instinctively they reach for a card and give it to you. Those who do not have business cards invariably let you know they don't have one, but pull out their cell phone and ask for your number to enter. If you're truly being a friend, just getting to know them and not trying to sell them anything, they'll be happy to give you the number.

Don't go looking for people to sign up -- just go out and make friends. And remember your saying: Two people a day, brings freedom my way.

So now you're going out each day with the intention of meeting two new friends. As you do this, you're collecting cards and phone numbers. When you get home each day, add these people to your prospect list. When the people you have in your business don't need you anymore, you'll be ready to sponsor some new people and have a large list of candidates to draw from.

Think about who the sharpest people you met are and give them a call. Say something like, "Hey Ray, this is Linda. You probably remember me; we met at the Apple store when you were buying an iPod. You seem like a sharp guy, and from our conversation it seemed you might be open to taking a look at a business opportunity."

Usually now, they'll ask what it is. You respond with something like: "I run a marketing business, and we're expanding here in the Minneapolis area. I can't promise you anything, but I'm looking for a couple of key people. If you're interested, I'd like to meet up for coffee and discuss this in more detail. I only need about 20 minutes.

Now, it doesn't have to be this exact script. The key things are suggesting that they'll probably remember you, telling them you can't promise them anything, and offering to keep it brief. If they agree, make sure you have a DVD with you and play that. Call your up line if they questions. Because they remember you,

you were friendly and all they have to do is meet you for free coffee (remember you're buying). Most people will be more than happy to do this. And because you're out there always meeting two people a day -- you will never run out of qualified prospects.

Now if you still think you don't meet two new people a day, let's look at some places where you can meet good prospects.

First, we can rule out the places you won't meet them. You won't find them in nightclubs and bars. Go to places where people of higher consciousness gather.

Find a church that does lots of classes. Choose some courses that appeal to you and sign up. People who take courses on prosperity, Tai Chi, meditation and yoga are usually people seeking more, so they're great candidates for your business. And don't overlook public seminars. It's a safe bet that the people who pay and go to a seminar to see motivational speakers are looking for more out of life. **Just be yourself, practice the art of conversation and meet new friends.**

And then there's my all-time 'secret weapon.' The number one best place to go to meet great people all the time. Ready for this -- it's the car wash. But not the put-eight-quarters-in-and-drive-thru-so-they-can-break-off-your-antennae wash. No, I'm talking about the hand car wash.

You know who goes there? People with nice cars, Cadillac's, Mercedes and Lexus, among others. People who have nice cars already know something about success. And, the fact they take care of them tells you a lot about them.

The secret to prospecting is having a long, never-ending list. When you practice the strategies we've just talked about, that's exactly what you'll have.

Recommended Resource: www.researchfortune.com Here you will find tons of information. I recommend the audio Cd's that you can download and listen to them in your vehicle.

Build it big!