

Lesson 2 —

The Five Steps to a Heart-Centered Sponsoring Conversation

In the first lesson of this program, you learned an important fact about human behavior and recruiting. People who see value in your business opportunity and decide to join your team are doing so for one of the following reasons:

- a) They believe your business can help solve a painful problem or challenge they are currently experiencing in their life.
- b) They believe your business can provide them with the results or pleasurable experiences they are seeking.
- c) All of the above!

People ultimately join your business for EMOTIONAL reasons. They have a desire to eliminate the pain in the lives and to experience more pleasure. This decision is backed up by LOGICAL reasons, such as the compelling details related to your products, company, compensation plan, opportunity in the marketplace, etc.

As a network marketing/direct sales professional, your role is to help people recognize how your business can solve their pain and problems, and provide the solutions, results, and pleasure they want and need.

So how exactly do you do this?

Do you take your prospects out for coffee, hoping to charm them with your wit and gregarious personality, while you wait for the perfect moment to mention your business?

Do you hound people to attend a local opportunity meeting, or watch a company video online, hoping to capture their interest?

Do you corner your prospect over lunch in a crowded restaurant, whip out your presentation kit and pummel them with every company statistic and success story you can share?

You may have tried some of these approaches, and maybe even experienced some success. However, there is a much more direct and effective way to help your prospects recognize the value of your business opportunity. You can engage them in a “heart-centered sponsoring conversation”.

Recruiting Presentation vs. Conversation

What’s the difference between a recruiting presentation versus a recruiting conversation?

Most people in this profession have been taught how to lead a **recruiting presentation**, which generally involves:

- **A one-sided interaction**, where you (or someone else) does most of the talking. This can be in the form of a flip chart presentation, promotional video, opportunity meeting, etc.
- A presentation generally **focuses on WHAT your business is about**, including details and statistics related to the product, business model, compensation plan, marketplace conditions, etc.
- A goal of **sharing compelling information, hoping people will “connect the dots”** and see how your opportunity can change their financial and lifestyle future.

The challenge with this approach include:

- Most people **don’t easily recognize how your business opportunity is relevant to them or their goals**. They get overwhelmed with the copious amounts of information, and before long tune out.
- **It can feel very “pushy” or “sales-y”**. You likely feel as if you’re delivering a sales pitch, causing your prospects to feel disconnected from you in the process.
- **People listen with their “guard up”**. They are readying their excuses or objections in anticipation of being asked to spend money or make a commitment.

A more effective approach to influencing people (especially women) is to lead a **recruiting conversation**. This approach involves:

- **A two-way interaction** where your prospects do most of the talking, and you do most of the listening.
- **Focusing on WITT (What's Important to Them?) and WHY** someone would want to take part in your business opportunity. You stress the benefits of your opportunity versus just sharing the details.
- Achieving the goal of **discovering what specific problems/pain your prospects are experiencing, and what results/solutions/pleasure they want** instead. Then, if it's a fit, you show them how your business can help to solve those problems and support those results.

The benefit of this approach include:

- **Engages people emotionally** and fosters more trust and intimacy.
- **Makes it easier for people to see WHY they'd want to take part in your business.** The process is about THEM, not about your business opportunity.
- Ensures **your prospects are more open to your suggestions** because you've taken the time to ask questions. You'll hear fewer "fluffy objections" with this approach and can elegantly move people to the next step.

Keep in mind, however, **these recruiting conversations do require some structure**. We're not just pouring out the java, shooting the breeze and chit chatting! There are in fact, **five very important steps to an effective recruiting conversation**.

These **5 steps are designed to give you more INFLUENCE with prospects**. As you get more familiar with these steps, and this process, you'll notice them at work all around you. You'll see these principles of influence reflected in TV commercials, billboard advertising, infomercials, marketing campaigns, direct mail and flyers, political speeches, and social media ads and posts. Anywhere there's an opportunity to influence people to make decisions and take action, these ideas are at work!

The 5 Steps to a Heart-Centered Sponsoring Conversation

Step 1: Relating

This first step of your heart-centered recruiting conversation is simple but very important. **If people don't feel a personal connection to you, they won't allow themselves to be influenced by you.** Your ability to inspire people to buy your products or join your team is based on your ability to gain their trust and respect.

Essentially, the goal of this part of your conversation is to establish rapport with your prospects by connecting with them in a sincere and authentic way. Have you heard the phrase “we like people who are like us?” This is especially true when you are creating a new relationship; **the more people see you as being “like them”, the more they will naturally like and trust you.**

For this reason, **identifying and discussing things you have in common** (children of similar age, church, pop culture, social or athletic interests, etc.) will help others feel comfortable with you. Additionally, paying someone a sincere compliment, or demonstrating caring in some way, will also help elicit a sense of rapport and connection with others.

Besides just “chit chat”, the **relating step is also very important for setting up the direction of your sponsoring conversation.** There are some critical things you can say at the beginning of your conversation to **grab people's attention and inspire them to want to learn more about your business.**

There are also some key things you can say during this first stage to **help people feel more comfortable, alleviate their concerns,** and make it easier for them to share information about themselves.

Step 2: Discovery

The second step in your conversation **focuses on asking questions.** Questions can be an effective tool in influencing other people. For example, if you TELL people how great your business opportunity is and why you think they should get involved, they will question your motives. However, if you ask questions and **they discover for themselves** how your business can benefit them, they are more likely to believe it.

The goal of asking questions is to **uncover WITT – What's Important to Them?** What are your prospects' financial goals? What kind of lifestyle do they want? Do they have enough time with their children or for other personal interests or priorities?

Ultimately you want to **discover what pain people are experiencing in their life** (a job they hate, financial pressure, no freedom) **and the solutions or pleasure they're after** (time with their family, higher-quality lifestyle, travel, time for hobbies, etc.).

Asking questions and listening from a neutral place gives you the opportunity to truly serve other people. You'll not only have a better understanding of what's important to your prospects but also, **be in a position to make a more informed recommendation** as to how your business might help them.

As they answer your questions, your prospects also get to discover how your business opportunity can help to solve their problems, or achieve the goals most important to them.

In today's busy lives, we often don't take the time to have these kinds of meaningful conversations. Most people, especially women, resonate with this conversational approach. As a result, they will be more likely to trust your recommendations, because you've invested the time to learn more about their current life circumstances.

Step 3: Build a Case for Your Business

Once you've discovered what's important to your prospects, you'll have an opportunity to share more details, or **"build a case", for the value of your business opportunity.**

Although there's room in this part of your conversation to share more information related to your business (your flip chart presentation, company video, etc.), what's **most important is to stress the BENEFITS of your business opportunity.**

People can experience all kinds of benefits by building a business from home, including the opportunity to make more money, have a more flexible schedule, save on taxes, have more time for family, leave a challenging career, be part of a supportive community, experience personal growth, have the chance to contribute to others, and do work with meaning, etc.

The key to building an effective case for your business is to stress the benefits that make sense for each specific prospect. For example, if you're speaking with a baby boomer you'll want to stress how your business can help her save more money and possibly retire earlier. If you're speaking with a college student, show her how your business can help her pay off her student loan debt quicker. A new mom would want to know how she could make a great income, while still being available for her young children when they need her most.

It's also helpful to **share success stories of people like your prospects** who have achieved success in your company. This helps your prospects recognize that there are others "like them" who have already been successful, which will increase their belief that they can also be

successful. Look around your company for examples of different kinds of people who've built successful businesses, and have those stories ready to share during your conversations.

Step 4: Support a Decision

By this stage of your conversation, people generally have a better sense of how your business can help them solve their problems and achieve their goals. Even so, **they'll likely have some additional questions, concerns or objections, which need to be handled** before they are willing to move forward and join your team.

For example, your prospects may need to try out the products, or learn more about your company or compensation plan, before they feel comfortable getting started. They may have some concerns about network marketing or direct sales in general, and wonder what others will think if they start a business like this. They may feel nervous about having to "sell" to their friends and family, or lack confidence that they have the discipline or skills required to be successful.

It's important to remember **these questions and concerns are natural, and you need to encourage people to share them** with you. If you ask people to take the next step, without first addressing their objections, they'll resist.

Instead, **encourage people to be honest with you** and to put all their objections on the table. Don't convince them to see things differently, validate their concerns. Do your best to answer their questions, and recommend some information or next steps to help alleviate their concerns and better understand your business. Ultimately, you want to be a "neutral problem solver" and support people in making the decision that is right for them.

Step 5: Take Action

The last step of your conversation is meant to inspire people to take action! What's the next logical step for your prospect? If she's ready to join you in the business, sign her up and get her started! If she needs some additional info, then provide it. Perhaps it would be helpful for her to take part in a three-way call with your upline leader, or attend a local business meeting to get her questions answered and meet others already involved in your company?

Recruiting is generally a process, not an event, so it's important to keep people moving forward, one step at a time. Your role is to make requests and get clear commitments from people, so you don't lose them along the way. Some people will join your business immediately. Others may take longer. Be patient and keep in touch. With time, you'll be reaping the harvest of all the seeds you've sown along the way.

Quiz Time!

You may already be using some or all of the 5 steps of this heart-centered recruiting conversation in your business. For example, I bet you're already creating rapport and relating to your prospects in some way. You may be asking questions to find out more about your prospects and their needs. I'm positive you're sharing information about your business, as well as doing your best to handle objections and move people to the next step.

Here's my question: how much time are you spending in each of the five steps?

For example, do you spend 20% of your time relating and establishing rapport? Perhaps you spend 25% of your conversation focused on asking questions? Or maybe you spend 40% of your time building a case and sharing more information related to your business?

Another way to look at this is how would you rate the importance of each of these 5 steps to your success in recruiting new leaders? Do you think "relating" represents 30% of your recruiting success, and "discovery" 40% (and so on)? There are no "wrong answers" so please fill in the blanks below, and you'll gain a better understanding of your current approach to recruiting.

Relating	_____ %
Discovery	_____ %
Build a Case	_____ %
Support a Decision	_____ %
Take Action	_____ %
	100%

Notice the answers you have written above. Now check out the ideas on the next page...

Here's the approach to recruiting and influence that's proven to work:

Relating	<u>5%</u>
Discovery	<u>80%</u>
Build a Case	<u>5%</u>
Support a Decision	<u>5%</u>
Take Action	<u>5%</u>
	<u>100%</u>

Wow!

These numbers don't necessarily represent hard science, but hopefully, it provides you with a better sense of how a recruiting conversation can and should flow.

Your ability to successfully influence and recruit others comes through DISCOVERY – asking key questions of your prospects.

By spending more time in discovery and asking powerful questions:

- You uncover people's **WITT – What's Important to Them**.
- You **move the conversation to an emotional level**. In addition to educating people on your business opportunity, you're also connecting them to the PAIN or problems they want to solve, and the results or PLEASURE they want to experience.
- Instead of TELLING people why they should join your team, you help **them DISCOVER FOR THEMSELVES how your business can help them**.
- You have a better understanding of what's important to your prospects, so you can be **in a better position to make a sincere recommendation** regarding how your business can serve them.
- By demonstrating your sincere interest in your prospects, they will trust you and be more open to your recommendations.

I bet you'll feel more comfortable using this conversational approach, and your prospects will feel more at ease as well. You'll become skilled at asking questions and stressing the most relevant and important benefits of your business to your prospects. You'll get more skilled at handling objections and inspiring people to take the next step.

Ultimately – you'll be recruiting people into your team in a classy, elegant way, and attracting people who are truly committed to your business for the long term.

Learn How to Profile Your Prospects

There's one more important step to complete before you jump into your recruiting conversations; learning how to “profile your prospects”. You may have heard the term “profiling” used on crime shows on TV. **Police detectives speak of “profiling criminals” in order to identify the people most likely to be involved in a crime, and to better understand what drives their behavior.**

Profiling your prospects is similar because you also want to identify the people most likely to be involved in your business, and to better understand what drives their behavior.

Although there are MANY different kinds of people who buy your products and join your business, you have probably noticed a few common types who've naturally been attracted to work with you or your company.

For example, if you look at your team or company, do you see....

- Women who want to leave a corporate job to stay at home with their kids?
- Stay-at-home moms or dads, who want to earn some extra income?
- People in the salon, beauty, or health or wellness industry?
- Nurses, doctors, dentists, teachers, lawyers or similar professionals who want to earn more money and have more control over their hours?
- Corporate professionals, who want to have a “Plan B” and earn passive revenue?
- Baby Boomers on the verge of retirement who need more income?
- Gen-Y or college kids who need to pay off loans, or be their own boss?

Profiling your prospects involves “getting inside their heads” so you can have a better understanding of what’s important to these people, and ultimately what would inspire them to join your team!

Your Turn for Mastery:

- 1. Quickly jot down some of the most COMMON kinds of prospects you work with in your business.**

(Stay at home moms? Baby boomers? College kids or working professionals? Health and wellness pros?)

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

For the exercise below pick 1 – 3 different kinds of prospects you’re mostly like to recruit, or the people you’d love to recruit, into your team.

Use the chart on the next page to clarify what motivates this type of person. Complete a different chart for each prospect.

In other words, what pain/problems are they currently experiencing, and what pleasure/results would they rather have instead?

Type of Prospect: _____

Problems/Pain They Want to Eliminate

Pleasure/Solutions They Want Instead

[illegible]