

# NEVER HEAR “NO” AGAIN!

The biggest problem most people have when they are trying to prospect and recruit is that they stumble and fumble trying to figure out what it is they're going to say or they use their “one-size-fits-all” 30-second elevator pitch. That's the problem right there. Instead of worrying about what you're going to say, you should be focused on what you are going to **ASK**.

The real challenge is to tailor your approach to fit the prospect like a hand in a glove and not turn them off in the process. The thing that you must understand is that the person asking the questions controls the conversation – not the person talking! The minute you launch into your ‘pitch’, you have lost control of the conversation.

Think about what happens when you are interested enough in another person to ask them questions and really listen to what they have to say. It happens so seldom to most people that they are complimented by your attention and feel that they really matter to you (and they should, or you are in the wrong business). Get out of the mode of trying to give them your ‘pitch’ and instead be thinking about them and what it is they really want in their life. And it is about what they WANT in their life, not what they NEED. It really doesn't matter how badly they need what you have to offer – if they don't want it, it makes no difference to them how ‘valuable’ you think it is.

It's really quite simple – you ask enough questions to find out where their pain is or their goals are and if they are willing to make changes in their life to solve their problem.

When engaged in a conversation with someone, find out where they are right now in their life or their job, what they like and don't like about it, where they would like to be in 5-10 years, and what they are doing to get there. This is a conversation – you are not interviewing them, grilling them, or playing ‘21 questions’ – remember, this is a conversation. You respond, you react, you give feedback. This can take place over 20 minutes or 5 minutes, it just depends on the circumstances and the situation. But, I will tell you I have gotten appointments with people I've never met before in 5 minutes on a ski lift!

What follows are the questions that I work into a virtually every conversation when I meet someone that I think is sharp and I would like to attract to my opportunity. After you have done it a few times it will be a very natural and comfortable thing for you to do too. I encourage you to memorize the questions in the order you see them here.

- **“What do you do?”** (It’s probably one of the most common questions anyone asks when they are getting to know someone else. If you already know what they do, just skip that question...)
- **“How long have you been doing it?”** (If they say anything over 3 years, I usually come back with, “Boy, that’s great – you must really love what you do!” You will be fascinated by some of the responses you get to that statement. However they respond gives you a good idea about what may come next.)
- **“What do you like about it?”** (It’s important to know this, so that you can tailor your segue to your opportunity so that it appeals to their specific desires.)
- **“Are there things that you don’t like about it?” or, “Is there a downside to it?”... “Tell me about it.”** (Now you know where their pain is and what they would like to get away from. Again, when it’s time to make your approach, you’ll show them they can resolve their problem and achieve their wants with your opportunity as the vehicle.)
- **“What would you like to be doing 5-10 years from now?”** (This gives you an even better idea of what they want to achieve or have in their life. You will have a sense of whether or not they are a goal-oriented person. Although, I will tell you that as often as not they say, “I don’t know, but it sure isn’t this!”)
- **“What are you doing to make that happen?” or “What are you doing to get there?”** (This will tell you how serious they are about making a change in their life. If they already have a plan and are already moving in that direction, it means they are a self-motivated individual. If they are not doing anything to get to their goal it may mean they just haven’t found the right vehicle yet, or it may mean they really aren’t that serious about change. If you decide they are real duds, don’t ask the next question and just let the conversation drift off in another direction.)
- **“Are you open to evaluating (other) options that might help you achieve that?”** (If they say ‘NO’, then you’re done – don’t even make your approach, because it would be a waste of your time. If they say ‘YES’, then you make your approach. You just say: “Well, I’d like to sit down with you over a cup of coffee and share with you what I’m doing. You may find that you can...(whatever they said they wanted), without having to... (The stuff they said they didn’t like about their current situation) – will Tuesday afternoon work for you? And just so you know – ‘No’ is an OK answer and it won’t effect our relationship one way or the other.”)

Following this pattern of questions will give you a tremendous amount of information about your prospect. But most importantly, when you have asked a question – wait for them to answer it completely before you respond, interrupt or ask another question!

By the time they have shared this much information with you (and almost everyone will, because you have taken a real interest in them) you will have a very good idea whether or not this person is a good prospect, and exactly what aspect of your opportunity will engage their interest when it's your time to share. Then ask them: "Are you open to new opportunities?" or "Are you looking for ways to create additional streams of income?" If you get a positive response, ask them if they would take 30-40 minutes to evaluate some information and then either schedule an appointment, arrange to send them some information, or invite them to your website or to an 'event'.

The point is this: until they say they are open to looking at other options or opportunities – don't make an approach. That way you know you'll always get a 'YES'. Nobody shoots you down or gets defensive. You don't have to be defensive because you know you won't ask until you're sure they are ready to say 'YES'.

Try it a few times. Relax. Have fun with it. It works virtually every time! The first handful of times that you do this don't even plan on asking the last question. It will take the pressure off of you and give you some practice just getting a feel for how you can control the direction of the conversation – and be sure you keep it conversational. Respond, give them feedback, and build a bridge of commonality between you. You will discover that the rapport builds very quickly and easily and is a lot of fun because you know where the conversation is going to end up!

Just think... no more "NO's", no more put downs, no more feeling uncomfortable approaching someone. Practice. It's easy to learn and you will find your success rate going way up!

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## Are you ready for more useful success tips and techniques?



Rick Seymour  
The "Sponsoring Whiz"

This simple skill is just the tip of the iceberg when it comes to what you need to know to have long-term success in your Network Marketing business.

I have created "**CEO University**" -- a comprehensive, in-depth program teaching you how to develop your people skills, communication skills, leadership skills and time-management skills so that you can become truly successful in your network marketing business.

There is a disconnect in the industry today and a huge gap that is filled by this program. There are many people out there that teach effective ways to prospect, recruit and bring new people into your business – whether it is in person or on the internet. But without building strong relationships, they will fall out the back door as fast as you bring them in the front door and you will never achieve the benefit and promise of true network marketing – long-term passive income.

**Are you afraid to approach people with your opportunity because you don't know what to do with them if they say YES?**

**“CEO University” lays out the complete game plan for you.**

Unlike the corporate world, **everyone in your Network Marketing business is a volunteer**. They don't have to be there. That means you have to be a much better leader now than you ever had to be on your 'job.' On your job you have negative levers you can pull to 'motivate' people. But when you have a volunteer organization, that negative stuff not only doesn't work, but it drives them away. You must be able to lead with a positive vision that you are capable of painting others into.

If you would like to learn more about how to do that – go to:

<http://www.sponsoringwhiz.com/ceouniversity.htm>

## From “Geek” to “GURU”!

So why am I qualified to be teaching this stuff?

I started my working career as a Mathematician and an Aerospace Engineer. The main reason I became an engineer was because I didn't have enough people skills to even qualify as a mortician! I literally structured my life so that I wouldn't have to interact with other people.

But I got tired of the corporate grind. I got tired of working for people that I wouldn't have hired! I was tired of the stress of the constant restructuring and lay-offs. But most of all I wanted freedom and control over my life, and I knew as long as I was punching somebody else's time clock, I would never have it.

I wanted to become an entrepreneur and a business owner and was attracted by the promise of network marketing. But, the only reason I was successful at accomplishing that was because I finally figured out *that I*

*needed to learn a few new skills that I had been totally clueless about – people skills, communication skills, leadership skills and time-management skills.*

Coming from where I started, it is easy to see that if I can learn this stuff, **YOU** can learn this stuff. And who better to teach it than somebody that started from below zero. The end result is that I became a Management Consultant, a Professional Trainer and Speaker, an author – but most importantly -- **successful in my own network marketing business.**

Our network marketing business has allowed me to be semi-retired for the last 24 years with a 6-figure income while I have time to do all the other stuff I love to do. If that is what you are looking for in your life, then **“CEO University”** will help you get there much faster.

You could do what I did and spend several years studying social psychology at the graduate level, read tons of books on the psychology of the mind and spend several thousand dollars on self-help books, seminars, webinars and CD's -- And then try to sort out all the pieces that you can actually apply to building a successful network marketing business – or you can shorten your learning curve from years to days by reading **“CEO University.”**

One thing I have learned is that

**“If behavior doesn't change, it isn't training.”**

You will find that this program will give you the tools to create the successful behaviors that will move you ahead quickly in your business.

Here are what some others have to say—

Psychologist, Robert Samara: **“I call Rick ‘the velvet hammer’. He relates powerful ideas and concepts in such a way that people readily accept their need to change and grow.”**

**“The principles Rick teaches are principles he lives out in his own life. Here is a leader you can trust to give you truth that will challenge you and change your life. Rick has profoundly affected my life and has had a dramatic impact on three generations of my family. ---- Wes Schoel**

Founder of ‘Equip Them Ministries’, Pastor of ‘The River’, Grove, OK -

“Rick is warm, intelligent, and humorous. He is filled with wisdom and presents in simple, straightforward, and easy to understand concepts, stories, and parables. It is accessible for all readers. There is insight in here for all. It is everything you know but don't use and all the things you need to know but didn't understand. It is like having a good and wise friend who gently and powerfully leads you to the truths that will fulfill your life. That good and wise friend is Rick Seymour.

- Dr. Jerry Zoloto – Clinical Psychologist, Founder and CEO of *Anova*

*If you want to learn more about this dynamic program, go to*

<http://www.sponsoringwhiz.com/ceouniversity.htm>