LEADPOWER

LEADS CLUB TRAINING SERIES

MODULE 2

The Easy Way to Close Your Prospects

After they've seen your presentation

6 simple questions that work to enroll new reps for every company and product type, without pressure.

1 — 2 — 3 — 4 — 5 — 6

Companion Guide to the Video Training

with Ron Malezis

leadpower.net | 423-536-6200

WELCOME

Your Closing Guide

Look, we've all been there, myself included. You've shared your story with your prospect and presented your opportunity. Then that big nagging question pops up in your head: **How am I going to close the deal and get this person to sign up?**

It's a struggle everyone has gone through, no matter how long they've been in network marketing. In this guide you'll discover a simple closing system that works for every company and every type of product line. It works in every country, with every age group and gender. Best of all, it's simple. It's only **6 questions**.



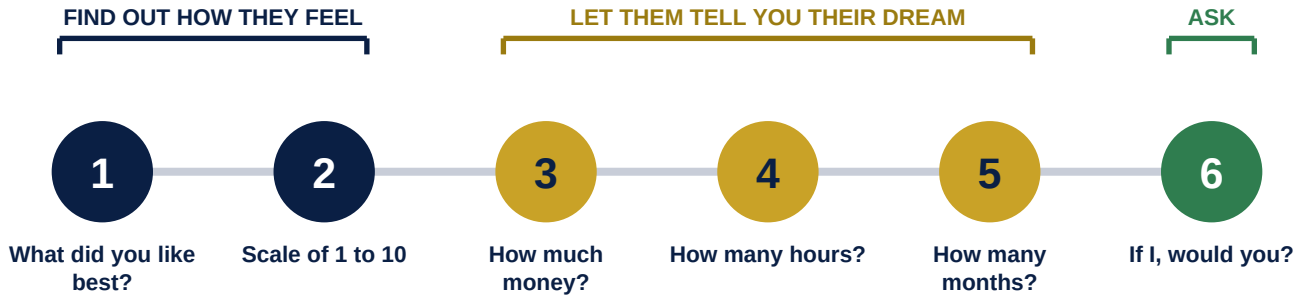
ABOUT YOUR TRAINER

Ron Malezis

Ron has spent **40 years in the industry, and 28 of those years as a lead generation expert**. He is the founder of LeadPower, and he has run it since 1998.

In about 10 years in network marketing, Ron built **three downlines of over 100,000 people with three different companies**. He knows the power of leverage, lead generation and marketing media working together, because he has lived it.

The 6 Questions at a Glance



How to Use This Guide

This guide goes with the video called **The Easy Way to Close Your Prospects After They've Seen Your Presentation**. Here's the best way to use it. Watch the video and follow along. Write in the My Notes boxes in your own words. Say each question out loud until it sounds easy and natural. Then finish with the action steps on the last pages and start asking.

THE BIG IDEA

It's All About Them

This is about asking the right questions at the right time. It's not about how much knowledge you have. It's not about how much you know about your company or your product. It's about your prospect. Everything you do in a close has to be built around one job: **how you can help them, as an advisor.**

The salesperson thinks...	The advisor thinks...
How do I get them to sign up?	What does this person actually want?
I need to tell them how much they can make.	I need to ask how much they want to make.
What did they think of my presentation?	What did they like best?
Push until I get a yes.	Ask good questions and listen.

3 Important Points About Your Presentation

Before I give you the 6 closing questions, I want you to know this. For your prospect to decide to join you, there are **3 things they need answered in their mind first.**

1

Does it work?

They want proof it works.

+

2

Is it simple?

They want it easy to follow.

+

3

Can I do it?

They want to see themselves doing it.

Keep these three points in mind while you give your presentation. Once your prospect has seen it, it's time to begin the closing process. These 6 simple questions make it easy to enroll your prospects **without ever using pressure.**

> **Quick Reminder**
> You are not trying to talk anyone into anything. You are asking questions, listening, and helping them see if this fits what they want. That's why it works.

1 What did you like best?

FIND OUT HOW THEY FEEL

ASK THIS RIGHT AFTER THE PRESENTATION

"So, what did you like best?"

Why this question is so good

Before I tell you why, let me tell you the **worst question you could ask**, and that's "So, what did you think?" Asking what they think invites your prospect to be a critic. You've put them in the role of judging your presentation, the product, the pay plan, and so on. They naturally start coming up with negative feedback.

Instead, ask "What did you like best?" You've set up the talk so they tell you what they liked, and even what their priorities are. This question invites positive feedback. On top of that, their answer gives you clues about how interested they are.

Don't ask this	Ask this instead
"So, what did you think?"	**"So, what did you like best?"**
Invites them to be a critic.	Invites positive feedback.
They start picking apart the product, the pay plan, the presentation.	They tell you what matters most to them.

Listen for the clue

If they say they like...	Then you know to focus on...
The product	The product. They'll guide you where they want to go.
The residual income	The income side and how it builds over time.
The time flexibility	The freedom and flexibility of the business.
The people involved	The team and the people they'd be working with.

Tip: use "tell me more"

When they tell you what they liked, say: **"Tell me more about that."** It keeps them talking, and the more they talk, the more they sell themselves.

My Notes: what do my prospects usually say they like best?

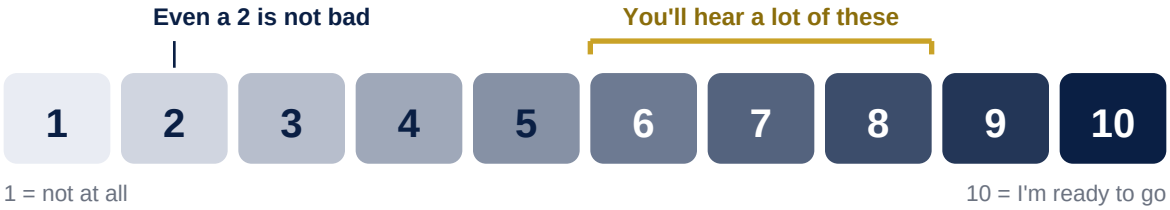
2 On a scale of 1 to 10...

FIND OUT HOW THEY FEEL

TAKE THEIR EMOTIONAL TEMPERATURE

"On a scale of 1 to 10, with 1 being not at all and 10 being I'm ready to go, how interested are you right now in this opportunity?"

This question grades their level of interest. It shows you how much more help they might need before they can decide.



You'll probably get a lot of 6s, 7s and 8s. And that's great. But what if someone says 2? **That's still not bad.** You'll have a lot of work to do to build them up to a higher number, but a 2 shows they have some level of interest. They might just need more than one exposure to get ready to go.

THEN FOLLOW UP WITH

"What can I do to help you get to a higher number?"

Their answer tells you the best follow-up to set up the next exposure. Remember: **anything over a 1 is good.**

What they say	What you do
A high number (6, 7, 8 or higher)	Great. Keep going. Move on to Question 3.
A low number (like a 2)	Ask what would get them to a higher number, then set up their next exposure.
They can't say what's missing	Say "Tell me more about that," and listen.

My Notes: the last 3 numbers my prospects gave me

THE DREAM QUESTIONS

Questions 3, 4 and 5: Let Them Build Their Plan

Now we begin asking **hypothetical questions.** The answers to these three questions show you how realistic your prospect is being. They also give you the exact information you need to get them signed up now. And here's the key: **you are listening to what they want, not telling them what they should want.**

MONEY		HOURS		MONTHS		THEIR PLAN
$500 to $1,000 per month	+	**8 to 10 hours** per week	+	**3 months** of work	=	**Ready to get started now?**

Example from the training. Their money, their hours and their months add up to their own plan.

3 How much money?

THEIR DREAM

ASK THIS

"Based on what you've just seen, if you were to get started with this company on a part-time basis, approximately how much money would you need to earn per month in order to make this worth your time?"

You're asking how much money they'd like to make for this to be worth their time. **Do not tell them what they could make.** Listen to what they say and find out what they want, what their dream would be. Get them to tell you. Doing this helps them convince themselves.

4 How many hours?

THEIR DREAM

ASK THIS

"Approximately how many hours a week could you commit to developing that kind of income?"

Just like the last question, this is an exploration question. The answer helps them make the idea more real in their mind. Again, you're listening to see **what they would be willing to do, not what you would suggest.**

5 How many months?

THEIR DREAM

ASK THIS

"How many months would you be willing to work those hours in order to generate that kind of money?"

Once again, this question helps them clarify their thoughts. It also tells you how seriously they see this project. Find out how much time they're willing to invest to reach the level they want. Helping them see the process makes the idea of working with you that much more real.

My Plan Worksheet

Fill this in during or right after your call. Use your prospect's own words.

Question	Their answer	What I heard
3. How much money per month?	$	
4. How many hours per week?		
5. How many months?		

My Notes: what surprised me about their answers?

6 If I, would you?

ASK FOR THE SIGN-UP

Okay, here we are. If the answers they've given you seem genuine and show a realistic level of expectation, you now have enough information to ask them to join.

ASK THIS

*"If I were to help you develop an income of **X** per month, working **Y** hours a week over the course of **Z** number of months, are you ready to get started now?"*

Here it is again with real numbers:

Example

"If I were to help you develop an income of **$500 to $1,000 a month**, working **8 to 10 hours a week** over the course of the **next 3 months**, are you ready to get started now?"

Write your own version, using what your prospect told you:

"If I were to help you develop an income of _____ per month, working _____ hours a week over the course of _____ months, are you ready to get started now?"

At this point, they'll give you a yes or no, or ask more questions. Most people will say yes once they've told you what they liked best, how much money they want, and what their work ethic will be to get it. Then you can simply begin helping them fill out the enrollment form. Here's a good way to start:

START THE FORM

"What email address did you want to use for this?"

Then be silent.

Wait for them to answer. Then ask the next question on the form. That's it. Easy, simple. All you're doing is asking what their dream is. Then, if you could help them reach that dream, would they take you up on it? Most people will respond positively. I mean, who wouldn't want to reach their dreams, especially if someone is going to help them?

WHAT HAPPENS NEXT

After Question 6

They'll do one of three things. Here's how to handle each one.

QUESTION 6

"If I help you reach that, are you ready to get started now?"

THEY SAY YES

Start the form. Say: "What email address did you want to use for this?" Then be silent and wait.

THEY ASK MORE

Answer them. You're their advisor, not a salesperson. Keep it honest and simple.

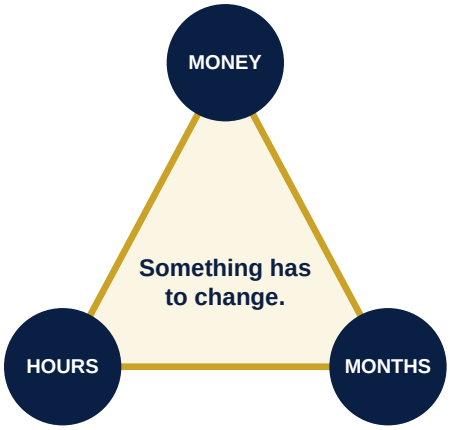
NUMBERS ARE WILD

Help them be real. Something has to change: more hours, more months, or less money.

Be an Advisor, Not a Salesperson

As you start using this process, you'll sometimes get crazy answers. For example, someone might say they want to make **$20,000 a month, working only 5 hours a week**, and they'll give you **2 months** to do it.

Remember, you're acting as an advisor. That means you need to help them be realistic.



What to say

Ask: **"Have you ever earned that kind of money before, with so little effort?"**

Then tell them: **"If that's what you really want, then one of those three numbers will have to change."**

It will take more hours a week, more months, or less money. Something has to change.

Don't be afraid to do this.

You will gain credibility when you are honest and realistic with your prospects.

CLOSING WITH CONFIDENCE

Listen First. Then Show Them How.

With this closing method, more prospects will sign up because you are listening to what they want. **Do not tell your prospects what financial results they should expect.** Some misguided reps pitch an income of $10,000 a month when all the prospect really wants is an extra $500 or $1,000 a month to help put one kid through college or pay off a credit card debt.

The most successful people in network marketing take special care to listen to what their prospects actually want. Then they show them how those dreams can come true.

Do this	Not this
Ask what they liked best.	Ask what they thought.
Ask how much money they want to earn.	Tell them how much they can earn.
Listen to their hours and months.	Tell them what hours and months to work.
Help them be realistic when numbers don't match.	Go along with numbers that can't happen.
Act like an advisor.	Act like a salesperson.
Be silent after you ask the form question.	Fill the silence and talk them out of it.

Don't worry about memorizing the exact words.
Keep these scripts open and near you when you first start using them. The important thing is to understand and apply the idea behind each question. As you get more experience, these questions will flow naturally. Use this closing system consistently. It will take you one big step closer to becoming a true network marketing professional and enjoying the lifestyle of your dreams.

Prospect Tracker

Use this after each presentation. In a week you'll see your own patterns.

Name	Liked best	1 to 10	$ / month	Hrs / wk	Months	Result

KEEP THIS NEAR YOU

The 6 Questions Cheat Card

Print this page and keep it by your phone or computer until the questions feel natural.

#	Ask this	What it does
1	"So, what did you like best?"	Invites positive feedback and shows what matters to them.
2	"On a scale of 1 to 10, with 1 being not at all and 10 being I'm ready to go, how interested are you right now in this opportunity?" Then: "What can I do to help you get to a higher number?"	Grades their interest and shows what help they need.
3	"Based on what you've just seen, if you were to get started on a part-time basis, approximately how much money would you need to earn per month to make this worth your time?"	Gets them to name their dream.
4	"Approximately how many hours a week could you commit to developing that kind of income?"	Makes the idea more real.
5	"How many months would you be willing to work those hours to generate that kind of money?"	Shows how serious they are.
6	"If I were to help you develop an income of X per month, working Y hours a week over the next Z months, are you ready to get started now?" Then: "What email address did you want to use for this?" Be silent.	Asks them to join. Starts the form.

Remember the three things in their mind:

Does it work? Is it simple? Can I do it? Keep those in mind during your presentation, then let the 6 questions do the closing.

My Notes: my favorite way to say each question in my own words

YOUR NEXT STEP

Take Action

Knowing the questions is good. Asking them is what pays. Work through this checklist today:

- [ ] Watch the video again and follow along in this guide
- [ ] Write each of the 6 questions in your own words
- [ ] Say the 6 questions out loud until they sound easy
- [ ] Ask "What did you like best?" after your next presentation
- [ ] Register for the live dials training (see below)
- [ ] Claim your 25 free Leads Club leads and start asking
- [ ] Tell your team members they can get free leads too

A Word Before You Go

Your prospect already has a dream. You don't have to invent one for them. Ask good questions, listen, and show them how you can help. Keep going, stay friendly, and keep asking. The right people are out there waiting for someone like you to ask.

Your next step: Claim your 25 free Leads Club leads at leadpower.net and start asking. Questions? Call 423-536-6200.

Resources

What	What you get	Where
Live Dials Training	Watch how it's really done. Our head instructor dials and speaks with actual leads, and you learn how to call your own prospects.	livedials.leadpower.net
Leads Club: 25 Free Leads	Real-time leads for network marketers, plus weekly training. Use the 6 questions on them and see the difference. Tell your team they can get the 25 free leads too.	leadpower.net
Custom Leads for Your Exact Business	Want leads built for your specific business? We can provide an exact lead for your exact business.	leadpowerads.com
Module 1: Best Ways to Contact Your Leads	The calling, voicemail, text and email scripts that get you to the conversation. Then use this guide to close.	leadpower.net

P.S. Want more free training on closing, following up and building your team? Visit myuplineacademy.com. Up next: **Module 3, the Taproot Success System**.