

# THE FORMATTED INTERVIEW PROCESS

Here Are The Very Best Questions To  
Qualify Your Leads



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*Congratulations!* You have made a very smart choice to download this training guide. You have in front of you the first step towards becoming a Master Recruiter. This is a formatted interview process. These questions will enable you to establish productive conversations quickly, and efficiently sort out the ‘sour apples’ and ‘rotten apples. That way, you can properly focus on your best prospects: the ‘red’ and ‘green apples’.

Be cautious! Some of these questioning techniques are very powerful. Using them properly will cause you get to know your prospects extremely well. You don’t have time to do this with everyone. You want to quickly eliminate those who are not good prospects, even if you enjoy talking to them, because they will use up your time, but not join your business.

Before speaking with any prospects, take the time to thoroughly review the entire questioning process. Do not skimp on this step. You need to get comfortable with ALL these questions in advance. This way you’ll be able to jump to the questions that are most appropriate to keep the conversation going. Practice by reading them out loud. Become familiar with each section of questions. As your prospect responds, you will be able to judge which questions to ask next in order to encourage the flow of information.

Here is the format. You will see main questions that will give you the big picture. Many of those ‘big picture’ questions have follow-ups that will help you sharpen your focus and give you greater clarity of what your prospect is thinking and feeling. Then, at the end, once you have collected enough information, you will see specific closing techniques to use in bringing your new prospects on board.

Keep these points in mind. You will NOT ask every question on this list. Pick and choose the ones that will lead you to your goal. When you ask a question, wait for an answer. Listen to what they say. Do not talk over them. Take notes on their answers, so you can refer back to them later. Keep these questions handy during each interview, and you will never be at a loss for words.

## THE FORMATTED INTERVIEW PROCESS

Why are you interested in a home business at this time?

How long have you been considering having a home business?

Have you looked at any yet, or have one you're already considering?

- ✓ If YES: When?
- ✓ What business?
- ✓ What appeals to you about it?
- ✓ What don't you like about it?
- ✓ If NO: Why not?
- ✓ Do you have an idea of what you're looking for?
- ✓ Are you open to the best suggestions?

**WHICH** of these would you say is your **HIGHEST PRIORITY** when deciding what kind of business to have: Income potential? Speed of income? Residual income? *Flexible schedule? Easy to learn? Type of product or service? Who you're working with?*

- ✓ Why?
- ✓ What would be next most important?
- ✓ What is least important to you on that list?

How familiar are you with the idea of Residual Income?

- ✓ What does that mean to you?
- ✓ Have you ever had residual income before?
- ✓ How important is that to you?

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What kind of work do you do now?

- ✓ How long have you been doing it?
- ✓ Why do you do that kind of work?
- ✓ How secure is your job at this time?

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How long have you been out of work?

- ✓ How are you getting by now?
- ✓ How long can you last like that?

Are you looking for a job now?

- ✓ Looking for work in the same field or something different?
- ✓ How's it going?
- ✓ What are your prospects?
- ✓ Are you close to being hired?
- ✓ How's that make you feel?

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What sort of schedule do you work now?

- ✓ Are you willing to devote a few hours a week to your home business?
- ✓ How many hours a week would you be willing to work from home?
- ✓ What sort of schedule do you think is best for you?
- ✓ Could you commit to that?

About how much do you earn a month/year with your present job?

- ✓ How long did it take you to get up to that amount?
- ✓ How much were you earning when you started?

Are you looking for something to supplement, or to replace your current income?

- ✓ How much would you need to be earning by the end of 90 days to make you feel that your new business is worth it?
- ✓ How much would you hope to earn in your first year?

How much additional money are you looking to earn each month?

- ✓ How'd you come up with that number?
- ✓ What are you hoping to accomplish with that money?
- ✓ OR/ What do you plan to do with that money?
- ✓ How soon do you need it?

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Tell me a little about your family situation now.

- ✓ Married/divorced/single?
- ✓ Children/how many/ages?
- ✓ Any kids preparing for college?
- ✓ Got money set aside for college?
- ✓ How much do you expect that to cost you?

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What do you like to do for fun?

- ✓ Got any hobbies?
- ✓ What does something like that cost?
- ✓ How often would you do it, if you didn't have to worry about working fixed hours?
- ✓ If money was no longer an issue, what would you do for fun?

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Have you ever been in a home business before?

- ✓ When?
- ✓ Which one(s)?
- ✓ What happened?
- ✓ What did you like/dislike about it?
- ✓ If NO: Why not?

How important is it to you to work with someone who is experienced?  
Are you someone who is willing to follow directions, or are you more the type to do things your own way?

- ✓ On your present job, did you go through a training process?
- ✓ Have you ever been on a sports team, or had a coach?
- ✓ Do you consider yourself to be coachable?

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Do you mostly use a computer, a tablet, or your phone?  
Are you on any social media like Facebook or LinkedIn?

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Is there anyone else involved in the decision-making process to start a home business, or will you be asking someone else for approval?

- ✓ Who?
- ✓ Why?
- ✓ We should involve with this conversation then, shouldn't we?

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What would you say are some of your BEST characteristics?

- ✓ How persistent are you?
- ✓ How good is your word?
- ✓ Would others consider you to be a reliable person?

Tell me some reasons why someone would want to work with you and help you build a home business?

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If I give you materials to look at and review, are you the type of person who would go through them thoroughly, or probably not so much?

HOW SOON could you review the information I'm going to send you?

If I schedule a follow up appointment with you, how dependable should I expect you to be?

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## THE 2-STEP SYSTEM TO GET PROSPECTS FULLY COMMITTED TO THEIR ANSWERS.

Why?  
Are You Sure?

The BEST questions to ask after many questions is **“WHY?”** (or **“WHY DID YOU SAY/SELECT THAT?”**). A great question to follow-up with, that will lock down their answers, is to ask **“ARE YOU SURE”?**

Asking **“WHY”** gets them to reveal their thinking to you.

Asking **“ARE YOU SURE”** puts them in the position of defending and supporting the statements they just made to you.



Once they've told you why they are sure, they can't back down from their answers later. They have firmly committed themselves.

Use this 2-step system with any important questions during both the qualification and your closing process.

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## **CLOSING SYSTEM**

**Based on what you've seen and heard so far, what do you like BEST?**

- ✓ Why?
- ✓ Are you sure?

**Have you seen a way to accomplish \_\_\_\_\_?**

(repeat several of the goals they shared with you during your earlier conversations.)

**HOW SOON did you want to start getting paid?**

(The 2 most common answers are "Right Now" and "Yesterday".)

**"Welcome Aboard! Let's get you registered."**

(Take them online to the order page.)

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## ALTERNATIVE CLOSES:

On a scale of 1 to 10, with 1 being not at all, and 10 being right now, how ready are you to get started?

Anything under 6 and you've got problems. Ask: "Why is that?"

7 to 9 ask: **"What do we need to do to get you to a 10?"**

(Use this one for people who like to say NO, because here, NO means YES!)

**After everything you've seen and heard, could you have any possible reason to miss out on this great opportunity to achieve your goals?**

## IN CONCLUSION:

**Remember**, it is only taking action that generates results! The more you use these questions in conversations with your prospects, the more natural the process will become. That can only happen through repetition.

Always have these questions in front of you when speaking to a prospect, so you are never at a loss for what to say next.

By far, this will give you the greatest advantage when recruiting. Having the ability to skillfully ask the right questions at the right time is what will transform you into a Master Recruiter!

Network Marketing is about building a team. With this training guide, you have been given a highly duplicatable process that can be followed by anybody who is willing to learn it. Take the time to fully develop your skill with this formatted interview process. Soon, you too will be counted among those who are able to enjoy the lifestyle of your dreams!



Over 40 years in network marketing, I've built teams of more than 100,000 distributors, gained skills and wisdom that have positioned me as a leader in the industry, and helped many aspiring marketers build their own businesses and find the kind of lifestyles they could only achieve by breaking free from conventional nine-to-five careers.

I founded LeadPower.net in 1998. And, Most Recent [Uplinecoach.com](http://Uplinecoach.com). We've become the one of the largest network marketing lead generation company in the business, helping over 180,000 clients find prospects to grow their teams and generate real value for their businesses.

My eBooks and training guides, filled with insights gleaned from decades of success in the industry, have exceeded 200,000 downloads.

**Good Recruiting!**

*Ron Malegis*