

6 CLOSING QUESTIONS

Closing Prospects with the Right Six Questions After they have watched a presentation...

Creating value for your business... Is it Simple? Does it Work? Can I Do it?



We've all been there, myself included. Picture the scenario. You've sat down with your prospect, shared your story, and presented your opportunity, and then the big question popped in your head:

How am I going to close and get the prospect to sign up?

It's a struggle everyone has had regardless of how long they've been in Network Marketing.

I have a simple closing methodology that works in every company and country, with every age group and gender. And it consists of only 6



IMPORTANT: 6 CLOSING QUESTIONS

QUESTION #1 What Did You Like Best?

#1

At the end of every exposure, the worst question you could ask is “What did you think?” Asking what your prospect thinks invites the critic. They begin to think of how they could critique your presentation, and they come up with negative thoughts.

Instead, if you ask “What did you like best?”, you’ll get completely different answers. This question invites positive thoughts. In fact, their answers will give you clues as to their level of interest. If they really liked the product, that’ll guide you in a particular direction as you go forward. Or if they like the residual income, flexibility, or the people, then you’ll know to focus on those things.

QUESTION #2 On a Scale of 1 to 10...?

#2

Ask your prospects, on a scale of 1 to 10, with 1 being “Not at All” and 10 being “Ready to Go,” how interested are you right now in this opportunity?

Again, this will help you gauge their level of interest, and how much more help they might need to make a decision. You will get a lot of 6s, 7s, and 8s. And that’s great. But what if someone says 2? That’s still not bad! You will have a lot of work to build them up to a higher number, but a 2 still indicates that they have some level of interest. They might just need more than one exposure to get them ready. Just ask them, what can I do to help you get to a higher number? Their answer will help you identify what’s the best follow-up you can use to set up the next exposure. Remember, anything over a 1 is good.

QUESTION **How Much Money?**

#3

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

You just ask them what level of income would be interesting for them. Don't tell them what they could make. Listen to find out what they would want, what their dream would be.

QUESTION **How Many Hours?**

#4

Approximately how many hours could you commit each week to develop that kind of income?

Again, you are listening to see what they would be willing to do, not what you would suggest.

QUESTION **How Many Months?**

#5

How many months would you work those kinds of hours in order to develop that kind of income?

Find out how much time they're willing to invest to get to the level they want to reach.

QUESTION **If I, Would You?**

#6

If I could show you how to develop an income of (their answer to #3) per month, working (their answer to #4) hours a week over the course of (their answer to #5) months, would you be ready to get started?

All you are doing is asking them what their dream is and then if you could give them their dream, would they take it? Most people will respond positively. I mean, who wouldn't want to reach their dreams?

Act as An Advisor

Now, sometimes you'll get some crazy answers from these questions. Someone might say they'd want to make \$20,000 a month, working only 5 hours a week, and they'll give you 2 months to accomplish that.

You have to remember that you are acting as a An Advisor for your prospects. And as a An Advisor, you'll have to be realistic with them. You'll have to tell them that if that is what they really want, then one of those three numbers will have to move. It will either take more hours a week, more months, or less money. But something will have to change.

Don't be afraid to do this. You will gain credibility if you are honest and realistic with your prospects.

Closing With Confidence

With this closing methodology, you will get more prospects to sign up because you are listening to what they want. Don't tell your prospects what to expect with Network Marketing. You may be pitching that they can earn \$10,000 a month, when all they want is \$1,000 to help them put one kid through college or pay off a credit card debt. The most successful people in Network Marketing listen to what their prospects actually want, and then show them how those dreams can be fulfilled.

Use this closing, and your confidence will improve. Don't worry about memorizing these exact words, just learn the general concept. Use this closing, and you will take one more step closer to being a Network Marketing professional!



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