

MLM Training: Let Prospects Close Themselves

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Sample of Content:

Become a top income earner in network marketing by learning how to let prospects buy into your opportunity without selling them. By using what we call Crossover Moves, you will disarm the prospect by doing the opposite of what they expect, resulting in less resistance and more people being sponsored into your organization.

Content:

Network Marketers lose many prospects because they try too hard to close the deal. It is a natural reaction for people to shun being sold, but they love to buy. By letting prospects close themselves, you will end up putting more people in your downline.

Most MLM Trainers tell networkers to sell features and benefits. When promoting a network marketing opportunity, features and benefits selling is hard work. The prospect is always suspicious, and moving away from you.

The way we eliminate this fear and suspicion is to use what we call a Crossover Move.

Letâ€™s demonstrate what happens when a Crossover Move is used:

The Prospect says, â€œI really like your opportunity.â€•The Networker says, â€œInteresting. Based upon our discussion to this point, I would not have guessed you had any interest in my opportunity. What did I miss?â€•

Did you see the Crossover? Instead of moving in for the close, we gently moved away, and let the prospect close himself. Letâ€™s continue and see what happens next.

The Prospect says, â€œMaybe you missed how your marketing system will solve my problem with duplication.â€•The Networker says, â€œReally. Iâ€™m still a little confused. Could you be a little more specific?â€•The Prospect says, â€œSure. By doingâ€•

Did you see what just happened? The prospect is doing all the work to close himself. The prospect is buying, not being sold. Isnâ€™t that easy? Just one last move, and then weâ€™re done.

The Networker says, â€œJohn, what would you like to do next?â€•The Prospect says, â€œIâ€™m ready to sign-up.â€•

No surprise stalls or last minute objections. The prospect feels in control, and is moving the process forward. And because of this, he is much more likely to sign-up for autoship and start signing up other distributors right away. Because he bought, he is self- motivated.

The Crossover Move consists of two parts: the build-up and the take-away. Hereâ€™s an example:

â€œConversational Recruitingâ„¸ has been called the most powerful recruiting process in Network Marketing, but itâ€™s not for everyone.â€•

The build-up is: â€œConversational Recruitingâ„¸ has been called the most powerful recruiting process in Network Marketing.â€•

The take-away is: â€œbut itâ€™s not for everyone.â€•

The build-up captures the imagination of the prospect, while the take-away entices the prospect to want to know more. The prospect then begins selling you on why they would be interested.

Once you've mastered the fine art of the Crossover Move, you can sit back and watch your prospects sell you on wanting to get involved with your network marketing opportunity. You build up, then take away build up, then take away and if you do that long enough, prospects sell themselves.

Why is this called the Crossover Move? Because it is the opposite of what MLM Trainers tell networkers to do when recruiting someone new into network marketing. It crosses over from the expected, to the unexpected. Most of all, like all Conversational Recruiting methods, it just flat-out works.

Achieving MLM Success requires that you step away from the norm. Crossover Moves allow you to do just that, and step into the ranks of the Super Recruiters.

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