

THE TOP TEN KEY QUESTIONS TO ASK IN A RECRUITING PRESENTATION

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Okay, so you're at the table with your prospects to give a formal presentation hoping to enroll them into your business. Here are the key questions that will give you control of your presentation while completely honoring your prospects.

1. Motivation Question

You need to know why your prospects decided to look at your program in the first place. You need to know what their hot buttons are. And, you need to know something about your prospect's world before you can present any benefits to them.

Although the Motivation Question does not usually reveal the TRUE motivations of your prospects, it is a good starting point for finding out what their real needs are. Here's the key question:

"Folks, I'm just a little curious, why did you decide to take a look at this program?"

Listen very carefully to their answer because you're going to repeat it back to them in just a minute.

2. The Permission Question

You need to ask several key questions throughout your presentation. If you start asking powerful questions without their permission, it will sound as though you're interrogating them...not a good idea.

You can easily get them to give you permission to ask your questions by simply asking permission to do so. Just ask:

"It would be helpful to me if I could understand a little more about your situation. May I ask you some questions?"

They always say yes.

3. The Exploratory Question

Prospects seldom reveal their true hot buttons when you ask them a simple Motivation Question. However, if you can get them to elaborate on their answer, in the process they will usually describe their true motivations for looking at your program.

A simple Exploratory Question like this will usually do the trick:

"You said that the reason you decided to look at this program was because...(repeat what they told you). What did you mean by that?"

Tip from the Coach: Listen for them to reveal (and elaborate on) their dissatisfactions regarding their finances, their freedom and their jobs.

4. The Financial Problem Question

Financial problems are one of the big three reasons why people get into network marketing. To find out if this is a concern (motivation) of your prospect, ask this question:

"Are you completely satisfied with the amount of money you're making right now?"

If they say no, ask them another Exploratory Question to get them to elaborate. Try: "Why do you say that?"

5. The Freedom Problem Question

Another reason people get into network marketing is because they don't have enough freedom. To uncover this motivation, ask this question:

"How do you feel about the amount of free time you have to do the things you'd like to do with your family?"

If they are dissatisfied, get them to elaborate by asking another Exploratory

Question. Try: "Would you explain what you mean by that please?"

6. The Job Dissatisfaction Question

The third major reason people get into network marketing is because they hate their jobs. If it's a concern of theirs, here's the question that will bring it to the surface:

"Are you totally happy with the kind of work you're doing now?"

If they say no, (well, you know what to do.) Try: "Would you give me an example of what you mean?"

7. The Solution Question

You can get your prospects selling themselves on your business opportunity by getting them to tell you the benefits of having solutions to the problems they told you about. (Now we're getting into the heavy-duty stuff)

Playback (summarize) to your prospects the specific problems they told you about regarding their financial, freedom and job dissatisfactions and then ask this question:

"What would it mean to you and your family if you found a business opportunity that would solve all of those problems for you?"

Stand back and let them tell you about all of the wonderful things your business will do for them. (Powerful stuff, huh?)

8. The Basic Qualifying Question

This is the granddaddy of all the questions. A yes to this question and your deal is practically done. You need to ask this question just before you demonstrate your products, services and marketing plan:

"Folks, if I can demonstrate to you that my company's business opportunity will solve all of the issues you have expressed to me today, are you ready to make a serious commitment and get started?"

The odds of them saying yes to this question are extremely high and if they do, the odds of them joining your business (if you want them) are extremely high too.

9. The Specific Benefits Question

As you demonstrate the benefits of your company's products, services and compensation plan, be sure you show them how your business will solve the problems they expressed to you earlier. Then ask this question to make sure you met their needs:

"Now that I have explained the entire program to you, do you see how it will meet your needs to your satisfaction?"

10. The Test Question Close

Don't change a single word in this question. Get the husband and wife to respond separately. Look them directly in the eyes and ask:

"Mr. and Ms. _____, do you see how you will benefit by being a part of this program?"

If you have asked the other nine questions the way I taught you, they will say yes to this question too. And when they do, you simply take out your paperwork (agreement) and write them up.

Now get off your butt and go have some fun.

Hilton Johnson and his wife, Lisa, are the founders of MLM University, virtual sales training and coaching for Network Marketers Who Hate Selling™.