

**PROSPECTING AS THE KEystone FOR BUILDING YOUR HOME BUSINESS**  
**A checklist of important points by Cheryl Currie © June 2011**

**PROSPECTING:** This is a precise activity of finding out if a person is interested. It can happen anywhere, anytime and is the very fiber of building a business. Advertising and getting leads gets you people to prospect but is NOT prospecting.

This list is based on Ray Higdon's information as given in this webinar:

<http://rayhigdon.com/mlm-prospecting-how-to-use-the-mlm-prospecting-scorecard/>

**PROSPECTING DO's and DON'Ts SCOREBOARD**

**LIST OF DON'Ts** (honestly add up your points and subtract from the DO's score to find out how you are doing. Reassess to see improvement).

LEAD WITH PRODUCT WITHOUT KNOWLEDGE OF EXACT DESIRE OF PRODUCT (-10 POINTS)

DON'T KNOW THEIR WANTS, NEEDS, DESIRE (-10 POINTS)

DON'T KNOW THEIR REASON WHY OR THEIR CURRENT PROBLEMS, AS THEY SEE THEM, NOT AS YOU SEE THEM (-20 POINTS)

TALKING TOO MUCH (-50 POINTS)

FAIL TO USE TOOLS (AS PROVIDED BY THE LEADERS AND/OR COMPANY) THAT YOU CAN PASS ON TO YOUR DOWNLINE (-10 POINTS)

TAKE OBJECTIONS AND REJECTION PERSONALLY (-30 POINTS)

NEGATIVE SELF-TALK (-50 POINTS)

BECOME DEFENSIVE ABOUT MLM OR YOUR COMPANY (-10 POINTS)

USE HYPE OR LIE (-15 POINTS)

FOCUS ON YOURSELF OR COMPANY VERSUS PROSPECT (-20 POINTS)

NOT KNOW WHERE TO SEND THEM IF THEY JOIN (-10 POINTS)

PROVIDE NO SUPPORT (-20 POINTS)

DROP THE COMMUNICATION AFTER INTEREST OR SIGN UP (-50 POINTS)

FAIL TO ASK FOR REFERRALS EVEN WHEN NO INTEREST (-10 POINTS)

NEVER STUDY HOW PROFESSIONALS PROSPECT (-20 POINTS)

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**LIST OF DO's** (honestly add up your points then subtract your score from the DON'Ts score to find out how you are doing. Reassess to see improvement).

LEAD WITH GENERIC QUESTIONS (+10 POINTS)

KNOW THEIR WANTS, NEEDS, DESIRE (+10 POINTS)

KNOW THEIR REASON WHY OR THEIR CURRENT PROBLEMS, AS THEY SEE THEM, NOT YOU (+20 POINTS)

TALK CONCISELY AND BE BUSY - DON'T HAVE TIME TO EXPLAIN THE BUSINESS AND SAY SO (+50 POINTS)

PROPERLY USE TOOLS - SEND SOMEONE TO A PRESENTATION BUT NO 3-WAY CALL, FOR EXAMPLE (+10 POINTS)

POSITIVE SELF-TALK (+10 POINTS)

NEVER LOSING YOUR POWER BY BECOMING DEFENSIVE (+10 POINTS)

USE CANDOR NOT HYPE OR LIE (+15 POINTS)

FOCUS ON NEEDS OF THE PROSPECT (+20 POINTS)

KNOW WHERE TO SEND THEM TO GET STARTED AFTER THEY SIGN UP (+10 POINTS)

PROVIDE CONTACT INFORMATION IN CASE THEY NEED HELP (+10 POINTS)

FOLLOW UP REGULARLY WITH SKYPE CHAT, EMAILS AND WEBINARS (+20 POINTS)

ALWAYS ASK FOR PEOPLE WHO MIGHT BE INTERESTED (+20 POINTS)

REGULAR LISTEN TO AUDIOS AND VIDEOS BY PROFESSIONALS (+30 POINTS)

### **SCORES:**

A score of -70 or more is an almost guarantee of a failed close

A score of -80 and you talk too much without getting the person's "why" = failure

A score of +70 or more is no guarantee but likely to enroll 20% of prospects

Remember, "Be brief, find out their wants and their problem" is +80

### **PROSPECTING FAILURES**

1. Fail to talk to enough people
2. Don't understand the prospecting scorecard
3. Fail to talk to enough people (repeated intentionally)
4. Don't talk to the warm market (fear, self-conscious, lack of confidence)
5. Do multiple things at one time versus focus, creating a non-serious business building image by offering other opportunities
6. Don't have a plan for what to do after you DO sponsor someone

### **PROSPECTING SUCCESSES**

1. Have a daily number goal to talk to people, using the prospecting scorecard
2. Present information ONLY after asking questions, especially your warm market
3. Focus on your company, how to advance in your company, building a lasting team versus just the simple act of making money
4. Focus on persistence, building a team, making a difference with that company
5. Know who to call for a 3-way closing call and/or what to do if no one is available for a 3-way call
6. Know where to point new enrollees once they are in

### **WORKING WITH YOUR LEADERS**

1. Do not keep asking for a single script as if there is one. Instead, study the professionals such as Todd Falcone, Joe Syverson, Cedrick Harris
2. Do not read all this but still think "How do I approach people...?"
3. Realize there are plenty of scripts, audios, videos and training courses about approaching people, talking to them, closing them, and more and that those who are great closers studied all of that and put it to use until they were experienced and smooth
4. Get rid of your self-doubts because you will sub-consciously prevent enrollments if you think enrolling the person is not going to work
5. Realize that leaders work closely with those who show that they are going to work hard at building their business and that it is simply a matter of good investment of their time and is the greatest good for the team

## **SUMMARY/RECAP**

**1. Build Rapport.** Ask Rapport building questions. For online this is the longest process as they are constantly pitched and typically skeptical and/or involved in an opportunity already.

Examples of opening lines:

- a. I see you have a dog/cat/weasel/bird, etc.
- b. I see you like the Colts/Niners/Sixers/Lightning, etc.
- c. I see you have kids
- d. I see you work at ...
- e. How's things in Canada, Oz, UK, etc.
- f. What's the weather like in (city)

**2. Be a Human Being.** Don't approach your prospect as if he is a number, potential income or wrong unless he joins your group.

- a. Find out why they are looking for a home business?
- b. What would they do if they achieved their financial goals?
- c. What do they like about having a home business?
- d. What didn't they like about it?

**3. Maintain Your Dignity.** If you are truly confident that you are in a good business and have done the right thing, there is no reason to have to convince someone else.

- a. Be discerning and spend time with people you want to work with.
- b. Don't continue talking with a negative person! Tell them they are right, that this business is not for them and end the conversation or change the subject. It happens to be true that you will get just so many "no's" before you get a "yes" so go quickly through the "no's" to get to a yes.
- c. Do not let them pitch you on something else. You made the call.
- d. Do not take failures personally, just make the next contact and remember to study the professionals.

3. When someone is interested, don't sound so surprised and lose your cool! Maintain your selective attitude.

**4. Don't Go For The Throat.** Avoid the temptation to introduce your opportunity when it's not the right time.

**ONLINE PROSPECTING:** NEVER send unsolicited (not requested) information to people online. It is SPAM and violates the ICANN regulations. (Based on a Facebook webinar done by Jim Chao, master of social network prospecting - <http://jimchao.net/ttofb/>) here is what you CAN and SHOULD do.

### **Social Networks:**

#### **A. Friend Request:**

Hi, I found your page while waiting for a friend and would like to add you to my friends list. My name is Jim. Feel free to IM me when you see me on.

#### **B. General Prospecting:**

1. What do you do?
2. What does that entail?
3. How long have you done it?
4. How are you being affected by what's happening with the economy?
5. How do you like what you're doing?

6. What did you do before?
7. Have you ever thought about doing anything else?
8. Are you familiar with the network marketing industry?
9. What experience did you have?
10. Why do you think you weren't successful?
11. Would you be open to looking at another company that didn't have those obstacles?

### **C. Network Marketer Prospecting:**

1. Are you still active in your company?
2. Are you building a business or just using the products?
3. Are you doing the business full time or part time?
4. How long have you been in it?
5. What was it that attracted you to the company?
6. Is this your first experience in network marketing?
7. If not, what was your first networking experience?
8. How many other companies did you try?
9. How are you doing?
10. Are you happy with the money you're making?
11. Why do you think you couldn't make money in the business?
12. Would you be open to looking at another company that didn't have those obstacles?

### **OFFLINE PROSPECTING:**

1. **COLD:** Start up a social conversation with interest in them, ask what they do for a living, how do they like it. First break in the conversation or when it seems appropriate, ask this:

**"Would you be open to a side project if it did not interfere with what you are currently doing?"**

2. If you get a positive response, ask them why, if something changed recently. Find out what is motivating them to look for more work and money.

3. **DO NOT EXPLAIN THE OPPORTUNITY!** Get their contact information and tell them you'll send it to them then give them a call for their opinion.

4. Withdraw graciously from the conversation. "Was really nice talking with you...meeting you...etc. I just saw a couple of people walk in that I have to talk to..." or "I just noticed the time and promised someone a call..."

5. **WARM:** Only talk to your warm market when YOU WANT TO HELP THEM and NEVER WHEN YOU ARE DESPERATE FOR A SIGN UP! The best time to introduce the "side project" conversation is just before you have to leave. "Hey, John, really good to see you again. I want to ask you something...just throwing it out there...before we leave...do you know anyone who might be interested in a side project...a little extra cash...if it didn't interfere with what they were already doing?"

6. After you ask and they tell you why they would be interested, come back with some heartfelt desire to help. But you have to go. Do not give them a CD or link or presentation. Just get their contact information and give them a promise or hope of possible assistance.

7. **RECURRING CONTACTS** (People you see regularly but are not necessarily friends or family): "I have to run..." or "I've got to return a call..." "...but I was just wondering if you knew anybody who might be interested in earning a little cash with a side project..." or "...knew anybody who might be looking for a home business..." Then continue as you would above: Positive response = asking why ("Just curious, why are you open? Something recently change?") or if something has changed and getting their contact information.

**IF YOU DO IT THAT WAY, YOU WILL FORCE YOURSELF TO BE BRIEF, CONCISE, BUSINESSLIKE AND YOU WILL NOT MAKE THE NUMBER ONE ERROR...TALKING TOO MUCH AND SHOVING YOUR OPPORTUNITY DOWN THEIR THROAT.**

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