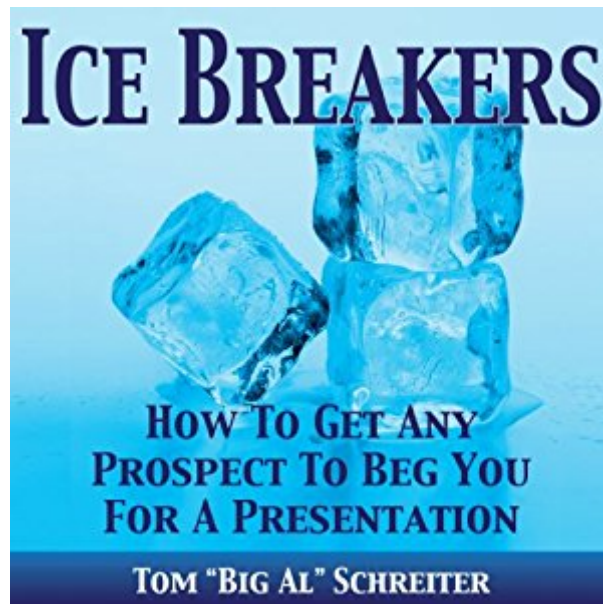


The book was found

Ice Breakers! How To Get Any Prospect To Beg You For A Presentation



Synopsis

Want to get your MLM and network marketing prospects to beg you for a presentation by using Ice Breakers? You can turn any warm or cold prospect into a hot prospect, wanting to know all about your business. How? By learning how to effectively introduce your business into a social conversation with an easy, rejection-free sequence of just a few words. Prospects want what you have to offer, but they are afraid of someone selling them. However, prospects love to buy and join. So why not use socially acceptable word sequences that compel any prospect to literally beg you for a presentation? This book contains several effective formulas with many examples of each formula that you can use or modify. Once we know how the formulas work, we can create unlimited Ice Breakers on-demand to use and pass on to our downline. Your distributors will no longer be afraid of prospecting; instead, they will love prospecting. It is much more fun when we are in control. Distributors want to work hard, but just don't know what to say. Their opening random remarks ruin their chances and they suffer bad experiences. That experience trains them to avoid prospecting. With trained words and phrases, everything changes. Quick and positive results. Prospecting is fun again. Enjoy learning how to prospect negative people, positive people, relatives, co-workers, strangers, leads, cold prospects....anyone, by using fun Ice Breakers that even the prospects enjoy. So if you need more prospects, if you need to give more presentations, then this is the book for you. Spend the entire week giving presentations, instead of spending the entire week looking for someone to talk to. And never again will you have to hear one of your distributors complain, "I just don't have anyone to talk to." Ice Breakers are the best way to energize your MLM and network marketing business.

Book Information

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Customer Reviews

You can actually use these ice breakers for many other selling situations, but the book is intended to help newbie network marketers to become comfortable bringing up their business opportunity or products in a way that they won't feel rejected. Al provides all kinds of examples and while the examples may sound cheesy or funny, depending on your point of view, they are just ideas meant to stimulate your own creative process, not necessarily to be used verbatim. He shares the "formula" and plenty of examples, like this one: "Hey Mary, I just found out how we can work three weeks out of the month but get paid for four. If you'd ever like to know how, I'd be glad to tell you. Meanwhile, let's watch the news." "I just found out how we can get fruit and veggie nutrition into our children without them knowing it." "Would it be OK if you had two paychecks instead of one?" If you encounter people who like to complain, Al suggests you ask them: "Would you like to do something about it?" or "Have you ever considered doing something about it?" That lets you discover whether they are a prospect for your offering or not, and he makes suggestions about what to say if they're not a prospect. If you find out that the person is not a prospect, instead of using NLP kung fu, he suggests you move on to a prospect that may be interested in what you're offering. If people ask you what you do for a living, you can mention how you can help them solve the problem. For example, "I show people how to remove stretch marks in 21 days." or, you could say "Well, you know how most jobs don't pay enough?"

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