

HOW TO RECRUIT THE MASSES WITHOUT PROSPECTING, PRESENTING OR CLOSING

By Hilton Johnson

This is a two-part article in which I am going to teach you three things:

1. How to attract ideal prospects to you without prospecting.
2. How to have your prospects pre-sold before you have a significant conversation with them.
3. How to get your prospects to voluntarily ask you to enroll them in your business. You'll never have to close. Yippee!

Prospecting is dead.

You are way behind the times if you are still telemarketing the cold market, approaching strangers in public places and/or using direct mail to generate leads. (Hey, who likes getting unsolicited calls today or (good grief) receive unfamiliar mail?)

Research has shown that most people who try to build a NWM business via cold calling and/or approaching strangers usually end up spending more money than they make. So, forget about it, traditional prospecting is basically a waste of time (unless you're a glutton for punishment.)

A better way to attract ideal customers and people to your business is to stop prospecting and start focusing on ways to make qualified prospects come to you. How do you do that you say? You simply learn to "Market By Attraction™" (MBA).

MBA is when you provide people with valuable information for free, over time, without obligation and without you trying to sell them. Eventually they begin to know you, identify with you and trust you. That's when the magic happens.

Understand this: people buy into relationships more than they do anything else. Stop selling your products and your business and begin to work on high profile ways to draw attention to you, what you stand for and what you know. There are a lot of folks who will love you and want to know more about you and your business once they get to know you. In other words, don't be a secret.

So, how do you let the world know who you are? Here are just a few suggestions:

OFFER TO DO FREE SPEAKING ENGAGEMENTS, SEMINARS AND WORKSHOPS.

People are always attracted to speakers and trainers. (Do not use the speaking event to hawk your products or business. Simply "mention" what you do at the beginning and end of your talk.)

If you don't know anything about public speaking, you might want to consider hiring a professional speaking coach to help you.

Go to: <http://www.coachtrainer.com/referral/>

TEACH CLASSES VIA TELECONFERENCE.

We at MLM U call these "TeleClasses." They are even more worthwhile today because more and more people are afraid to travel. TeleClasses unite people who may be separated by thousands of miles by

simply picking up the telephone and calling a special number at a predetermined time. (Note: You can rent a teleconference bridge line from MLM University at a fraction of the cost for an outside service.)

WRITE AN EMAIL NEWSLETTER.

This will allow you to develop relationships (over time) with tens of thousands of people all over the world. The cost is insignificant and believe me, writing a newsletter (or having one written for you) is a lot easier than you think.

COACH CENTERS OF INFLUENCE IN YOUR TOWN.

Professional coaching is the second fastest growing industry today and network marketers are perfectly suited for it. Learn the skills of business and/or personal coaching and offer to coach (for free) the bigwigs in your area. You will be amazed at the business they will refer to you.

DO CHARITY WORK.

Give to your community and you will be rewarded tenfold by people who will view you as a leader and a mover and shaker.

CREATE STRATEGIC ALLIANCES.

Get to know on a personal level the people who can make you powerful (or rich) overnight. That could be the media, companies and organizations, high traffic websites, heavy hitters with other companies, coaches and trainers, etc.

Does this give you some ideas?

Do high profile things instead of making prospecting calls and you will generate all the leads you can handle. Marketing By Attraction is the most effective and professional lead generation system on the planet. I never want to catch you making prospecting calls again.

You may be saying, "But Hilton, all of this will take time and may require some additional training. I want things to happen faster."

Well, think about that. How long have you been in the business? How much have you made after expenses? If you're like most, you've already invested a great deal of time and money and not much has happened. Now could be the perfect time for you to take a new (and more professional) approach to building a business in the 21st century.

"QUEEN MARY DRINKS CANADIAN CLUB."

Can you remember the above words? Go ahead, say them out loud with me: "Queen Mary Drinks Canadian Club." If you can remember them, you will remember the starting letters of "QMDCC" and they will trigger the language for you to gently and smoothly wrap up your recruiting efforts without using a hard close. But wait, I'm getting ahead of myself.

In the last issue we discussed how "Marketing By Attraction™" will attract ideal prospects to you without prospecting.

In this issue, I'm going to teach you what to do with your prospect after he or she has been exposed to your program. I'm going to give you a formula for "closing" without a pushy close.

Here's how it works:

Let's say that you've been doing a good job of "Marketing By Attraction" and you now have generated a prospect that has an interest in your business.

The next step is to make sure that he or she is exposed to a complete explanation / presentation. It doesn't matter if the presentation is via a website, face-to-face, conference call, meeting or whatever. The important thing is that you want your prospect to at least be interested enough to have the next conversation with you.

Following a complete presentation, you then want your prospect to call you at a predetermined time to discuss your requirements for joining your program. Let your prospect know that you **MUST** have a private conversation with her before the two of you can go to the next step. (It's important that you adopt this posture if you want this formula to give you the leverage you'll need for closing most of your prospects.)

Here are the steps to follow when the call comes in:

1. **Question**
2. **Motivation**
3. **Deep Probing**
4. **Clearing**
5. **Commitment**

(I'll bet you've noticed that the first letters in this sequence are the same first letters as in the memory jogger I gave you in the beginning of this newsletter. In case you missed it, "Queen Mary Drinks Canadian Club (QMDCC) equates to: Question, Motivation, Deep Probing, Clearing and Commitment.) Got it?

Now that you can easily recall this formula, here's how you might sound when your prospect calls for the scheduled appointment:

1. **Question (Q):** "Thank you for calling sir. Before we get started, do you have any **QUESTIONS** you'd like to ask me about the program?" (If yes, answer all of his questions before continuing.)
2. **Motivation (M):** "May I ask what it is about this program that has **MOTIVATED** you to give it consideration?" (He will now tell you about the benefits he sees for himself.)
3. **DEEP Probing (D):** (Go deeper with more questions.) "How else will this program help you? How do you feel about the products? How will NWM be of value to your family long-range?" (Ask Probing Questions that cause your prospects to elaborate on the benefits of the program. Remember, the more they tell you what appeals to them, the more they will sell themselves on you, your company and your program. That's why you don't have to close because they will do that themselves in this process.)
4. **Clearing (C):** ("Clearing" is asking minor commitment questions that clear up anything that will stand in the way of you asking the final commitment question.) Examples: "We have our business meetings on Wednesdays at 7 PM. Does that work for you?" ("Yes.") "You will need to get three-way calling. Will you do that?" ("Yes.")

"Would you like for me to help you make up your warm list?" ("Yes.") (Every time you ask a question and your prospect says yes, he (she) is telling you he is ready to go forward with your program. What could be easier?)

5. **Commitment (C):** "Fine. Are you ready to get started in the business?" (Your prospect will say yes.)

It's just that simple to wrap this whole thing up. Go for it.
