

CLOSING THE SALE—RECRUITING

- FROM THE Cd BECOMING A NETWORK MARKETING PRO BY ERIC WORRE

The key is a combination of having **good posture** and **asking good questions**.

Good posture is the way you carry yourself and having the goal of education.

Instead of asking good questions and listening to the answers, I was more of a talker. I just talked and talked and was more concerned with being interesting rather than being interested.

Here is what the best closers do:

1. Professionals are detached from the outcome. Their goal is education and understanding while helping the prospect make a decision that will be positive for his future. They are the opposite of needy. They are just trying to help the prospect see what will impact their lives.

2. They are very assumptive in their approach. They expect the prospect to join because they believe that the opportunity will impact the prospect positively. Many of them are shocked when a person decides not to get involved.

3. They promote themselves as much as they promote the opportunity. “We have a great product and a great opportunity and we’re going to take this thing to the top. We can do it together.” This gives people great confidence knowing they don’t have to do it all on their own.

4. They are always prepared. They have everything they need to get a person started right on the spot.

5. They ask question after question and they are great listeners. They act like a consultant helping the person solve a problem.

Network marketing professionals use **questions as their most powerful tool**.

Did it make sense to you?

What did you like best about what you just saw?

Pretty exciting isn’t it?

Can you see how this can be a great opportunity for you?

Let me ask you a question. On a scale of one to ten with one being zero interest and ten being ready to get started, where are you?

This is the four-question close.

1. Based on what you have just seen, if you were to get started right now, how much do you need to earn per month to make it worth your time?

2. About how many hours can you commit each week to make that kind of income? Now they have to check their mental calendar to see how much time they will invest to make that kind of money.

3. How many months would you work that kind of hours to develop that kind of income? This question makes them think about their level of commitment if they want the income from question number one.

4. If I could show you a way to develop an income of, (the answer to question number one) working (the answer to question number two) hours, over the course of (the answer to number three) weeks or months, would you be ready to get started?

For a new associate, there is a line between success and failure. On one side of the line, it is easier to quit than continue. On the other side of the line, it's easier to continue than to quit.

What can help the person get over the line? Selling their first memberships or becoming Fast-Start Qualified, attending a big event, proclaiming their intentions to the world, getting promoted, getting recognized for achievement? There are lots of things that will get a person over the line.

My job as a sponsor is to help them get over the line and stay over the line. The line never really goes away and my job as a leader is to constantly encourage them and keep them over the line.

Be sure to watch [Aaron Browning's training](#) on getting new associates started FAST and RIGHT. Complete transcript is included.