

Todd Falcone's

INSIDER SECRETS to RECRUITING PROFESSIONALS

VERSION
2.0



Todd Falcone

Powered by The Fearless Networker™

www.InsiderSecretsToRecruiting.com

Insider Secrets to Recruiting Professionals

Version 2.0

This is a fully updated studio version of my industry-wide #1 selling course on recruiting professional people into your network marketing or direct sales business.

This Resource Guide is designed to help you maximize the results you get while recruiting professionals using the strategies already taught to you in the audio modules of the course.

Please print this out, keep it with you, and refer to it regularly.

You'll want to use this as a reference point to keep you on track until you feel you've conquered what is taught throughout the course of the program.

The purpose of this course is to help you personally grow as a professional in network marketing, as well as get really good at talent scouting and sponsoring capable, quality people into your business.

I'm super excited for you!



Todd Falcone

Recruit You First

Success begins and ends with you.

Before you can recruit anyone else, you've got to first recruit you.

Being in the business with a Distributor ID number doesn't mean you're "in" the business. Buying this training program doesn't mean it either.

Recruiting you means **you are in**. There's no out. You've drawn a line in the sand and made the absolute commitment that you're going to make this work, regardless of what it takes or how long it takes.

You are unquestionably determined to make this business happen. That is the beginning. And...it all starts with you.

You Attract Who you Are

Remember this: If you want to recruit better people, you've got to become a better person.

Work every day on becoming the better person you want to recruit.

Ask yourself a few questions...

How am I working daily to improve me?

How could I be doing more?

Am I giving 100% in all that I do?

What am I focusing on?

What do I expect?

You Get What you Ask

The only way for you to start recruiting people into your business is to start ASKING them.

Are you asking?

How often are you asking?

How many people have you asked this week?

How many people have you asked today?

Sounds simple? It is.

End every day doing this.

Draw a box on a piece of paper and write a number in it.

In that BOX, write in the number of NEW PEOPLE you talked to that day about your business.

THAT is the ultimate test to tell if you are in or out, active or inactive.

This self-checking exercise cuts through the clutter and reveals the truth about your commitment to your business.

Remember this:

*Double Digits a Day
Keep the Commission Checks on their Way!*

Get Clear with What and Who you Want

Most people will settle for anyone simply willing to hear them out. Perhaps that's why most people end up settling for mediocrity, even IN network marketing.

You get exactly what you focus on in all areas of your life. So...if you don't know exactly what you want, you'll likely get whatever you get.

What is it exactly that you are looking for in a new business partner or rep?

In the audio portion of the course, there were a handful of descriptive words used to define "quality" or qualities you may be looking for in a potential business partner.

In order to "jog" your memory further, and get you to think more deeply, I've provided you a more thorough list of **Attractive Personality Qualities:**

Ambitious	Creative	Fair-minded	Honest	Organized	Reserved	Understanding
Amiable	Decisive	Faithful	Humorous	Outgoing	Resourceful	Versatile
Amicable	Detail-Oriented	Fearless	Imaginative	Passionate	Responsible	Visionary
Amusing	Determined	Forceful	Impartial	Patient	Self-Aware	Warmhearted
Balanced	Diligent	Frank	Independent	Persistent	Self-Confident	Willing
Brave	Diplomatic	Friendly	Intellectual	Philosophical	Self-Disciplined	Wise
Calm	Discreet	Funny	Intelligent	Pioneering	Sensible	Witty
Caring	Dynamic	Generous	Intuitive	Polite	Sensitive	
Charitable	Easygoing	Gentle	Inventive	Positive	Sincere	
Charming	Efficient	Giving	Kind	Powerful	Sociable	
Collaborative	Emotional	Goal-Oriented	Loving	Practical	Straightforward	
Committed	Energetic	Good	Loyal	Prepared	Sympathetic	
Compassionate	Enthusiastic	Gregarious	Modest	Pro-active	Thoughtful	
Conscientious	Ethical	Happy	Neat	Quick-witted	Tidy	
Considerate	Extroverted	Hard-Working	Nice	Rational	Tough	
Courageous	Exuberant	Helpful	Optimistic	Reliable	Trustworthy	

The Three Commonalities

In addition to finding people with personality traits that we find desirable, this method involves speaking with individuals who already do what we do in network marketing.

- 1. They sell, manage, or lead for a living.*
- 2. They get paid to produce.*
- 3. They have risk tolerance.*

Remember...this is about you specifically going after people who are more likely to be successful in network marketing because of what they do already.

Where to Find Them

Through this program, you will never again have to worry about not having enough people to talk to again for your business.

Open your eyes. Look around. Let your mind work the way it's meant to work. Let it be free. Signs are literally everywhere IF you are looking for them.

You're looking to build a business. Your business requires people. People are everywhere. And...GOOD people are everywhere and easy to find.

You have to begin training yourself to LOOK FOR opportunity everywhere you go. It is all around you and everywhere you look.

When you see stuff, start asking yourself things like, *"Is that an opportunity?"* Then...act on it.

For example...I no longer drive by For Sale signs without slowing down, writing the realtor's number down, then initiating a call.

How much opportunity are you driving by every day without acting upon it?

Best Places to Find Professionals

- *Newspapers*
- *Magazines*
- *Periodicals*
- *Publications*
- *Direct Mail*
- *TV and Radio Advertising*
- *At their Workplace*
- *Out and About*
- *Mixers and Events*
- *Internet Searches*
- *Facebook and LinkedIn*

Best Categories to Target

- *Real Estate*
- *Mortgage*
- *Financial Planners*
- *Stock Brokers*
- *Insurance Agents*
- *Inside Sales*
- *Outside Sales*
- *Managers of All Kinds*
- *Small Business Owners*
- *Waiters, Waitresses, Bartenders*
- *Customer Service People*

What People Buy

People buy you before they buy anything else. More importantly, they buy your confidence.

What are you projecting into the marketplace?

Perception is Projection. What you project, people perceive as truth.

What you say, how you act, and how you do things...all create a perception in the mind of your prospect of who you are as a person. That perception becomes their reality of who you are.

How do you want to be perceived?

In order to change the way you are being perceived or received, you have to change what you're projecting into the marketplace.

What to Say to Them on the Phone

I use a very simple approach/script in all of my phone calls to professional people. The key is to sound fairly casual, but still professional. The best way to describe my approach would be "*business casual*." You do NOT want to be perceived as a telemarketer or a sales person trying to "sell them" something.

You are an independent, free-thinking entrepreneur in the process of growing your business and you are simply looking to identify other people who have unfulfilled needs or desires in their lives that might more easily be met through an entrepreneurial partnership with you. THAT is the general theme that you are looking to create as you make calls.

Imagine this. You have a suit on, but your sleeves are rolled up, tie is off. For you ladies...heels are off and you're relaxed, comfortable and confident.

I use both a Direct Approach and an Indirect Approach.

The Direct Approach is what I use the most frequently and is clearly referenced throughout several audio modules in this program.

The Indirect Approach is also referenced throughout the audio portion of this training and involves asking a pique interest question in a slightly different manner, as you'll see below.

Depending how I've found the professional I am calling, I simply vary the opening. Here are a few example of using both the Direct Approach and Indirect Approach.

The Direct Approach Script

The Set Up: Calling Joe the Personal Fitness Trainer. I found his business card on a corkboard at a coffee shop.

You: *Hey is Joe in?*

Joe: *Yea. This is Joe.*

Joe: *Hey Joe. This is Todd Falcone. I just grabbed your business card off of the post it board at the coffee house.*

You got a second?

Joe: *Sure...*

You. *Here's why I'm calling. Obviously...if you are putting your card up on that bulletin board, you are clearly looking to grow your business. I'm an entrepreneur and love working with really sharp people. I just have a simple question for you Joe...and that is, do you at all keep your options open in terms of making money outside of what you are currently doing as a personal fitness trainer?*

Joe: *Absolutely I do.*

You: *Great.*

AT THIS POINT IN THE CONVERSATION, DEPENDING ON WHETHER YOU ARE USING THE “POP AND DROP METHOD” OR “THE PROS METHOD”, YOU WILL EITHER CONTINUE BUILDING RAPPORT AND TAKE THE CONVERSATION FURTHER OR SIMPLY GET THE PROSPECT MORE INFORMATION. PLEASE REFER TO THE AUDIOS REFERENCING THESE TWO APPROACHES.

The Set Up: Calling Jan the Realtor. I saw her For Sale sign, pulled over and called her from the road.

You: *Hey Jan. This is Todd Falcone. How’s it going?*

Jan: *Good. How you doing?*

You: *Great Jan. I just drove by your listing here in Beaver Lake Estates.*

Jan: *Great. Are you interested in looking at the property?*

You: *Jan...it’s a beautiful property. I live right down the street. Let me tell you why I’m calling. I know you are very active here on the Sammamish Plateau in the real estate community. I am an entrepreneur and I’m in the process of growing my company here locally. I love working with sharp people. I have a simple question for you Jan...and that is, do you at all keep your options open in terms of making any money outside of what you are currently doing in the real estate profession?*

Jan: *It depends.*

THIS IS WHERE A RE-FRAME QUESTION WOULD COME INTO PLAY. WHEN A PROSPECT SAYS “IT DEPENDS”, THEY ARE SAYING EXACTLY THAT. SO...TIME TO REFRAME THE QUESTION.

You: *That’s fair. Jan...let me ask you this. If I could show you something that enabled you to put significantly more money in your pocket and you didn’t have to leave real estate to create it, is that something you’d be open to taking a look at?*

Jan: *Absolutely.*

AGAIN...THIS IS WHERE YOU EITHER BUILD MORE RAPPORT USING “THE PRO METHOD” OR YOU OPT TO GET HER MORE INFORMATION AND END THE CALL.

The Set Up: Calling Greg the Insurance Agent from his ad on the grocery cart.

You: *Hi. Is Greg in please?*

Assistant: *Who’s calling?*

You: *This is Todd Falcone.*

Greg: *Hi...this is Greg. How can I help you?*

You: *Hey Greg. This is Todd Falcone. I’m looking at your smiling face between my tomatoes and my eggs (we both laugh).*

Greg: *You must be looking at my ad on your grocery cart.*

You: *I am! Listen...Greg. If you’re running this ad, you’re obviously looking to grow your State Farm business. I’ve got a question for you. I’m an entrepreneur myself...and I am right now focusing on growing my company here locally...and I thrive on working exclusively with professional people. Simple question. Do you at all keep your options open in terms of making any money outside of what you are currently doing as a State Farm agent?*

Greg: *I do.*

You: *Great. I see your office is right around the corner from me. Is it possible we get together on Monday or Tuesday of next week?*

Greg: *Tuesday works.*

You: *Great...which works best for you...9am or 11am?*

Greg: *9 is good.*

CONFIRM THE APPOINTMENT AND SHOW UP ON-TIME. NEVER SHOW UP LATE AND NEVER SHOW UP TOO EARLY. IF YOU LIKE TO BE PROMPT, SHOWING UP NO MORE THAN 10-MINUTES PRIOR TO YOUR SCHEDULED TIME TO MEET IS PERFECT. COME TO THE MEETING PREPARED AND READY TO SHOW/GIVE YOUR PRESENTATION.

The Indirect Approach Script

The Set Up: Calling Allison the Radio Station Account Executive in Monterey from a Google Search I did on U.S. Radio Stations, using an Indirect Approach.

You: *Hi. Is Allison in?*

Assistant: *Who is calling please?*

You: *This is Todd Falcone.*

Allison: *Good afternoon, this is Allison.*

You: *Hey Allison...this is Todd Falcone. How's it going?*

Allison: *Good. You?*

You: *Real good. Allison. We don't know each other, but I found you while doing some research on radio stations in Central California. I'm doing a project in the Monterey area and wondering if you could help me out. I'm sure you are very well connected in that market doing what you do for a living. Is there anyone that comes to mind that has a sales or management background that may not be exactly where they want to be financially, that may be able to help me execute this project?*

Allison: *Uhhh...me. What's the project about?*

YOU JUST ASKED AN INDIRECT QUESTION, YET THEY RESPONDED FAVORABLY.

You: *I'd love to tell you about it. How much time have you got right now?*

Allison: *I've only got a minute. I'm about to run out to give a proposal.*

THIS WOULD BE A GOOD TIME TO EITHER SCHEDULE A PRESENTATION OR MEETING IF THEY ARE IN A GEOGRAPHICALLY DESIRABLE LOCATION, OR GET THEM THE INFORMATION ABOUT YOUR COMPANY.

The Set Up: Calling Joe, the owner of five local car dealerships. He's a friend (warm market), and one of the most successful people I've ever known in my life. For most people, this guy would be on their chicken list. He was on mine. This is how you remove these people from your chicken list and actually put them into your business, using this Indirect Approach.

You: *Hey Joe. It's Todd Falcone.*

Joe: *What's up Bubba?*

You: *Calling to ask you a favor.*

Joe: *Shoot.*

You: *Here's the deal Joe. First off...let me say this. I have a tremendous amount of respect for you. Seems to me like everything you touch in business turns to gold. I aspire to some day be as successful in my life as you've been in yours and I look to you as a mentor when it comes to business. Here's my favor. I just launched into a new business that has got me completely excited...and I was hoping you could do me a favor and take a good look at it with your experienced business eyes, and just give me your honest feedback. Could you do that for me?*

YOU CANNOT LOSE USING THIS APPROACH. THIS IS PERFECT WITH HIGHLY SUCCESSFUL PEOPLE YOU KNOW THAT YOU TYPICALLY MAY BE AFRAID TO CALL. IT IS VIRTUALLY IMPOSSIBLE FOR THEM TO SAY NO TO YOU BECAUSE YOU JUST TOLD THEM HOW COOL THEY ARE AND HOW MUCH YOU RESPECT THEM. THIS IS A SLAM DUNK.

Joe: *Absolutely. What do you want me to look at?*

SHOW IT TO HIM. IF HE SEES IT FOR HIMSELF, HE'S SMART ENOUGH TO TELL YOU.

The Proper Use of Reframe

When asking pique interest questions, you will get one of three answers, 1) YES, 2) NO, or 3) IT DEPENDS.

The purpose of a Reframe (asking a question in a slightly different way) is to get a YES answer when someone has said MAYBE or IT DEPENDS.

Do not ever ask a reframe question to someone who has given you a very specific 'NO I'M NOT INTERESTED AT ALL' answer.

If they say YES, get them your information or build more rapport!

If they say NO, it's not really an ideal time to ask for a referral. You were only on the phone with them for a matter of seconds and they said NO to you. They aren't likely to give a complete stranger their best friend's phone number, or anyone else for that matter. You can ASK...and occasionally you WILL get a referral, but this is not the ideal environment for one.

When they respond with a MAYBE kind of answer...that usually comes in the form of IT DEPENDS or YEA...WHAT IS IT, I respond with a REFRAME QUESTION in order to turn it into a definitive YES and have the permission to get them more information or schedule an appointment with them.

Below you will see a few different examples of a reframe.

Five Different Examples of Reframes

REFRAME 1:

You: *Do you at all keep your options open in terms of making any money outside of what you are doing in the _____ profession?*

Prospect: *It depends.*

You REFRAMING: *Let me ask you this. If I could show you something where you didn't have to stop doing what you're doing...in other words, stay totally focused on your career, and at the same time enabled you to build a recurring stream of revenue that you didn't have to continue to work to recreate each month, you'd be at least curious to know what it was, wouldn't you?*

Prospect: *Absolutely.*

REFRAME 2:

You: *Do you at all keep your options open in terms of making any money outside of what you are doing in the _____ profession?*

Prospect: *Sometimes.*

You REFRAMING: *If I could show you something that had a bigger upside than what you're doing right now, and you could be doing it without the risk of leaving your current business, would you want to know how to do it?*

Prospect: *For sure!*

REFRAME 3:

You: *Do you at all keep your options open in terms of making any money outside of what you are doing in the _____ profession?*

Prospect: *Maybe*

You REFRAMING: *What if I could show you something that you knew FOR SURE could create 6-figures plus in residual, recurring money every year without stopping doing what you're doing, you'd want to know what it involved, wouldn't you?*

Prospect: *You have my attention.*

REFRAME 4:

You: *Do you at all keep your options open in terms of making any money outside of what you are doing in the _____ profession?*

Prospect: *It depends.*

You REFRAMING: *Let me ask you this. If I could show you something where you didn't have to stop doing what you're doing...in other words, stay totally focused on your career, and at the same time enabled you to build a recurring stream of revenue that you didn't have to continue to work to recreate each month, you'd be at least curious to know what it was, wouldn't you?*

Prospect: *Now that you put it that way...yes.*

REFRAME 5:

You: *Do you at all keep your options open in terms of making any money outside of what you are doing in the _____ profession?*

Prospect: *It depends.*

You REFRAMING: *If I could show you something that helped you to be even more productive in your current business than you already are...and at the same time, directly helped you to create an additional stream of income, you'd want to see for yourself what it was, wouldn't you?*

Prospect: *I would.*

BONUS Telephone Scripts from Insider Secrets Version 1

The following scripts are from my original ***Insider Secrets to Recruiting Professionals*** Home Study Course. Some of them have been modified and updated a bit based on my experiences in the field.

Real Estate Professionals Script:

You: *Hi...is Ron Realtor in? Hi Ron...this is Todd Falcone in Seattle. How are you doing? Excellent! Ron...I was just surfing on net for real estate professionals in the Phoenix area and located you. I own a company here in Seattle and I am in the process of expanding some of my operations into Arizona. Anytime I move into a new area, I personally love to talent scout top sales pros for my business. I have a very simple, straight up question for you. And that is...do you keep your options open at all in terms of earning income outside of what you are currently doing in real estate?*

A lot of people will say “Yes”...or “It Depends on what it is”, etc. At that point all I do is say,

You: *Ron...why don't I do this? To be respectful of both of our times, I'd be happy to either drop some information off to you in the mail or send you an email that outlines my company in detail, then we can chat after you look at what I'm doing. Which would be better for you?*

If they continue to ask...what it is, you can say something like:

You: *Ron...to be real straight with you...due to the magnitude of what I am doing, a 30-second snapshot won't do it any justice...much like it would be very ineffective for you to give an open house tour over the telephone. If you are open to taking a look, I would be happy to send you some information either via email...or an audio CD I have that you can play in your car between appointments. Which would you prefer?*

Optional Realtor Opening and Pique Interest Question:

You: *Hi...is Ron Realtor in? Hi Ron...this is Todd Falcone in Seattle. How are you doing? Great! Ron...I understand that you are a successful realtor in the Phoenix area. The reason I am calling you is this. I own a company here in Seattle and I am in the process of aggressively expanding throughout the country. I am focusing exclusively on Arizona and am looking for a handful of super big thinkers to help me expand my business. Are you at all open to taking a look at something outside of what you are doing in real estate?*

Mortgage Broker or Loan Officer Script:

You: *Is Mickey Mortgage in please? Hey Mickey...this is Todd Falcone in Seattle. How are you doing today? Excellent. Mickey...let me tell you why I am calling. I run a company here in Seattle that is aggressively expanding our operations into the Dallas area. I'm looking for a couple of very sharp go getters who want to do two things...a) make more money and b) work less hours. This is a pretty loaded question considering what I just said. Our company values making lots of money and having plenty of time to enjoy it. But let me still ask you, are you open to taking a look at something that can help you to make more money, as well as give you more free time in your life?*

Account Executive Script:

You: *Hi is Annie Account Executive in please? Hi Annie. My name is Todd Falcone. I own a company here in Seattle that is expanding down into the San Jose area. I'm in the process of recruiting and identifying some potential leadership to help me run the sales and management side of my business. If I could provide you a vehicle that would allow you to earn more, give you unlimited flexibility, and allow you the opportunity to create a recurring revenue stream that you didn't have to keep recreating every month, would you be open to investigating it?*

Car Sales Script:

You: *Hi is Tommy Toyota in please? Hi Tommy. My name is Todd Falcone. I own a company here in Seattle that is expanding down into the San Jose area. I'm in the process of recruiting and identifying some potential leadership to help me run the sales and marketing side of my business. If I could provide you a vehicle that would allow you to earn more, give you complete and total independence, and allow you the opportunity to create a recurring revenue stream that you didn't have to keep recreating every month, would you be open to investigating it?*

Managers and Directors Script:

You: *Hi...is Mack Manager in please? Hey Mack...this is Todd Falcone. I help run a company here that is in the process of expanding our operations throughout the state. I understand that you are a successful sales manager at WITD-FM. I am in a business that focuses heavily on marketing and international product distribution where we strategically position ourselves in front of new market trends before the masses do. I am right now looking for some new leadership to help me expand my Seattle operations. Are you at all open to taking a look at something that likely would allow you to not only earn more than you currently are, but also allow you to utilize your current skills in a very fun and flexible entrepreneurial environment?*

Retail Sales or Customer Service Script:

You: *Hi is Rhonda Retail in please? Hi Rhonda. My name is Todd Falcone. Let me tell you why I'm calling. I own a company here in Seattle that is expanding down into the San Jose area. I'm in the process of recruiting and identifying some potential leadership to help me run the sales and management side of my business. I'm looking for people LIKE YOU who have some experience in working with and around people on a daily basis, but that may not be earning what they feel they are worth. If I could provide you the opportunity to earn more, with long-term career potential, and allow you the opportunity to create a recurring revenue stream that you didn't have to keep recreating every month, would you be open to investigating it?*

Leaving Voice Mail Messages that Get Call Backs

Regardless of who I am calling, I ALWAYS leave a message...and I almost always get a call back because of the type of message I've learned to use over the years. You must get in the habit of moving your business forward with every opportunity that presents itself. If I've taken the time to make a call and hear their message on their voice mail system, I am certainly going to take the extra 30-seconds to deposit an impression of me into their life.

All you want to do is get a CALL BACK, so you can engage them in conversation and ask them a pique interest question. I've found that the LESS detail I give, the more call backs I get. These are easy!

Voice Mail/Answering Machine Scripts:

Prospect's Voice Mail: ...leave a message. (BEEP)

You: *Hi Ron...this is Todd Falcone in Scottsdale. I need to speak with you right away. Please call me at your earliest convenience. My number is 555-1212. That's 555-1212. Talk to you soon.*

Prospect's Voice Mail: ...leave a message. (BEEP)

You: *Hi Terry...this is Todd Falcone here in Scottsdale. Would you please give me a call at your earliest convenience? My direct office line is 555-1212. That's 555-1212. I'll be in the office all day.*

Who, How and When to Ask for Referrals

You know this by now. Ask and you get. Don't ask, don't get. One of the most challenging things for even the most seasoned sales professional or entrepreneur in the world is REMEMBERING to ask for referrals.

I literally POSTED the question "Who Do You Know?" onto my landline telephone, my cell phone, my computer, my whiteboard and my bathroom mirror to REMIND ME to ask for referrals until it became habit. I suggest you do the same.

How many times a week are you asking:
"Who Do You Know?"

There's a right time and a wrong time to ask for a referral.

I don't ever ask negative people for a referral. For example, you make a call and they say "No...not interested in looking. Not open. Leave me alone." I don't ask.

That's pretty much the ONLY person I won't ask.

Who then DO you ask?

Ask anyone who is nice. Friendly people are likely to give referrals.

The person MOST LIKELY to give you a referral is someone who is already a happy and satisfied customer of your product. They are the perfect person to ask.

Referral Scripts

Asking a Satisfied Customer:

You: *Brenda...I know you've been getting really good feedback from using our product, who else do you know that might like to have the same experience you've had?*

Asking the Person Who Looked at Your Business:

You: *Ray...I know you can't do the business right now because of your move, who is a person that's in your phone right now that could be really good at this?*

Asking the Professional Who you Personally Know:

You: *Jim...you know everybody in town. You're probably one of the most connected people I know. Who are the first two people that come to mind when you think of people that flat out get stuff done and are huge producers?*

Who do you know...?

Who do you know who...

...likes making money?

...is already successful?

...is into health?

...is good at selling?

You get the picture.

How to Approach Professionals in Person

The best thing you can do is to remove any PRESSURE from yourself of having to figure out when the best time to ask them a question about your business might be.

If you're at a mixer, a party or a business function, just get to know people. Ask about them. Learn about them. Find out about their wants, their needs, their likes.

Don't worry about having to find the right time to ask them your "Do you at all keep your options open..." question.

In fact...meeting professionals in person is very cool because it enables you to really begin to connect and learn about them.

When and IF the opportunity presents itself, you'll know it. They will have said something that indicates dissatisfaction with their job, their boss, their income, or any other thing that might clearly show you they are open to a change.

At the right time, I MAY ask something like:

You: *You know Jim. I would have looked at you and thought..."Man...this guy has got the coolest job on the planet." I'm surprised to hear you saying that. Let me ask you since you brought the idea up...are you open to taking a look at something outside of what you're doing right now?*

I always ASK THEM lots of questions and get them talking about themselves. Everything...and I mean EVERYTHING gets revealed to you when you act this way.

The Right Way Follow up

Here's the thing. You HAVE to follow up in this business. If you don't, you'll never be successful. And...since you have to follow up, you might as well do it professionally and in a way that gets better results than just being lazy about it.

Here's the scenario. You've talked to your prospect. They just got done listening to a 15-minute audio presentation about your business that you 3-wayed them into and they like what they see. Let's take it from there...

You: *Well Matt. That's a quick overview of who we are and what we do. What did you like most about what you heard?*

Matt: *I like the whole idea of what you guys sell and making money in it.*

You: *Do you have any specific questions I can address for you?*

Matt: *No specific questions at the moment. I would like to review it in more detail though. Do you have anything else I can look at or read to understand it all more?*

You: *I do. I'm sure you have Internet access, right?*

Matt: *Absolutely...always.*

You: *Are you in front of your computer right now?*

Matt: *I am.*

You: *Cool. Go to www.ToddFalcone.com. When you get there, click on the video on the top of the page. That is a complete corporate overview that goes into our Founders, how the company started, where we're heading, more details on what we market and how we get paid...everything. The video is 45-minutes total. When will you have 45-minutes today to look at it?*

Matt: *I can do it later this afternoon.*

You: *OK. When is a good time for me to call you back this afternoon after you've watched the video?*

Matt: *I'll be done watching it by around three.*

You: *Cool. I'll ring you at three and be there to address whatever questions you might have. Here's the thing Matt. I'm pretty confident that once you've watched the video, you're going to want to do this. But...I also realize stuff comes up and sometimes minds change. So...if for whatever reason you don't get through the video before I call you or you DO watch it and decide it's not for you, just give me a call and let me know. Here's my number just in case you have questions or need go get back to me. 555-1212. Otherwise, I'll buzz you back at three.*

Matt: *Great. Talk to you then.*

Here are a few points about this particular Follow Up call.

1. I took his temperature and got his level of interest by asking him how he FELT about what he just listened to.
2. I asked if he had any questions, which gave me more information about his interest level.
3. Before getting him more info, I asked to see if he had access to his computer right then so he could look at the information immediately.
4. I asked a specific time-focused commitment question. Instead of asking him "When will you look at it?" I asked him "When will you look at it TODAY so I can get back to you?" That is a FAR more powerful way of asking.
5. I gave him an out and showed him through my actions that I'm happy if he likes it and just as happy if he doesn't. That shows confidence. People buy that.

My Rules for Professional Follow up

1. Follow up as soon as possible. Ideally, you want to speak with them the moment they've finished reviewing the information.
2. Ask questions that get their time commitment. i.e. *"When can I get back to you on Tuesday morning..."* or *"What time on Tuesday will you be free to talk..."*
3. Be on time. Pros like promptness.
4. Be ready. Pros like people who are prepared.
5. Expect great things. But don't get down when things don't go great. Don't be emotionally attached. It doesn't serve you.

Addressing Objections with Professionals

I could honestly teach this until I am blue in the face.

But...the only way for you to get good at addressing this is to face it, experience it, and then be forced to respond to it in your own way.

When someone gives you a tough question, answer it if you can. If you don't, tell them you don't know the answer and you'll get it for them.

If they come up with reasons, excuses, rationale or whatever, indicating they don't want to or can't do your business because....

...I don't have the time, the money, don't understand it, etc, then you have to be able to address it.

Stay calm. Be cool. Don't freak out.

When you get an objection or question you can't quite handle, write it down. Ask your sponsor how they'd respond. Ask me. Ask a professional...then, you'll have the answer.

Listen to the audio module for more information on this subject.

Closing

This is covered extensively in the audio modules from this program.

However...here are some thoughts for you on closing more business. I like keeping things simple.

You'll close more business by acting confidently and projecting an image of success.

You will close more business when you talk to more people.

You will close more when you follow up in a timely manner.

You will close more when you listen more clearly.

You will close more when you ask more questions.

You will close more when you ask for their commitment.

You will close more business when you listen to the audio module in this course.

What to Do When Writing to Professionals

There are times when you need to or it is simply SMART to engage with someone in the written word.

Direct Mail, snail mail...as in a letter in one of those #10 white envelopes thingies, a greeting card, email and text messaging, all require you to type or write something rather than open up your lips.

Here are some use of and sample ideas for each:

Direct Mail Letters

If you choose to make an introductory contact with a professional via direct mail, either through a letter or greeting card, here are some ideas of simple approaches to generate interest. I'd likely only do this if attempting to make contact with a very high level professional that I haven't yet been able to reach on the phone.

Again...the typical reason for me doing an introductory letter would be to separate myself from any other person that may now or in the future contact them...as well as get them on the phone with me to find out who they are and whether they are open and ready for significant change in their life to occur.

Introductory Letter: (Best to be sent in a #10 white envelope with a handwritten address and return address, and physical stamp. It gets opened because it looks personal.)

Hi Joe-

I understand that you are one of the top Account Executives with WITD-FM.

My name is Todd Falcone. I run a company here based out of Washington that is in the process of expanding into the Denver area. I wanted to send you a personal note to see if you are open to discussing the possibilities of helping me expand my company into Colorado. I am looking for people who perhaps don't feel like they have recognized their full-potential as business professionals and are up for the challenge of doing something really big.

Please call me at your earliest convenience. My direct office line is 206-555-1212.

I would love to spend 10-minutes with you over the phone to get acquainted and share some information with you about my company, as well as get to know you more.

Best Regards,

Todd Falcone

Email Introductions

DO NOT EVER pitch anyone on an introductory email. The purpose of sending them an email is to create an opening for a conversation to occur.

Introductory Emails: (To be used to generate a return phone call or email reply with their phone number):

Subject Line: *Joe, please call me when you get a moment*

Joe-

This is Todd Falcone in Scottsdale. I tried to locate your phone number, but couldn't do so. I would like to talk to you...sooner rather than later.

Please either call me directly in my office at 555-1212, or reply to this email with your phone number and I will call you back on a day and time that is convenient for you.

Best Regards,

Todd Falcone

Subject Line: *Joe...I hear you are a great salesperson*

Joe-

I understand that you are the top in your field. I would love to speak with you when you get a free moment. However, I couldn't locate your telephone number.

Please call me right away. I have something very important to share with you.

My direct number is 555-1212.

Best Regards,

Todd Falcone

Email Follow up

There are a lot of times where after I've asked the pique interest question and gotten an interested prospect, I end up emailing that person more detailed information.

People ask me all the time, "*Todd...what's in your email? What do you say when you are sending information to someone?*"

Here's the thing. I want them to 1) *open my email*, 2) *to read it and do what I've asked them to do*, and 3) *do it in a timely manner*.

So...there are a few things to consider when sending an email.

The longer I have spoken with them and the more rapport has been built, the more likely they will get to the information and do it in a timely manner.

If I let them know it is coming, when to look for it, and what it says in the subject line, they are more likely to catch it.

I will tell them, look for an email that says, "Business Information from Todd Falcone" in the subject line.

Simple, direct "calls to action" in your email are way better than multiple choices. If I send somebody an email and I want them to watch, look, read or listen to something, it's got to be EASY for them. I send them to one place. One site. Simple directions are easily followed.

Additional Resources from Todd Falcone

For additional information on Todd's training and coaching programs, visit: <http://www.ToddFalcone.com>

To schedule Todd for conference calls, webinars or live seminars for your team or your entire company, simply call us at 800-259-1177 or send an email to: support@toddfalcone.com

To connect with Todd on Facebook, visit: <http://www.Facebook.com/ToddFalconeFan>

To find Todd on Twitter: http://www.Twitter.com/Todd_Falcone