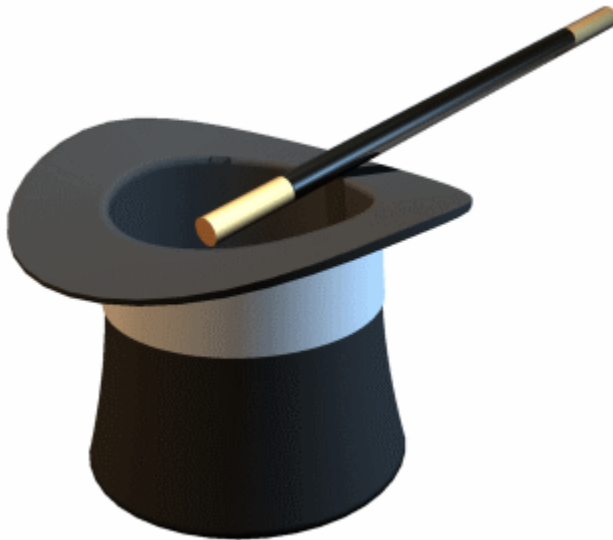


“The Magic Words to Selling and Sponsoring”

***What to Say When You Talk About Your Business So People
“Get it” – Buy Your Products and Join Your Team!***



Coaching Program for Network Marketing & Direct Sales Professionals

Created by Sonia Stringer

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About Sonia Stringer - “THE Business Coach for Women”

Professional Speaker / Business Coach / Mentor



Sonia Stringer coaches top leaders in the network marketing/direct selling profession to “make big money and a bigger difference” through your business.

Sonia started her career as a professional musician (yes, she played in a rock band...) in Vancouver, Canada but it wasn’t long before a love of business, psychology and “making a difference” led her to work with peak performance expert **Anthony Robbins** as a **National Sales Trainer**.

Over the next 4 years, Ms. Stringer traveled extensively throughout the US and Canada and **personally conducted 800+ seminars for Fortune 500 corporations**, sharing cutting-edge influence and leadership techniques to successful executives and entrepreneurs.

Her authentic, **heart-centered approach to business development** led to several invites to speak at direct selling/network marketing conferences (beginning a long standing

relationship with home-based business professionals that has now grown into a global business serving thousands).

She has coached both top level leaders and consultants at all levels in many companies, including Arbonne, Rodan & Fields, Mary Kay, Stella & Dot, Isagenix, Silpada, Monavie, Pampered Chef, Southern Living, Mannatech, Shaklee, NuSkin, Neways, Trump Network, Max, Primerica, Herbalife, Univera, Melaleuca, Nikken, Reliv, Amway, Nature’s Sunshine, Market America, Sunrider, Thirty-One Gifts, Usana, Beauti Control, Avon, and Pre-Paid Legal, and It Works.

If you are looking for simple, smart strategies to grow your business and develop a dynamic team, be sure to check out Sonia’s live seminars, coaching programs and success tools. You will **learn proven strategies to sell more of your products (with elegance and integrity), sponsor sharp people, and coach and lead a “dream team” of committed business partners.**

Other Programs, Products and Resources by Sonia

Sonia has created a number of free resources, low priced products and coaching programs to help you boost your sales and recruiting results, and help your team speed up their growth.

~Savvy Network Marketing Women Website

Find numerous tips, articles and free training videos on her main website at:

<http://www.SavvyNetworkMarketingWomen.com>

~You Tube Channel “Savvy Women TV”

Get tips and video training to boost your biz on Sonia’s You Tube channel (be sure to subscribe to get all the updates): <http://www.youtube.com/SavvyWomenTV>

~Join Our Facebook Page

Get additional tips and training and connect with other savvy women in network marketing/direct sales. www.facebook.com/SavvyNetworkMarketingWomen.com

~Get Your Free Audio CD

“6Figure Success Secrets for Network Marketing Women”

<http://www.SavvyNetworkMarketingWomen.com/freeaudio>

~New Audio Program:

Money, Meaning and Making a Difference – How Women are Creating Fortunes and Changing the Planet Through Network Marketing & Direct Sales

<http://www.SavvyNetworkMarketingWomen.com/moneyandmeaning>

Lesson 1

How to Speak Your Prospect's Language

Welcome and congratulations for taking part in this program! I am very excited to work with you and be your “coach” – and even more excited about the skills you are about to learn (and what these will do for your business growth, and your income!)

If you aren't getting the kind of results you'd like to be in your business, it's not because of what you're DOING – it's likely because of what you are SAYING!

Many of us – without realizing it – are talking ourselves out of business. That's because we all make common mistakes that make it difficult for other people to truly “see” the value of what we are offering to them.

Think about it. How many times have you approached someone who could really use your products (they'd change their life!) but when you tell them about what you have to offer, they just don't “get it”. They don't see the value that you see, and likely mumble something about them being “too expensive” or “not necessary” while they tell you a polite “no thanks”.

And let's not even talk about your business opportunity! You meet people, everyday, who desperately need an opportunity like yours... but I bet you barely get two words out before you get a quick brush off.

In either case, you have something valuable to share and there are plenty of people who really need what you offer. **So why aren't they jumping at the chance to buy from you – or join your team?**

Frankly – people just don't see what you see (at least not yet). And for most of you, **the way you've been taught to speak about your business is making it difficult for your prospects to see the true value in what you have.**

Ah – but there's good news! With a simple mindset shift and a little practice tweaking how you talk to your prospects, you can become very effective at helping other people (even total strangers) get excited about your business and products – so much so, that many more of them will take action to buy and/or join your team.

It all starts with some basic understanding of what doesn't work – and how to tweak your communication so you can **speak your “prospects language” fluently!**

Classic Mistake #1 – We Make it All About US

When you have products and a business that can change lives, it's completely understandable that you might be a little "enthusiastic" about them. And, of course, you probably want to share your experiences with everyone you know, yes?

It's HOW we speak to others that can make a real difference in whether they can really hear us – or not. When we speak to other people, we tend to see and share things from "our perspective" (and we use the word "I" a lot).

For example:

*I love my products because they did this for **me**....*

*I love my business opportunity because it changed **my** life in this way...*

I think you'd be really great at this business...

I think you should seriously take a look at this...

The one challenge with this is that other people don't really "connect" to your message, because frankly – **it's all about you!**

Most people will listen politely, appreciate your enthusiasm, but completely miss the point because they don't necessarily see how what you're talking about is helpful to THEM.

If you want people to easily hear your message – you have to make it about them!

In other words – you have to talk about your products or business from THEIR perspective, so it's easier for them to relate to what you're sharing.

Imagine all of us walking around with invisible antennas on our heads – designed to pick up on the many messages coming at us every day (from other people, media, etc). There's so much information out there, we tend to listen for the messages that mean the most to us (and ignore the rest).

When we are presented with new information – our brains filter this information by asking two very important questions:

What does this mean to me?

What should I do?

If what we're hearing doesn't really mean anything to us (we don't recognize there's any kind of benefit there...) we tend to do nothing.

On the other hand, if we hear a message that sounds like it could benefit us in some way – we tend to pay attention. **Ultimately, we're all deeply motivated by our own self-interests. When we are evaluating something, we ask ourselves "so - what's in it for me?"**

This might sound a bit "self-centered" but it's essential for our survival and well-being. This inner compass helps us recognize information or opportunities that can help us in some way – and ignore those that don't seem useful. **We make hundreds of the decisions like this every day – rapid fire – at the subconscious level**, without blinking an eye, and they guide every action we take.

If you want people to tune in and respond to YOUR message – you have to make it super obvious.... "What's In It For Them"

People are walking around with their tuner on the station known as "WIFM" – What's In It For Me". If you want people to hear your message clearly and easily, that's the frequency you want to be broadcasting on – always!

From now on, whenever you are communicating anything about your business to another person, I want you to always be asking yourself **"what's important to this person"** and how can I help him/her see they can get what they want, through what I offer?"

So, when talking to others about your business, instead of speaking from YOUR perspective, and talking about what's important to YOU...

From now on – you want to speak from THEIR perspective and **always focus on What's Important to THEM!**

You can start by shifting your language from using "I" to using more "You"...

You'll love my products because they will help you _____

If you were to join this business, here's what if could do for you _____

If you were to host a class for me, here's how you can benefit _____

If you were to attend this opportunity meeting, here's what you'd learn _____

Classic Mistake #2 – We Talk ABOUT the Products or Business Opportunity

Another common mistake we ALL make (I still have to constantly watch myself on this one...) is when speaking to a prospect, it's very easy to get caught up talking ABOUT the thing we are offering (product or business).

We start describing the product in detail – how to works, what's in it, where it was made, how to use it...

...and when you represent great products like most of you do, it's easy to launch into a long-winded explanation of just why they ARE so great!

This can also easily happen when discussing your business opportunity. It's tempting to start talking ABOUT the company (who's involved, how long it's been in business, how many charities it supports) or a detailed breakdown of the comp plan, etc.

When you communicate in this way, you're focusing on FEATURES – or descriptive information, stats, facts and figures related to the business. Although all this information is important and likely quite interesting - **it's NOT why people buy your products or join your team.**

People BUY your products because of what they can do FOR THEM!

People JOIN YOUR TEAM because of what your business opportunity can do FOR THEM!

It's the END RESULT – the benefit, the experience that people are after, and that's what they are listening for!

When your prospects hear a breakdown of ingredients found in your product, it doesn't really MEAN anything to them. However, when you talk about how your product can help them have “younger looking skin”... or “lose weight and have more energy”... that means something!

Similarly – a lot of information related to your business plan or company isn't likely going to inspire someone to take a serious look at your business. However, if you can help them see that your business can help them “quit a job they hate”, “take more vacations” or “send their kids to a great college”... those words have a lot more relevance and meaning.

Bottom line – instead of talking about your products and business opportunity, you want to talk about what your products and business opportunity can DO FOR PEOPLE.

Here are some quick examples:

My product can help you _____.

...have younger looking skin

...lose weight and look great

...have more energy

...sleep better at night

...save money on your energy bills

...own gorgeous jewelry without spending a fortune

...decorate your house in style, on any budget

...feel young for years to come

...easily stay in touch with the people you love

My business opportunity can help you _____.

... save money on your taxes

... make \$ while you sleep

... not worry about lay offs

... set yourself up to retire early

...spend more time with kids

...do something fun and earn a few bucks

...do something that makes a real difference for other people

...send your kids to the best college

... have the money and time to travel the world

...spend more free time doing what you love

... be part of a community that supports each other in reaching our goals

... have extra money to fund a charity or cause that's important to you

Your Turn: Go for Mastery!

Choose one of your main products (or product line) that you tend to sell a lot.

Take a moment and write down ALL the benefits – end results – or experiences someone gets by using your product(s).

REALLY go for this – see if you can come up with at LEAST 10 great benefits!

Use these questions to get you thinking:

- *WHY do people need my product?*
- *What problem(s) does it solve?*
- *How can my product(s) transform people?*
- *What's the end result or ultimate experience someone gets by using my product(s)?*

My Product: _____

Benefits:

2. Now write out phrases, using some/all of the benefits above (and using "YOU" language)

My product can help you _____

1. _____

2. _____

3. _____

4. _____

5. _____

Your Turn: Part B

Now let's do the same thing for your business opportunity.

Take a moment and write down all the benefits – end results – or experiences someone gets by joining your team and building a business. **Come up with at least 10 great benefits!!**

Use these questions to get you thinking:

- *WHY do people need my business?*
- *What problem(s) does it solve?*
- *How can my business transform people?*
- *What's the end result or ultimate experience someone gets by building this business?*

Benefits:

2. Now write out phrases, using some/all of the benefits above (and using "YOU" language)

My business can help you _____

1. _____

2. _____

3. _____

4. _____

5. _____

***Remember: SELL THE DESTINATION – NOT THE AIRPLANE!**

Classic Mistake #3 – Our Benefits Get Too “Boring”

Congratulations – if you just completed that previous exercise, you are already “light years ahead” of many others in the network marketing/direct sales profession! Just by getting clear on the tangible benefits of your products and business, you will already have more influence with your prospects and make more sales.

But you’re the kind of person who wants to go for mastery, right? So lets’ do it!

Once you get comfortable talking about your products and business in terms of “benefits” and “end results”... **the next opportunity is to make these benefits as “juicy” as possible.**

Here’s what happens. Our ears tend to “tune out” messages that we hear over and over again.

So if you are emphasizing to others how your products can help them have “younger looking skin” or “lose weight” or how your business can help them “make more money”...

Although that’s a GREAT start, it’s also the kind of message we get all day long (from TV, internet, billboards, etc). It loses its punch and impact, because it’s a bit – well - repetitive and boring!

To truly grab people’s attention, and help them see the real value of what you offer, you want to take it one step further. **You want them to not only see what they’ll gain (results) from using your products or joining your team – you also want them to get a sense of how they will FEEL.**

This is important, because...

People Buy Products and Join Your Business For The Results They Get – And Also How They Get to FEEL!

As human beings, we make decisions for EMOTIONAL reasons, and then JUSTIFY those decisions with logic. (More on this in Lesson #2).

Ultimately, we make decisions and take action because we want to FEEL something... and this is what drives the majority of our decision making.

So, to help others truly get excited about your products and business opportunity – we want to **include some FEELINGS in our messages.**

For example:

- 🌐 My product can help you LOSE WEIGHT (basic benefit)

- My product can help you LOSE WEIGHT so you'll FEEL TOTALLY CONFIDENT and SEXY in your bikini this summer...

In the second example – we're "painting a picture" of a feeling experience... so that your prospects don't just get a sense of how your product will help them lose weight, but also how amazing that's going to feel!

Here's another:

- This business can help you MAKE MORE MONEY (basic benefit)
- This business can help you MAKE MORE MONEY so you can FEEL SAFE AND SECURE, knowing you have enough of a cushion to retire comfortably...

In this example – "make more money" is a nice benefit, but what does that really give someone? We all associate different feelings with money, and by adding more specifics regarding emotion into the message, it comes ALIVE and your prospects will get an even more clear sense of what your business can do for them – and they can feel it!

Think of this as if you are "painting pictures" for your prospects. You want to describe the feelings, or the experiences they really want, in a way that feels real and compelling to them.

Your Turn: Go for Mastery!

Go back to the list of benefits you created for your product, and let's make them "juicier" by adding some emotion to each one.

Use these questions to get you thinking:

- *What the BENEFIT of this BENEFIT?*
- *What do I really mean by this?*
- *What's the ultimate experience my products can create for people?*

Use this formula:

My product can help you _____ so you feel _____

1. _____

2. _____

3. _____

4. _____

5. _____

Your Turn: Part B

Now refer back to the list of benefits you came up with related to your business, and do the same.

Use these questions to get you thinking:

- *What the BENEFIT of this BENEFIT?*
- *What do I really mean by this?*
- *What's the ultimate experience my business can provide for someone?*

Use this formula:

My business can help you _____ so you feel _____

1. _____

2. _____

3. _____

4. _____

5. _____

Homework: Lesson One

1. Complete the previous exercises.

Take your time, as you'll be using these messages a LOT when speaking about your business both on-line – and off-line.

Keep in mind, **whatever time and effort you invest here can come back 100X in your results**, so go for it!

2. Practice these, whenever and where ever possible!

If you have a meeting or presentation in the next few days, look for a way to use these messages while speaking to your prospects.

Don't worry about doing this perfectly yet... just go for the practice and repetition.

Every time you do this, you are “training your brain” to think in this way, and it won't be long before it's natural for you to easily communicate in “benefit and feeling language” in everything you do.

PS - this kind of messaging works when trying to influence your kids, spouse, friends and family – so feel free to practice this kind of communicate when interacting with them. 😊

3. Connect on Facebook!

Come and share your questions, wins and “ah ha's” on the Facebook page, I'd love to hear them.

Connect here at <http://www.facebook.com/SavvyNetworkMarketingWomen.com>

