

4 Core Skills

- G U I D E -

HOW TO GET INSTANT
Trust, Belief,
Influence
and **Rapport!**

ICE BREAKERS

HOW TO GET ANY
PROSPECT TO BEG YOU
FOR A PRESENTATION

PRE-
CLOSING

THE
TWO-MINUTE
STORY



SKILL #1: Instant Rapport

Professionals know that the sale is made ... before the presentation even begins. In the first few seconds prospects make an instant decision to:

1. Trust you. Believe you. or
2. Turn on the salesman alarm. Put on the "too-good-to-be-true" filter. Be skeptical. Look for "the catch." That decision is immediate, and unfortunately, usually final.

The biggest sale we have to make is to get our prospects to believe the good things we are going to tell them in our upcoming presentation. And that is what professionals do. They create trust, belief, influence and rapport before they start their presentation. What happens if you don't create this rapport before you start? The ideas and messages inside of your head never get past your prospect's salesman filters, negative past experiences, distrust, and skepticism.

No matter how awesome your offer, no matter how sincere you are, your prospects won't buy until you can create that rapport, so that your prospects will hear and believe the good things you say.

So the first and most important step in communication is to build that rapport instantly. Because once we have rapport with the prospect, our prospect will believe the good things we say and do business with us immediately!

The Instant Rapport skill will give you easy 4 and 5-word micro-phrases and techniques to build that bond of trust and belief with prospects within seconds by talking directly to the decision-making part of the brain, the subconscious mind.

Rapport

People put up walls of disbelief and skepticism to people who don't think the same way they do. Internal programs in our subconscious minds say: "I can trust people who are like me, who think the same way, who see the world from the same viewpoint."

We tend to trust and feel rapport with other people from the same religion, the same ethnic background, the same political party, who drink the same brand of beer, who enjoy the same activities, etc. People who think differently? Well, we are instantly skeptical of everything they say.

How to build trust and belief by creating rapport

1. Tell your prospect 2 universally known facts that you both believe to be true.

If we want to really communicate with a prospect, we have to talk to that prospect in a way that he understands. We have to go at his speed. We have to talk to him from his viewpoint and beliefs. Pacing makes it easier for our prospect to believe the good things we say. You can only talk to prospects if you are at their speed, share their views of the world, and come from their beliefs.

One simple way to bypass skepticism & create rapport is by using an opening statement that the prospect already believes to be true.

When you tell a prospect something he already believes, his subconscious mind says: "Hey, you think the same way I do. You are a genius, just like me. And you have high-level Vulcan Ninja mind-reading powers. I can believe whatever you say next." You can't get trust from a prospect if you tell the prospect something he disagrees with.

But we also take that a step further by not only telling our prospect one fact he already believes, but by telling our prospect TWO facts they already believe. That way, the prospect can then comfortably believe whatever you say afterwards.

Here are some example opening statements we can use for inCruises:

Membership

- Vacations can be expensive. Traveling at discounted rates makes it a lot easier.
- We all deserve a vacation. But vacations can be expensive.

Business

- Today's economy sure isn't what it used to be. Good luck getting a raise this year.
- Having to tap dance just for a 2% pay raise is humiliating. We deserve way more than that for all the time and effort we put in.
- Working 40 hours a week just to pay the bills sucks. It makes it damn near impossible to get ahead without having some sort of side hustle.
- We don't want to work until we're 65. We want to have free time now, when we're young enough to actually enjoy it.

- The government takes a big chunk of our paycheck every payday. Add in all the other taxes we pay, gas tax, property tax, sales tax on everything we buy, even more of our check disappears.
- College is expensive. Good schools cost even more.

2. Smile

A simple smile is one of our greatest rapport and communication tools. The human mind has a program that says, "If someone smiles, they can be trusted." If you want to get your ideas and message inside your prospect's head, smiling is a great tool.

3. Use magic words and phrases

Certain words trigger deep-seated programs in our minds. These programs command us to make instant decisions. And these decisions happen before the presentation begins.

a. **"Most People"**

One of our ways of surviving is to stay with the group. We don't want to be a loner out on our own. We want to walk through a dark alley with other people, not alone. Survival is important. It is safer to stay with the crowd. And using other people to go first helps us survive. Yes, there is safety in numbers.

When you say "Most people" to a prospect, your prospect's brain thinks, "Am I part of most people, or am I part of less people? Well, I want to be part of most people because that is a lot safer. I don't want to take a chance. And if I decide to be part of less people, and it doesn't work out, oh my. Everybody will make fun of me for making a mistake. Yeah, I think I will do what most people do." Wow. And just like that, we as humans decide to do what most people do.

Examples:

- Most people need more money.
- Most people would like to be their own boss.
- Most people want more time with their kids.
- Most people start with this package.

- Most people want a bigger tax refund.
- Most people deserve a vacation.
- Most people want to pay less for their cruises.
- Most people want to vacation in style.

b. “Everybody knows...” & “Everybody says...”

“Most people” aren’t the only words that get people to agree. “Everybody knows” and “Everybody says” also works well to get people to instantly accept what we say as true. As long as what we say is reasonable, the prospect will instantly accept what we say as true, no further proof needed.

Examples:

- Everybody knows you can’t get rich working a job.
- Everybody knows business owners earn the most money.
- Everybody says they want to retire early.
- Everybody says they want to fire their boss.

c. “Well, you know how...”

“Well, you know how” is another magic phrase that helps us get our prospects to believe us. Simply put “Well, you know how,” in front of your facts, and your prospect starts immediately nodding and agreeing with you, before you even tell them what we are going to say next! And it gets better. Most people tend to start smiling as you say these words. So just say “Well, you know how” first, and then watch your prospect lean forward, smile, and start nodding “Yes” in total agreement with what you are going to say next.

Examples:

- Well, you know how we’d all like to earn more money?
- Well, you know how smart people all have a 2nd income?
- Well, you know we all want to retire early?
- Well, you know how we all would love to travel more?
- Well, you know how millions of people go on cruises every year?

d. “There’s an old saying...”

when we say the words, “There is an old saying” ... inside our prospect’s subconscious mind the following script is activated: “If anybody, anywhere, at any time says, ‘There is an old saying,’ ... then it must be true because it is an old saying!”

That’s how our subconscious mind makes quick decisions. Our minds have better things to do than to question and think about every statement. So our mind sets up some shortcuts to make thinking about everything a lot easier. One of the shortcuts is if anyone says “There is an old saying,” ... then the mind automatically accepts it as true, so the mind can get on to other more important things.

Examples:

- There’s an old saying that if you’re not the lead sled dog, then the view is always the same.
- There’s an old saying the 2 paychecks are better than 1.
- There’s an old saying that smart people look for opportunity.
- There’s an old saying that the reward for graduating college is 45 years of hard labor.

e. “What would you like to know first?”

People are programmed to be wary of salesmen. Salesmen have an agenda and want to sell you something. Nobody likes to be sold, but people love to buy. So how do you get people to feel like they are buying instead of feeling like they are being sold? By putting the control of the information flow in their hands. When someone is giving a presentation, they are selling to you. When you ask questions, and they answer your questions, you are buying.

Instead of pitching and presenting, simply say “What would you like to know first?”. This question will put them in question-asking mode. It's easy. And it is polite. Nobody enjoys a one-way conversation where the salesman is talking at us. So as soon as possible, ask the question: "What would you like to know first?" And do you know what is really fun? Your prospect will actually tell you what they want to know first, and you will be talking about what really matters to your prospect.

4. Get your prospect to do the talking

Once your prospect has a chance to talk about his ideas, dreams, goals, and problems, he will feel more comfortable with you. How can you get your prospect to talk about himself? Easy. Just ask a question! Your prospect will take it from there.

Putting It All Together

Here are some ideas on how to string everything together to create some powerful opening statements that will pique the interest of our prospects. Notice how the general structure of these opening statements is:

Magic Phrase + Problem

Magic Phrase + Problem

Magic Phrase + Solution (the idea you want to plant in their head)

Membership

- Well, you know how vacations can be expensive? Everybody knows they can't just drop \$2,000 on a family vacation cruise without planning for it. Most people need a payment plan so they can pay for their vacations in monthly installments.
- Everybody knows we all deserve to take a vacation after working so hard. Well, you know how vacations can get pretty expensive? Most people are realizing that cruises can be a lot cheaper than hotels or resorts.
- Everybody knows taking a well deserved vacation can ease stress. Between the job, family duties and everything else, most people either don't have the time or the money to take a nice vacation. But there's an old saying, "the world is a book, and those who don't travel read only one page." (st augustine)
- Well, you know how most people have never been on a cruise, but they'd like to go? Well, everybody says the best thing for first time cruisers to do is to prepay for their cruise now, then book it later.
- Well, you know how cruises cost less than resorts? Everybody says they'd rather spend less on a vacation than spend more. So most people have started putting their cruises on a layaway payment plan before they even book it.
- Everybody knows that cruising is getting more and more popular. Everybody says that cruising is the most budget friendly vacation out there. So most people love the idea of putting their cruises on layaway.
- Well, you know how we hate paying too much for a nice vacation? Most people want a good deal that saves them money. Everybody knows it feels

good knowing that you paid way less than everyone else paid for the same vacation.

- There's an old saying that vacation clubs have the lowest prices. Everybody knows that selling thousands of vacation bookings a month will lower the prices. Most people would love to take advantage of those savings.

Business

- Everybody says they'd love to travel more. Well, you know how jobs only give you 2 weeks of paid vacation every year? Well, most people would love to start a side hustle in the travel space so they can get paid to travel even if they run out of vacation days.
- There's an old saying, "build your own dreams or someone else will hire you to build theirs". Well, you know how starting a business can be risky? Everybody knows that starting a part-time business from home is the safest way to go. So most people love the idea of becoming a home-based travel professional.
- You know how today's economy isn't what it used to be? Everybody says the price of groceries and just about everything else has gone up. Everybody knows they're probably not going to get much of a raise this year. So most people think it's a good idea to start a side business to make up for the lost money and increasing expenses.
- Well, you know how a 2% raise per year isn't enough? Everybody knows we deserve way more than that for all the time and effort we put in on the job. Most people would love to take matters into their own hands and start a part-time business from home.
- Well, you know how working 40 hours a week just to pay the bills kinda sucks? Everybody knows it's damn near impossible to get ahead without having some sort of side hustle. Most people know they need a side business if they want to have some extra money to save or invest.
- Most people don't want to work until they're 75. Everybody knows it's better to have free time now, when they're healthy enough to enjoy it. Well, you know how a lot of people are starting side hustles? Well, everybody says that getting paid to travel is one of the best side-hustles you can do.
- Well, you know how taxes take a big chunk of our paycheck every payday? Most people want to pay less taxes or get a bigger tax refund check. Everybody knows that starting a travel business from home can increase your tax refund by thousands of dollars.
- Everybody knows college is expensive. Everyone says the good schools cost even more. Most people would love to start a side business from home to help pay for their kids' college education.

SKILL #2: Ice Breakers

New members and new partners are everywhere if you know what to say.

Ice Breakers are the first words in a conversation where we introduce our product or opportunity. The words we choose for our Ice Breakers could mean the difference between a fantastic network marketing business, and failure.

If you have already built rapport (SKILL #1) with your prospect, then your Ice Breaker will sound natural and non-threatening. Building rapport should take only a couple of seconds as we learned from skill #1.

You probably learned some other great phrases that could be used as “Ice Breakers” for your business from Skill #1: Instant Rapport. So let’s give you some more phrases you could use as Ice Breakers to increase your skill level.

Here are some rules about Ice Breakers & Presentations...

Rule #1: Only give a presentation to people that ask you for a presentation first.

Rule #2: Ice Breakers should be 100 percent rejection-free.

Rule #3: Ice Breakers should never high-pressure or embarrass your prospect.

Rule #4: Ice Breakers should have a high probability of success.

Ice Breaker Formula #1: “I just found out”

“I just found out” + benefit

“If you’d ever like to know how, I’d be happy to tell you. Meanwhile, *(change the subject back to what you are doing or something else that interests them)*.”

Hey _____, I just found out how to _____.

If you ever wanna know how, I’d be glad to tell you. Meanwhile, _____.

Examples:

- “Hey _____, I just found out how we can stay home with our children and still get a full-time paycheck. If you’d ever like to know how, I’d be glad to tell you. Meanwhile, let’s take the children to the park.”
- “Hey _____, I just found out how you can retire five years early at full pay. If you’d ever like to know how, I’d be glad to tell you. Meanwhile, let’s go back to work.”

- “Hey _____, I just found out how we don’t have to work 45 years like our parents. If you’d ever like to know how, I’d be glad to tell you. Meanwhile, go back to playing video games.”
- “Hey _____, 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.”
- “Hey _____, I just found out how college students can earn more money part-time than their professors do full-time. If you’d ever like to know how, I’d be glad to tell you. Meanwhile, go back to playing video games and drinking beer.”
- “I just found out how we would never have to go to work again. If you would ever like to know how, I would be glad to tell you. Meanwhile, let’s go bowling.”
- “I just found out how we can get a \$200.00 tax refund every month. If you’d ever like to know how, I’d be glad to tell you. Meanwhile, let’s grab some snacks.”

Why This Works

The phrase “I just found out ...” freezes the prospect’s brain, brings the conscious mind to a complete halt, makes the mind forget everything it was thinking about, and compels the listener to totally focus on the words I say next. Cool, eh?

The subconscious mind has programs that run our lives. One program is “survival.” So when we hear the words, “I just found out,” this survival program says to us, “Stop everything. This might be important for our survival. Shhhhhh. Be quiet. Listen.”

Another program is “curiosity.” The curiosity program says, “What did you find out? I need to know what you found out. I cannot go on in life until I know what you found out. Shhhhhh. Be quiet. Listen.”

The prospect has no chance. The prospect has to listen. Think about it this way. If nobody is listening, your chances are pretty dim. We have to freeze the brain and get the prospect’s attention.

Then, after “I just found out ...” we can insert a benefit. Now the prospect is listening closely to the benefit, and usually wants to know more about getting that benefit. So the prospect naturally asks to know more. What a great way to get prospects to ask for presentations.

What about the remainder of the Ice Breaker?

“If you would ever like to know how, I would be glad to tell you. Meanwhile,
_____.”

This gives the prospect an easy way to indicate, “No, I am not interested,” by allowing them to simply pass the peas and nothing more has to be said. The prospect doesn’t have to think up silly objections and excuses if he or she is not interested.

You can also modify the benefit part of the ice breaker to fit the person you’re talking to if you already know a problem that they might have.

Examples:

- To a hotel desk clerk: “I just found out how you would never have to work evenings again. If you would ever like to know how, I would be glad to tell you. Meanwhile, where are the restrooms?”
- To a gas station employee: “Hey, I just found out how we can get a \$200 tax refund every month. If you’d ever like to know how, I would be glad to tell you. Meanwhile, here’s my credit card.”
- To a waiter/waitress: “I just found out how you can get a full-time paycheck and don’t have to wait tables in the evenings. If you’d ever like to know how, I would be glad to tell you. Meanwhile, I’d like some extra sugar for my coffee.”

Ice Breaker Formula #2: “Would it be okay if”

Humans are run by programs in their subconscious minds. One of the programs in our minds says this: If anyone, anywhere, at any time, ever says the words “Would it be okay if ...” - the answer is YES!!!

That’s right. Our minds make the “Yes” decision before we even hear the rest of the sentence. Weird. But it is just how we work. As long as the request is reasonable, the answer is almost always, “Yes.”

Here is Formula #2: **“Would it be okay if” + benefit = Great Ice Breaker**

Examples:

- Would it be okay if you never had to show up to work again?
- Would it be okay if you had two paychecks instead of one?
- Would it be okay if you had five-day weekends instead of two-day weekends?
- Would it be okay if you earned more money?
- Would it be okay if you had more vacations?
- Would it be okay if you could travel to the places you dream about?
- Would it be okay if your vacations made you feel 100% relaxed?
- Would it be okay if your vacations were also awesome experiences?
- Would it be okay if your family reunions were on a cruise ship?

Ice Breaker Formula #3: “Would you like to do something about it?”

Negative people are the best prospects. You should go out of your way to locate negative people. Negative people...

1. Have a problem.
2. Know they have a problem. (Some people have a problem but don't know it. At least negative people know they have their problem because they are complaining about it.)
3. Have the option to use our solution to fix their problem, or to continue whining about the problem because it makes them feel happy to be so unhappy. So let's make this work for us.

This Ice Breaker requires that you find large groups of negative people.

Next, you are going to listen to them whine, moan and complain. When they finally take a breath, you're going to say these exact words:

“Would you like to do something about it?”

Or you can even soften it up a bit by saying...

“Have you ever considered doing something about it?”

The prospect:

1. Has a problem.
2. Knows he has a problem.
3. You have given him a choice, to fix the problem or not.

You're done! What are the two possible answers?

“Yes” or “No.” If they say, “Yes, I'd like to do something about it,” ka-ching! You are done.

Next, you would use skill #4 to do a “Two-Minute Story” (If you haven't gotten that far in the training yet, no worries, you'll learn it. 😊)

Now, they could say, "No, I don't want to do something about it." Then you would simply say, **"And what else bothers you?"**

The prospect will continue with more negative stuff in his life, but you'll quietly slip away at the first opportunity.

If the prospect says "No," and you ask about his other problems, at no time have you mentioned that you have a product or opportunity. You're just making conversation.

There is zero chance of rejection!

If they say "No", then simply **LEAVE THEM ALONE.** You only want to deal with people who want to do something about their problem.

The challenge is that people will not just flat out tell you, "No." They are afraid you are going to argue with them, or they just don't want to hurt your feelings. They want to be polite and don't want to embarrass you. So if they want to tell you "No," but still want to be polite, they'll make up an imaginary excuse why they don't want your possible solution.

So they'll tell you "No," in secret code, as you learned in the "5 Fun Stories for a Successful Business" training. If you need to review that training again, please do that now, then come back and continue where you left off.

Whenever a prospect says, "No," the next thing you say is, **"And what else bothers you?"**

No rejection.

And in less than a minute you have determined this person isn't a prospect. They just enjoy complaining too much.

Ice Breaker Formula #4: "What are your 2 biggest _____ problems?"

If your prospects are positive, you will have to learn a different Ice Breaker. You can't help someone if they don't have problems. So with Ice Breaker Formula #4, you will induce negativity by saying...

"What are your two biggest _____ problems?"

So if someone comes to you with great news and they're having a great day and start rattling off everything that's going so well with them, somewhere in the conversation you can say...

“So what are your two biggest career problems?”

Examples:

- What are your two biggest problems working at fast food restaurants at night?
- What are the two biggest problems with commuting to work?
- What are the two biggest problems working at hotels?
- What are your two biggest problems with shift work?
- What are your two biggest travel problems?
- What are your two biggest problems with vacations?
- What are your two biggest problems ... ?

If the prospect tells you a problem that can be solved with the inCruises business or membership, then you know what to do next from Ice Breaker Formula #3:

“Would you like to do something about it?”

Pretty simple. Just make people think about their problems, and give them a chance to say they want to do something about their problems. Remember, we are in the problem-fixing business.

Ice Breaker Formula #5: “I show people how to...”

People are going to ask you what you do for a living. Remember, the words you choose in your answer will either:

1. Turn them into good prospects, looking for reasons to join. Make them ask you for more information, begging you for a presentation.

Or, ...

2. Turn them into bad prospects that will quickly change the topic and say, “Oh, and how is the weather where you live?” And then, they'll quickly make an excuse to talk to someone else.

If someone asks you, "What do you do for a living?" - Simply use Ice Breaker Formula #5 which is:

"I show people how to _____ + solve a problem."

Examples:

- I show people how to fire their boss.
- I show people how to get an extra paycheck.
- I show people how to stop commuting and work at home.
- I show people how to choose their own hours to work.
- I show people how to retire ten years early at full pay.
- I show teachers how to earn money without the stress of teaching.
- I show people how to cruise at travel agent prices without being a travel agent.
- I show people how to save money when they cruise.
- I show people how to pay less for their vacations.
- I show people how to find secret deals on great vacations.

Yes, it is incredibly easy to get our prospects to say: "Oh really? How does that work?" Of course not everyone will answer this way. Some people aren't listening, or may not be interested in what you do for a living. These non-prospects will simply answer: "And how's the weather where you live?"

That is an easy way for them to exit from this part of the conversation, and this exit is rejection-free to you also. No harm done. No rejection.

If you want three or four people every day to come up to you and ask you what you do for a living, all you have to do is ask three or four people what they do for a living first.

These people will spend about 10 minutes talking about their long, boring non-network-marketing lives. And when they're done, they're probably going to say, "And by the way, what do you do for a living?"

And you know exactly how to answer that question to create a prospect, begging you for a presentation.

So if you want 1,000 people to ask you, "What do you do for a living?" — all you have to do is ask three or four people each day, "What do you do for a living?"

Ice Breaker Formula #6: “Well, you know how... Well, what I do is...”

There is a second way to answer the question, “What do you do for a living?” It is a bit more complicated, but some marketers like it better. Why?

Because prospects are lazy. They don't want to think. And this formula does all the thinking for them. You see, when you tell a prospect what you do for a living, the prospect has to think, “Would this solve a problem that I have?”

So instead of having the prospect figure this out, let's do the hard work for the prospect. Here is the formula:

1. “Well, you know how ... (problem)”
2. “Well, what I do is ... (solution)”

Now, you already know how powerful the phrase “Well, you know how ...” is to prospects from Skill #1: Instant Rapport. Prospects will immediately accept what you say as true. That's a big step. Your prospect won't question that the problem you describe is not a real problem for many people.

Then, when you explain what you do for a living, you will provide a solution to that problem. It is easier to demonstrate than to actually explain. Let's say someone asked you, “What do you do for a living?” You could reply:

“Well, you know how we all get lots of bills in the mail every month? Well, what I do is show people how to get an extra paycheck in their mailbox to pay all those bills.”

What is your prospect thinking? He might be thinking, “Yeah, I get a mortgage payment, a tax bill, a MasterCard bill, a car loan payment, an insurance payment ... wow, I get a lot of bills. And yes, it would be great to get an extra paycheck in the mailbox to pay all those bills. I've got to know more!”

Again, the prospect is asking us for a presentation.

Here are more examples of what your answer could be if someone asked you, “What do you do for a living?”

Examples:

- Well, you know how we all hate our jobs? Well, I show people how to fire their boss.
- Well, you know how most jobs don't pay enough? Well, I show people how to get a second paycheck to make life a lot easier.
- Well, you know how we hate commuting in traffic and wasting all that time away from our family? Well, I show people how to work out of their homes.
- Well, you know how things are so expensive now? Well, I show people how to have more money with a fun part-time business.
- Well, you know how it is hard to get by these days, even with two incomes now? Well, I show people how to start their own part-time business, so they can earn all the money they need.
- Well, you know how some people have a problem with not having enough money to cover all the bills? Well, I show people how to get an extra paycheck every month to take care of that problem.
- Well, you know how we want great family memories? Well, I show families how to take dream vacations at a price they can afford.
- Well, you know how expensive travel can be? Well, I show people how to travel for less.
- Well, you know how we all want travel bargains, but don't know where to find them? Well, I show people where to get the best cruise bargains for the destinations they want.

BONUS Ice Breaker Formulas

Some People

A lighter way to introduce new information is to use the “some people have found a way to...” formula. This can fit right in after an instant rapport builder.

Examples:

- Well, you know how vacations can be expensive? Everybody knows they can't just drop \$2,000 on a family vacation cruise without planning for it. Some people have found a way to pay half price for their vacations instead of full price.
- Everybody knows we all deserve to take a vacation after working so hard. Well, you know how vacations can get pretty expensive? Some people have found a way to cruise for half price instead of full price.
- You know how today's economy isn't what it used to be? Everybody says the price of groceries and just about everything else has gone up. Some people have found a way to make up for the lost money and increasing expenses.

- Well, you know how a 2% raise per year isn't enough? Everybody knows we deserve way more than that for all the time and effort we put in on the job. Some people have found a way to take matters into their own hands and start a part-time business from home.

Benefit + Permission

Tell people a benefit and then give them permission to ask for more details if they decide that they want the benefit.

Examples

- **“I helped my mom go on a cruise for 50% off. Would you like to know how she did it?”**
- **“Looks like I'll be able to quit my job next March. Would you like to know my plan?”**
- **“Some friends of mine relocated across the country from Washington DC to Las Vegas without jobs. Would you like to know their secret/would you like to know how they did it?”**

If they say they want to know more, then you can say...

“Then we should talk.”

Making People Think

Most people go through life in a trance. They are in a rut, a routine, and go through the motions of daily life without thinking. And then, life slips by. We can help.

We can remind our prospects that they are in a trance. And we can at least offer one more option for their lives.

We can help prospects break free from their trances and take a good look at other options through simple conversation and asking questions.

When we ask our prospects a question, they have to stop and actually think. What do we want our prospects to think? It would be great if they made a mental decision. “Hey! I want an opportunity to take me away from my day-to-day routine.”

Here are some examples of questions that we could ask while we are having conversations with prospects.

“I am thinking of escaping from the 9-to-5 rat race. What about you?”

No pressure. We simply ask if our prospects have ever had those thoughts. If our prospects agree with us, the rest of the conversation will be easy.

“How many more days do you have before retirement?”

When our prospect starts counting, it seems like an eternity. And if our prospect hates his job, the feeling gets worse. They'll most likely only count in years, but we can even enhance those feelings by googling “how many days away is ____ years”. Google will tell us, then we can say, “Well, you are only 4,879 (or however many) days away from doing what you want to do.”

“I wish I could quit my job and delete the alarm app from my phone. Have you ever had that feeling?”

No pressure. No rejection. Just conversation. But how easy will it be for prospects to agree with us? They will adopt our wishes as their own. Their current jobs don't offer them the chance to sleep late, but we can. If our prospects make a decision to change their lives and sleep late, we are the easy solution to their income needs.

“I don't want next year to be like this year. I want something different. What about you?”

This is a great thing to say at a family reunion or right around the new year. Instead of skeptical friends and relatives thinking we are pitching a business, now we have open-minded people who want more opportunity. If they make a decision for more opportunity in their lives, our continuing conversation will have total rapport.

“I don't love this job. I do love the paycheck though. I am thinking about a more enjoyable way to get a paycheck. Ever have those thoughts?”

Sometimes we are in a rut so deep, we can't see out. People mentally “check out” and resign themselves to thinking, “I need money, so I have to keep this job.” Our job is to shock them out of their current trances, and help them take a look at more options.

“You know how much we hate this job? I found an escape. I am taking it.”

If you say this to a co-worker, their first reaction might be...

“Wait! Wait for me! I want to join your escape plan!”

“We all know this job won’t make us rich. So what is your plan to beat the system?”

Now our prospect has to think about his current situation. If he doesn’t have a plan, he could say to us, “I don’t have a plan. Do you have a plan?” What a great way to have prospects ask us for presentations, rejection-free.

“You know, I feel so unproductive driving all the way to work in the morning, and driving all the way back home at night. What a waste of my time. My next goal is working from home. What about you?”

Maybe we get a quick agreement that our co-worker wants an opportunity to work from home. At the very least, we’ve planted a seed that may grow inside of our prospect’s mind.

“What do I hate about this job? Cheap coffee and the work takes up all my time. What do I like about this job? Great friends. Do you think maybe we could do something else? Maybe go into business together?”

The “yes” or “no” answer to this question is quick. Why? Because we are not selling a business. We only want to know if our prospect would like to escape the job and be in business with us.

“Last year we didn’t take much of a vacation. This year we’re going on a cruise at a price we can afford. What about you? Feel like taking a real vacation too, like a cruise?”

Our prospect can begin to dream about a cruise vacation that is special.

“I am tired of staying in cheap motels and taking budget vacations. I decided to put a cruise on layaway. What about you?”

The prospect most likely has never heard the term “put a cruise on layaway”. This can open up the door for them to ask you more about that.

“I got my tax refund this year. You know, the refund we get won’t change unless we do something about it. I made a change to make my refund go up about \$1000. What about you?”

This could spark curiosity in the mind of our prospect and get them interested in hearing how to increase their tax refund by \$1000.

SKILL #3: Pre-Closing

Think of pre-closing as a few phrases or sentences that we say early in our conversations with prospects. This all happens before we start our official presentation. These words prepare our prospects to think, “Yes, I want this!”

With pre-closing, the end of our presentation feels more normal. No high-pressure close is needed. No more begging. No more pushing. Pre-closing makes the end of our presentations easier for us and for our prospects.

Our prospects make up their minds quickly. As you know from Skill #1: Instant Rapport, one of the first decisions our prospects will make is: “Should I believe what you say? Or should I resist and disbelieve everything you say?”

This happens right away. Here is reality.

We say to our prospects, “Come with me to this business opportunity meeting.” Our prospects think back to the last time they heard that phrase. They think, “Oh no! I went to my friend’s house and someone gave a three-hour business opportunity presentation. Then, they high-pressured me to buy some overpriced stuff I didn’t want.”

Our prospects make a “no” decision, based upon past experiences.

Therefore, it’s a good idea to pre-close our prospects BEFORE the presentation even begins.

We want open-minded prospects who will listen to what we’re offering. We want them to make a decision to turn off their salesman alarms and listen.

Network marketing leader Wes Linden says, “Our job isn’t to close people, it is to open them.” And the sale might not be immediate.

Patricia Fripp says it another way. “To build a long-term, successful enterprise, when you don’t close a sale, open a relationship.”

Our prospects will make decisions before, during and after our presentation.

Closing doesn't just happen one time at the end of our presentations. As we will soon see, most decisions happen before our presentations begin!

Pre-closing can help to:

1. Get 'yes' decisions before the presentation.
2. Get agreements throughout the presentation.
3. Get commitments to buy or join at the end of the presentation.
4. Get prospects to listen with an open mind.
5. Get prospects to believe the good things we say
6. Get prospects to turn off their salesman alarms

Does it make sense

“Does it make sense to (what you want them to do) + instead of (problem)”

Examples:

- **“Does it make sense to get paid to cruise instead of having to pay for them?”**
- **“Does it make sense to pay less for your cruise instead of paying more?”**
- **“Does it make sense to have 2 paychecks instead of trying to get by on one?”**
- **“Does it make sense to have inCruises pay for half your cruise for you instead of you having to pay the whole thing yourself?”**
- **“Does it make sense to take a free cruise once a year instead of having to pay for it?”**
- **“Does it make sense to have an extra income so you can retire early instead of waiting until your 65?”**

If they say NO, you could say...

“Okay. Well what do you think is a good next step?”

Remove the “I want to think it over” objection

“I will show you _____, but...”

To prevent the “I want to think it over” response, you can use this pre-closing statement before you go into Skill #4: The Two-Minute Story. For example, you could say...

“I will show you our business, but it is entirely up to you. After I show you our business, you can decide not to participate, and keep things in your life as they are. Or, you can decide to start now, and begin the countdown to firing your boss. Sound good?”

What would our prospects naturally say to this offer? “Okay.”

This relaxes prospects, but also tells our prospects that they have to make a decision when we finish. And, the “I need to think it over” decision is a “no” decision. Now prospects know that.

This gets even better. Because of our opening statement, our prospects don’t feel pressured. We gave our prospects permission to reject our presentation or offer. The prospects can now focus on our presentation and how it can help them.

If we do not relax our prospects first, they’ll look for objections in order to justify a “no” decision. They’ll be preparing themselves for a battle with us at the end of our presentation.

“You can make a decision to _____ today, or...”

Another way to remove the “I need to think it over” objection

Prospects hate making decisions. They are afraid of making a wrong decision. So what do they do? They pretend to delay the decision by saying that they need to think it over.

All we have to do is tell prospects:

“You can make a decision to start today, or you can make a decision not to start today and keep your life exactly like it is right now.”

This helps prospects realize that there is always a decision made. Delaying a decision is just another way of saying “no” to the offer.

Here are more pre-closes you can use to emphasize that no decision is NOT an option...

“You don’t have to make a decision to start your own business tonight. Instead, make a decision not to start your own business, and keep your present job routine forever.”

Prospects will want to disagree with us and say that they want to start their business tonight. We simply pointed out that this is a simple “yes” or “no” decision. Thinking it over was not one of the options.

“Would it be ok if + benefit?”

This one can work well as both an Ice Breaker AND a Pre-Close.

“Let me tell you about the business/membership. And at the end, you can decide if it fits you or not. That is up to you. Sound good?”

This phrase tells prospects that it is okay for them to tell us that the business/membership is not for them. And, they don't need a reason to turn our business down. Saying this will take the pressure off our prospects so they can relax and actually LISTEN to our offer instead of looking for reasons not to join.

“Before I show you our business/membership, let me tell you what worries me. When I finish, you will love what you see. But the startup costs might be difficult for you to take out of your budget. Let me ask you, will \$295/\$100 a month be a problem for the family budget?”

This opening helps us on many points.

#1: If we wait until the end to tell our prospects about money, during the presentation they are thinking, “How much will this cost?” Now, this won't be a problem. Our prospects know.

#2: We tell our prospects that they will love what they are going to see. This puts our prospects in a positive frame of mind. Now our prospects are looking for reasons to join, instead of reasons why not.

#3. If our prospects cannot afford it, it is better to know this before we start our presentation. If we wait until the end of our presentation to have this discussion, there is too much pressure. If we know there is a money problem early in our conversation, we can talk about options for raising the money, or adjust our presentation.

#4. Our prospects feel relaxed. We are honest and upfront by telling our prospects the cost in advance. Now, everyone can relax during the presentation.

If + problem + works for you, great/fine/ok/no problem. If not, + action you want them to take

This is a way of talking to prospects that helps them decide if they want to fix their problem ... or not. If they decide they want to fix their problem, we are done. They made a decision before we started.

Here are some examples:

“If commuting back and forth to work, working 40 hours a week and getting 2 weeks of vacation a year works for you ... great. If not, join as a partner so we can help you break free of that daily grind.”

“If spending the rest of your life working at your job is what you want to do... okay. If not, let’s talk about partnering with inCruises.”

“If spending the next 15 years making payments on your student loan is something you want to do ... no problem. If not, let’s hop on a zoom.”

“If you can tolerate paying full price for your cruises... fine. If not, let’s talk about starting your inCruises membership.”

“Are you okay with...”

Help prospects realize the penalty for not taking action. They prefer not to think about the penalty. Instead, they resist change and avoid taking action. This means our prospects will continue to suffer with the pain of their problems. We ask this question early in our conversation. This gives our prospects plenty of time to decide, “Yes, I need to fix this problem now.” We can tactfully remind our prospects that their “non-action” can make them unhappy with this simple question.

Here are some examples:

- “Are you ok with taking orders from your boss for 40 years?”**
- “Are you ok with only getting 2 weeks vacation every year?”**
- “Are you ok with working in a job you don’t have a passion for?”**
- “Are you ok with paying more than you need to for your cruises?”**
- “Are you ok with other people paying less than you did for the same cruise?”**
- “Are you ok with other people getting paid to cruise, but not you?”**
- “Are you ok with letting someone else make all the money from people cruising?”**
- “Are you ok with missing out on the chance to cruise for free?”**
- “Are you ok with having to pay for your entire cruise yourself?”**
- “Are you ok with taking a staycation at home watching tv while your friends are on a 5-star cruise?”**
- “Are you ok with paying for your vacations when other people get them for free?”**
- “Are you ok with showing your children pictures of a Disney cruise because you can’t afford to take one?”**

“What would happen if...?”

Prospects need to mentally see the benefits of our offer. We can put these benefits in our prospects’ minds. But why not make these benefits more powerful? Let’s have our prospects create their own version in their minds. We can get our prospects to sell themselves and see the benefits of our offer with this simple question: **“What would happen if ...?”**

Here are some examples:

- “What would happen if you didn’t have to wake up every morning to go to work?”**
- “What would happen if you had more vacation time with the family?”**
- “What would happen if you didn’t have to spend hours commuting every week?”**
- “What would happen if you had an extra paycheck every month?”**
- “What would happen if you could retire next year?”**
- “What would happen if you had a bigger paycheck for your family?”**
- “What would happen if you could take a five-star vacation with the kids?”**
- “What would happen if you had more time to work on your own dream?”**
- “What would happen if you could put your cruises on layaway before you even book it?”**

“What would happen if someone else paid for your cruises?”
“What would happen if you could pay half price for your cruises?”
“What would happen if you never had to pay for your cruises again?”
“What would happen if you got paid everytime someone set aside money towards their cruise?”
“What would happen if you got paid from thousands of people going on cruises?”
“What would happen if you got to take a free cruise every year?”

“So what’s important about _____ for you?”

Prospects do things for their own reasons, not our reasons. And let’s face it, prospects think differently than we do. In most cases, we own a business, they have a job.

We don’t know how or why they may be interested in our products or business. We have to find out that information so we can close more effectively. Here is the question that gets information about our prospects’ motivations: “So what is important about _____ for you?”

Just fill in the blanks. Here are some examples:

“So what is important about having a part-time business for you?”
“So what is important about having an extra paycheck for you?”
“So what is important about staying home for you?”
“So what is important about having more free time for you?”
“So what is important about going on free cruises for you?”
“So what is important about saving money for you?”
“So what is important about being your own boss for you?”

Or we could ask the question this way...

“So what is the most important reason you want to quit your job?”
“So what is the most important reason you want to work out of your home?”

“What will happen if...”

Prospects either make a decision to move forward now, or they make a decision to stay where they are. So here are a few questions that we can ask our prospects. They are innocent, non-aggressive questions. These questions help our prospects make a conscious decision on what is best for their lives.

These questions reduce the “I need to think it over” objection. As a bonus, they also pre-close our prospects before we start our presentation.

“What will happen if you don’t join our business/membership club?”

“If you don’t start your own business now, do you see yourself always working for someone else?”

“What do you think will happen next year if you decide not to make any changes this year?”

“Do you think your job routine (five days a week, three weeks of vacation every year) will ever change?”

Let’s Sort it Out

Most people are happy to make a quick “yes” or “no” decision. They want to invest their limited and precious brainpower into other tasks. They want us to get to the point so they can make an immediate decision.

So grant them their wish and get to the point immediately. You can then use the phrase, “Let’s sort it out now” before the presentation (skill #4: 2 minute story) begins.

Here are some examples:

Partner: “Do you go on cruises?”

Prospect: “Yes.”

Partner: “Would you like to pay less when you book your cruises?”

Prospect: “Sure.”

Partner: “Okay. Let’s sit down and sort this out now.”

Partner: “Do you go on cruises?”

Prospect: “No, I’ve never been but I want to.”

Partner: “Well, when you do eventually go, would you like to pay less money or more money when you book it?”

Prospect: “I want to pay less.”

Partner: “Okay. Let’s sit down and sort this out now.”

Partner: “Do you ever wish you got 2 paychecks instead of one?”

Prospect: “Yes.”

Partner: “Would it be okay if you worked a part-time business from home, so in 60 days you can have 2 paychecks instead of one?”

Prospect: “Sure.”

Partner: “Okay. Let’s sit down and sort this out now.”

Are all conversations this easy? No. But many are. Most prospects want to make a decision quickly and get on with their lives. Let’s give them that option.

If they want to know more details, great! That means they have already made a “yes” decision in their minds. If their answer was a “no” decision, they wouldn’t be asking us to torture them with additional information.

Let Me Fix That for You Now

In addition to “let’s sit down and sort this out now”, you could also say..

“Let me fix that for you now.”

It only takes prospects a few sentences to decide if they want to join or not. It is the same with customers. They will know immediately if they want our offer or not. We shorten our offer to just the basics and everyone is happy.

When we simplify our offer, we simplify the decision for our prospects.

We are in the “closing business”

Our job description as inCruises partners is to get prospects to make a decision to buy the inCruises membership, or to join our business. That is it.

We are not in the education business. Our companies don't pay us to educate people who don't buy or join.

We are not in the presentation business. We don't earn commissions on prospects who don't buy or join.

We don't get paid for making lists of prospects, calling for appointments, sending strangers to watch videos, having relatives listen to audios, sharing and caring,

reading brochures to bored prospects as if they are reading-impaired, or passing out endless samples until we are bankrupt.

The only thing we get paid for is ... getting “yes” decisions from our prospects.

So if our job as partners is to collect “yes” decisions from prospects, the real question in our minds should be, “How do prospects make their decisions?”

The answer to this question might be the most fascinating discovery in your career.

Understanding the “how and when” of prospects’ decisions is more important than reading sales training books for the rest of our career.

Why People Hate to Sell

The old way of selling from the 1960s is make cold calls, pitch anyone who will listen, and once we get an appointment, we dump everything we know about our product/service onto our prospect. Sell, sell, sell.

Then, it’s close, close, close. Close the deal. Trial closes, hard closes, shame them into buying. If they don’t buy, follow up, harass them until they buy or die.

No fun. But a lot of folks are still using that old way of selling. Prospects hate it.

But there’s a new way of selling that’s more in sync with how people want to buy.

The Short Story

Prospects want to know the big picture first. They can immediately make a decision, based upon the stored programs in their minds. If the answer is “yes,” then, and only then, should we begin a presentation.

Yes, in the first 20 seconds we know if we want something or not.

No more presentations until our prospect makes a “yes” decision.

People make instant decisions based upon little or no information.

Information is the weight that holds us back and slows our career growth. Prospects don’t need information. Information is not what prospects use to make decisions.

If we invite someone to a presentation, and they don't show up, that means their decision was "no". They made a decision based on zero information.

If we invite someone to a presentation, and they show up, they've made a "yes" decision before even showing up. Our job is to not talk him out of it with a long, boring presentation.

When we meet prospects, they want to make a decision about us and our offer as quickly as possible. They have too many other decisions fighting for their attention. That is why they rush their initial mental "yes" or "no" decision. This is how we think. This is how our prospects think. So why not use words and phrases that will make it easy for our prospects to make a quick decision? Less stress, less rejection, happier prospects.

Talking to Cold Leads (People you've just met online)

Talking to cold prospects can be difficult. There's no relationship, they're skeptical and untrusting. Here's a good way to start the conversation for people you're just meeting online if they've expressed to you that they're looking for a business...

"I understand you have been looking for a home-based business. So tell me, why haven't you found a home-based business yet?"

The prospects relax and tell you why they are still looking. They explain what they liked and disliked about their research so far. They may even tell you what is holding them back. The prospects do all the talking and feel comfortable in their conversation with you. Now you know exactly what they are looking for, so you can describe your business in a way that is acceptable to them. When prospects tell us exactly what they like and don't like before we start a presentation, this is better than mind-reading.

Information Collectors

When we talk to prospects, the only decision they have to make is if they want to start a business ... or not. Or if they want to become a member ... or not.

They can't make a fair decision on anything else because at this point in the conversation, our prospects don't have enough information to evaluate a brand-new industry, know the inside tricks and strategies to growth, understand our

compensation plan, judge our membership on at first exposure, to know what kind of questions to ask. And they definitely don't have enough information to know how to do the job, even though they've never been in this business.

It is unfair to ask prospects to make a decision on all these issues outside of their expertise. They will learn these things after they decide to join our business, begin training, and get experience.

The only decision our prospect can make before we start our presentation is whether or not they want to do business with us. That's it.

So if someone says, "I don't know how to do this.", you simply say...

"Of course you don't know how to do this business. The company doesn't expect you to know how to build a business before you join. That would be insane. That is why we provide training after you join, so you can learn how to build your business effectively."

Information-collecting prospects feel like they are making progress investigating possibilities. The reality is they don't want to find something and then have to go to work. Because if they actually got started, they would have to work hard and risk rejection. That is why they'd rather remain stuck in research mode. That wastes our time because we are dealing with non-prospects.

The harsh truth is that many people would rather safely collect information instead of risking their first step into a business. They want to know endless details and think about their decisions... indefinitely and forever (whichever comes later 🧘).

To prevent this from happening, simply say...

"Before I start, I want to make sure I talk about what you want. So are you looking to start a business now, and start earning money ... or are you in the information-collecting stage?"

This question stuns the analyzers and helps us focus on the big picture.

If they say they are looking to start a business now, we are done! Closed.

And if they are in the information-collecting stage, we give them some website links or something and let them have at it. Meanwhile, we can move on to someone who's ready to actually make a decision.

They will be happy that we didn't try to get them started right away. We will be happy because we can spend our time with someone new, who wants to get started now.

If we get stuck in an endless loop of questions and details, we can get out of that loop by simply saying...

“Go ahead and collect all the information you want, but I would like to talk to you about the big picture. Would it be okay if we talked at a higher level?”

Most prospects will say, “Oh yes. Of course it is okay if we talk at a higher level.”

And now we can redirect the conversation back to the prospect's decision: if they want to start a business now or not, by simply asking...

“So are you looking to start a business now, and start earning money ... or are you in the information-collecting stage?”

Another way to handle endless questions is by saying...

“We cover that in training. But the real question is, ‘Do you want to join our business now, so that we can get you enrolled in training right away?’”

Or you can say...

“You are probably tired and bored with collecting more information and theory. So if you are ready to actually start building a business, when would be a good time to start? Or would you rather put off building a business for a few more months?”

If they say they want to think about it for a bit, then we know it's time to end it, give them the website link and move on.

“I see that you are stressing out about risking a change in your daily life. Why not relax and keep your life as it is?”

People like to disagree in conversation. If everyone agreed, conversations would be boring. So now our prospects' tendencies are to disagree with our question. They may try to convince us that they do want change. It is always better when our prospects “sell themselves.”

“You know, you don’t have to make a decision to start your own business tonight. Instead, make a decision not to start your own business, and keep your present job routine forever.”

Again, the prospects want to disagree with us and say that they want to start their business tonight. We simply pointed out that this is a simple “yes” or “no” decision. Thinking it over was not one of the options.

More Pre-Closes

“If I helped you start a part-time business, and then you got to retire two years later, would you send me a thank-you card?”

This will get the prospect thinking about the possibilities of early retirement.

“_____, it takes \$295 to say ‘Yes’ to our opportunity, and \$100,000 per year to say ‘No.’”

This powerful statement gets people to try our opportunity. And as an added bonus, prospects respect us for being up-front and telling them the full offer and price. They don’t have to wait until the end to hear it.

We can get prospects to sell themselves by asking negative questions:

“Why do you want to invest your time in a part-time business?”

“Why would you want to change your current cruise booking platform?”

“So, do you think keeping your current plan, working at your job, is going to be the answer?”

Most people want to be like “most people.” They will want to agree with whatever we say next. So we can use the words:

“If you’re like most people + problem...”

“If you are like most people, you are way too busy to get a 2nd job.”

“If you are like most people, you don’t want to pay more for your cruises than you have to. ”

“If you are like most people, your job interferes with quality time with your family.”

Pushback or Resistance from Prospects

Some prospects show signs of negativity, impatience or sales resistance. We see this skepticism in their faces, or notice their folded arms.

Here is a little phrase that makes everything better. Simply say, **“Here is the short story.”**

This tells prospects we will be short, to the point, and we won't have any time for disgusting sales techniques. The prospects feel calm, and we can present the short story that sums up our offer in 20 seconds.

Here are some examples.

“So here is the short story. Start working with us and get a part-time paycheck. Now you have more money every month.”

“So here is the short story. Instead of paying full price for your cruises, you'll pay half price.”

We can also disarm them by saying...

“So _____, what would you like to know first?”

Prospects love it when we ask them what they want to know. Prospects hate it when we force on them what we think they need to know. If we ask them what they would like to know first, then we will never feel embarrassed again.

This simple question makes it easy for an open-minded discussion to occur. So whenever we feel nervous, we can fall back on this easy question.

We can turn off the salesman alarm and skepticism of almost anyone with the following statement:

“Before I show you how this works, let me tell you what happened to me.”

These words tell our neighbor that the sales presentation is not going to happen until ... later. Immediately, our neighbor sets aside his salesman alarm, his skepticism, his too-good-to-be-true filter, and his negative programs. Guess what our neighbor thinks when we say, “Let me tell you what happened to me.” Inside our neighbor's

mind, a little voice says, “Story? You are going to tell me a story? I like stories. Please tell me the story.”

What can we put in our story?

1. We can tell the story of how we were skeptical, but our experience proved this was a great business.
2. We can tell the story of how we had a great experience with the membership.
3. We can tell the story of how our life was before our business, and how life is now.
4. We can tell a story that someone else told us about their success in our business.

Tell a Story

Everyone loves a story. Especially if the story is all about them. Short stories work better than long stories. Prospects have short attention spans. But we can pre-close prospects before our presentation with a story that they can relate to. Here is an example of a short story that gets our prospect to participate.

Here is an example of a short story for the business:

Us: “If your boss offered you a \$5,000-per-year raise for learning some new skills, would you do it?”

Prospect: “Of course I would.”

Us: “What if your boss then asks you to teach these skills to some of your co-workers in exchange for another \$5,000-per-year raise?”

Prospect: “Yes. Sounds good.”

Us: “And then if your boss offered another \$5,000-per-year raise if you would teach your co-workers to teach those same skills to other co-workers ... how would you feel about that?”

Prospect: “Excellent! That would be awesome!”

Us: “Well, your boss is not making this offer, but we are. If you join our business, this is exactly what we would ask you to do. And, if you took our business seriously, you could earn a lot more.”

And now our prospect is sitting on the edge of his chair, waiting for our business details. We haven’t even started our presentation and our prospect is looking for reasons to join.

Here is a short story for the membership:

Us: “What website do you normally use to book your cruises?”

Prospect: “Priceline”

Us: “If Priceline offered you \$1200 per-year worth of cruise credits just for paying for your cruises in monthly installments, would you do it?”

Prospect: “Of course I would.”

Us: “What if Priceline then offered to pay for half of every cruise you book through their site in exchange for telling 5 other people to book their cruises through Priceline?”

Prospect: “Yes. Sounds good.”

Us: “And then if Priceline offered to pay your entire cruise fare twice a year PLUS paid you \$300 a month in cash if you would teach each of those 5 people to tell 5 other people to book their cruises through Priceline ... how would you feel about that?”

Prospect: “Excellent! That would be awesome!”

Us: “Well, Priceline is not making this offer, but inCruises is. If you join our business, this is exactly what we would ask you to do. And, if you took our business seriously, you could earn a lot more.”

How else

We can force our prospect to come up with alternative solutions by asking “how else”. Oh wait! They don’t have any alternative solutions. Now our prospects realize their best chance for a better life might be with us.

Here are some examples:

“How else are you going to get that extra \$300 you need every month to get caught up with your bills?”

“How else do you think you can get free cruises?”

“How else do you think you can keep from paying more for your cruises than you have to?”

“How else can you break the pattern of six-day work weeks?”

“Who else do you think would be willing to pay for half or all of your cruise fare?”

Word Pictures & Sound Bites

Sometimes, one little phrase early on in our conversation can make prospects take action. Here are few phrases you can use to inspire action from your prospects:

Membership

“Your cruise sugar-daddy”

“401k for cruises”

“More vacation for less money”

“Less money, more vacation”

“Smaller bill, bigger cabin”

“Sea saver”

“Take the bribe and go on a cruise”

“Vacation fun account”

“Vacations feel better when they’re free”

“inCruises is the travel buddy that pays but never shows up”

“Get paid to cruise”

“You can pay full price and cruise in 12 months or you can pay half price and cruise in 6 months”

Business

“Wake up at the crack of noon.” (Obviously only for people who love staying up into the late hours of the night.)

“Jobs interfere with our week.” (This takes a moment for prospects to process, but then they will remember this forever.)

“Double our pension in only nine months.” (Gets the over-50 crowd excited, because retirement is close enough to seem real.) *

We don’t want to work 45 years like our parents.”

“We call our business the boss-silencer.”

“Turn our minds into wealth magnets.”

“We call our part-time checks ‘mortgage-busters.’”

“Our chance to go from zero to hero!”

“Leaving the rat race.”

“Take five-day weekends, instead of two.”

“If we hang around four broke people, we can guarantee that we will become number five.”

“The reward for investing \$200,000 into a university degree? 45 years of hard labor.”

“Dream-sucking vampire boss, taking little bits of our brain out every day, turning us into human zombies.”

The Secret Objection

There is a common objection that our prospects seldom verbalize. Yes, they think this objection, but almost never tell us. So why don't we answer this objection for them early? Then they can relax during our presentation. What is this secret objection?

“But what if I fail?”

Prospects are afraid to take a chance to build their network marketing careers. There is a lot of uncertainty in our prospects' lives. They have a job now. Is that job secure forever? Of course not. This insecurity gives prospects a lot of stress. 100% of our prospects' income is dependent on their job existing. Prospects aren't stupid. They see the news. Mergers, downsizing, and replacing highly-paid, experienced employees with low-paid trainees is common. This scares our prospects. To build rapport, we agree with our prospect that these risks exist. Now our networking business looks more like a safety net instead of a risk. Having one more income makes sense. Another way to illustrate this is to say:

“If we lose our job, who knows how long it'll take us to find another job. But in business, if our business does not work, we can always start another business. Having our own business at least gives us some options.”

Another way to help our prospects overcome their fear of possible failure is to help our prospect focus on these two facts:

1. Other people have been successful.
2. These people did not have the skills when they started, but they learned.

The prospect will be thinking if other people became successful, certainly it is possible. These people probably had the same fears. They didn't know how to work this business either. We can communicate this to our prospect with this little statement:

“I know you can be very successful in this business. I just don't know how fast.”

Then, we explain that everyone who starts feels unsure and unequipped. Nobody expects us to know the skills of a brand-new profession before we start. We learn the skills over time.

We remind our prospect,

“Please don't judge your future success based on what you currently know. You will feel better when you know more after the training.”

When the prospects ask, “So how long will it take me to be successful?” We can answer,

“That depends on how fast we learn the new skills, and how fast we meet new people.”

Think about your current situation

The purpose of business is to solve people's problems. But what if people are not thinking about their problems? Then we have to get them to refocus. When their problems are at the front of their minds, they want to solve these problems. How do we get them to refocus?

Just start with these words: “Think about your current situation ...”

For example:

“Think about your current situation. Every month you get a paycheck. After paying the mortgage, the car payments, the credit cards, the taxes, the insurance, the food and more ... how much do you get for giving up a month of your life working for someone else?”

Now what are our prospects thinking? Of course they want to solve that problem. They want a solution now. We don't have to sell them a solution with facts, videos and statistics. All they want is to fix their problem ... and we are there with the solution.

“Think about your current situation. Every morning the alarm rings ...”

“Think about your current situation. Every time you book a cruise ...”

“Think about your current situation. Every morning when you get out of bed ...”

“Think about your current situation. Every time commuting traffic backs up ...”

Then, finish the story. Our prospects will see a movie in their minds of this terrible situation. When prospects want to fix their problems, they will eagerly look for solutions, even before we start our presentation.

Conclusion

Of all the pre-closing techniques, try to find at least one that will work for you?

You don't have to use every technique, but try to use at least one technique.

The more techniques you master, the more options you'll have when talking to our prospects.

SKILL #4: The Two-Minute Story

Prospects hate sales presentations. The longer our presentation, the more we confuse prospects. There's just too many facts to remember.

To get decisions, we must be clear and concise.

So here is where we will learn how to use a short 2-minute story to get our prospects to decide whether or not to join. No need for long presentations or sales props. This short story takes less than two minutes, while delivering precisely the information our prospects crave.

By capturing our prospects' total attention, we can now get our message from inside our heads, to inside our prospects' heads. This makes their decisions natural and easy.

With inCruises, there's only 2 stories we'll need to tell: A story for the business, and a story for the membership. We'll start with the business.

For these stories, we will assume we've just done a pre-close, and their response tells us that they do have the problem that we asked them about.

Partner Story: Part 1

1. "I've got a good story (about that). Takes about 2 minutes. Might make you a lot of money, might not. Wanna hear it?"

Breakdown

“I’ve got a good story (about that)”: These words will get their immediate attention because humans have internal programs that tell us to listen to stories. That’s why movies and tv shows are so popular. We can’t resist a good story.

“Takes about 2 minutes”: People guard their time. They have other things to do. So telling them it only takes 2 minutes makes them feel relaxed because they know it will be short. That’s why TikTok and reels are so popular. Everyone has 2 minutes.

“Might make you a lot of money...”: These words tell our prospect that we are going to be talking about business and money. People like money. So we’ve made the story more interesting. Plus this doesn’t raise any sales filters in our prospects mind. It’s safe for them to proceed.

“...might not”: Just to make sure that we don’t set off any salesman alarms, we soften our commercial message by adding, “might not.” Now we can be sure that our prospects can relax.

“Want to hear it?”: This question checks to see if they still want to hear the story. We get permission from them that’s it’s okay to tell the story.

2. “Would it be okay if you never had to go to work again?”

Breakdown

Our prospects may not openly tell us their motivation for looking at our business, so we use this sentence to command our prospects’ subconscious mind to instantly give them their motivation. This question subconsciously asks our prospect to imagine what it would be like if they never had to go to work again.

3. “So how much money would you need a month, just to cover the BASIC bills, so that you would never have to show up at work?”

Breakdown

We can’t just come out and ask people how much money they earn. That’s too personal and invasive. All we asked is the minimum amount they’d need to earn monthly in order to take care of their bills. We ask for the minimum because we want to keep the figure as low as possible. You will need to remember this number because you will need it later on in the story.

Done!

Now the information collection part is done. We have everything we need to tell the story in a way that THEY can understand. The story is all about THEM. Not the masses, not someone they never met, THEM. Onward...

Partner Story: Part 2

1. “Well, you know how travel and vacations can be so expensive?”

Breakdown

The phrase “well, you know how” subconsciously commands our prospect to believe what we are going to say next.

2. “Well, there’s a company called inCruises that allows people to cruise for half price instead of paying full price.”

Breakdown

Prospects don’t want to hear about our company yet. They just want us to get to the point of the story. So we need to make this short. No need to sell them on the company at this point in time. So all we need is a tiny sales plug.

3. “Now, if you wanted to never go to work again, all you would have to do is eventually locate 100 people who want to pay half price for their cruises instead of paying full price. And then you would earn an extra \$1,000 a month.”

Breakdown

We started with the word, “Now” because we need our prospect’s attention. They may still be thinking about our previous sentence so we have to stop those thoughts so that they can refocus back on what we’re saying.

Now that we have their attention, the next part, “if you wanted to never go to work again” gets them thinking about the experience of never going to work again. They are curious as to how they can do that.

Next, we said “all you would have to do is”. These words trigger a feeling of “this sounds like it’s going to be easy, or at least simple to understand”. They feel good, they love what they’re hearing so far. Now they’re thinking, “well, what WOULD I have to do?”. So let’s tell them.

Then, we said “between you, and everybody you know, and everybody they talk to, forever and ever and ever...”. This wording makes it a bit easier for prospects to understand large numbers of customers. They’ll see that they don’t have to talk to everyone personally.

Next, we said “eventually locate 300 people who want to...”. People’s basic understanding of business is customers. In their minds, they picture a business owner at a checkout counter in a store. They understand customers buying or using products and services. A lot of customers, a lot of money. Fewer customers, less money. That’s how they see it. So we keep it very simple here by talking to them in a way that they can understand.

Now comes the math. We asked them earlier on how much they would need so that they’d never have to show up for work again. Let’s assume they told us \$3,000 a month. So now they’d wanna know how to make that amount of money. We an’t give them too many details here because if we did, they’d go into research and contemplation mode and we’ll likely never hear from them again. So we need to keep things super simple here by giving them a rough estimation of the amount of people they would need in their team. So, here’s how you come up with the amount of people they ‘d need in inCruises.

Whatever amount they give you, just take 1 zero off, and that’s the amount of people they’d need. For example...

\$1,000 a month = 100 people
\$2,000 a month = 200 people
\$5,000 a month = 500 people

Now that we’ve told them the amount, they are gasping for air. They are thinking “I don’t know 300 people! This is going to be impossible. I’m not a social media influencer. I’m not a salesman. I don’t know that many people. I can’t do this! This sucks. I’ll never be able to leave this job!”

We just crushed their dreams by telling them they had to get hundreds of customers. So let's address their concern and make them feel much better with a cool mind-reading truck to gain their trust.

4. "Now you don't know how to get 100 customers, but you can learn. You learned how to use a smartphone, you learned how to drive a car, you learned how to do your current job, and you certainly can learn a system to find 100 customers who want to pay half price for their cruises instead of full price."

Breakdown

"Now" gets our prospects' attention and refocuses them back on our conversation.

Then we said, "You don't know how to get 300 customers." This sentence tells the prospect that you know exactly what they were thinking, you've read their mind. Now they feel like you understand them.

Then we said, "But you can learn." They may not really believe that they can learn just because you said they could. So we don't want to move forward until they believe that they can learn a new skill. We do this by reminding them that they successfully learned new things in the past. So we choose learning experiences that they can relate to.

"You learned how to use a smartphone, you learned how to drive a car, you learned how to do your current job." We can always substitute things. If a person doesn't drive, we could substitute it with something else like "you learned how to walk, you learned how to read." Just be sure to pick things that they actually know how to do.

Then we said, "And you certainly". This gives the prospect the belief that what we say next will be true.

"Can learn a system." People love systems. They believe systems work. We'll use the word "system" again if needed.

Partner Story: Part 3

“So what’s going to be easier for you?”

Breakdown

We’re letting our prospect know that they’re going to have to make a decision. They now know that the story is over. Now they can relax and make their decision.

“To continue + problem #1, (problem #2)? Or, to learn a system to help ___ people cruise for half price instead of full price?”

Breakdown

We gave our prospect 2 choices.

1. Continue their lives as is...or
2. Join our business and learn a system.

You’ll need to insert 2 problems into it though. You can pull these problems from previous parts of your conversation, or you can insert some. Here are some ideas for problems you can insert...

Dropping the kids off at daycare, paying other people to watch them grow up, and hoping to have a bit of time with them on the weekends?

Going to work every day, hoping the boss will magically give you a 25% raise so that your children can go to private school?

Working hard every day until you are 65 years old, and then hope your health is good enough to enjoy your retirement?

Feel depressed every Sunday night because the weekend is over?

Spend your entire life working at a job you hate?

Go back to school for four years and get that degree so you can get a raise?

The Whole Partner Story

I've got a good story (about that). Takes about two minutes. It might make you a lot of money, might not. Want to hear it?

Would it be okay if you never had to go to work again?

So how much money would you need a month, just to cover the BASIC bills, so that you would never have to show up at work?

Well, you know how travel and vacations can be so expensive? Well, there's a company called inCruises that allows people to cruise for half price instead of paying full price.

Now, if you wanted to never go to work again, all you would have to do is eventually locate 100 people who want to pay half price for their cruises instead of paying full price. And then you would earn an extra \$1,000 a month.

Now you don't know how to get 100 customers, but you can learn. You learned how to use a smartphone, you learned how to drive a car, you learned how to do your current job, and you certainly can learn a system to find 100 customers who want to pay half price for their cruises instead of full price.

So what's going to be easier for you?

To continue going to work every day, hoping the boss will magically give you a 25% raise so that your children can go to private school? Or, to learn a system to help 100 people cruise for half price instead of full price?

The Membership Story

I've got a good story (about that). Takes about two minutes. It might save you a lot of money, might not. Want to hear it?

Would it be okay if you paid less money for your cruise vacations than most people?

Well, you know how cruises can be a bit expensive?

Well, there is a company called inCruises that allows people to take five-star holidays/cruises/vacations for the price of a cheap hotel.

Now, if you wanted to pay a fraction of what everyone else pays for the exact same trip, you need to be able to do 3 things:

Number 1 - all you would have to do is save some money towards your cruise every now and then. Let's say... about \$100 or so every month or 2.

Number 2 - inCruises is going to add another \$100 in your cruise account everytime you save \$100 towards your cruise. Then you can combine their money with your money to pay for your cruise.

And number 3 - Whenever you book a cruise, the company is going to give you points back, and you can use those points to pay for more cruises.

Plus as a bonus, they'll put \$200 in your cruise account every month whenever 5 of your family or friends join. Might even get you a free cruise every year.

Then you'd be paying less money for your cruises than most people.

Now, you may not know where or even when you want to travel yet, but that's kinda the point: to let the club help you stack up some funds now. That way, once vacation time comes, the money is already there.

So what is going to be easier for you?

To continue paying full price for your cruises and only going on cruises that fit in your budget, or to have inCruises pay some of the cruise fare for you so you end up paying less than most people pay for the same cruise?

What to Say Next

There are 3 possible outcomes.

1. **They want to learn the system:** "Cool. Let's get you enrolled. What's your email address so I can send you an invite?" Send the professional invite and walk them through the enrollment process.
2. **They're not interested:** Respect their choice and change the subject.
3. **They have questions:** "What would you like to know first?"

Answer their questions as quickly as possible. After each answer, ask "What would you like to know next?"

Keep answering and asking “What would you like to know next?” until they are out of questions. Here are some common questions to expect...

Q: How much does it cost?

A: \$295.

Q: Where is the company located?

A: Puerto Rico.

Q: How long have they been around?

A: Since 2016.

Q: Do people really save money?

A: There's close to 1 Million members. They've saved those members over \$200 million. About 10,000 people have booked cruises with them in the last 30 days.

Q: Is this a pyramid?

A: No.

Q: How does the pay work?

A: Well, if we have a lot of members, we make a lot of money. If we have fewer members, we make less.

Q: How do the compensation plan percentages work?

A: You'll learn all the percentages in the training sessions.

Q: How much money have you made so far?

A: None. It is a business. It will take six months for me to make a good profit. Then I am going to take a cruise for a week to relax. I just wanted to know if you want to join with me now, so we can cruise together. Or, if you would rather give me your address, I can send you a postcard from my cruise.

Soon, our prospects will run out of questions. And then we say this:

“What would you like to DO next?”