The McNelly Training

Q.I. Filtering System

- The Q.I. List Builder
- The Q.I. Invitation
- The Q.I. Interview
- The Q.I. Meeting
- The Q.I. Followup
- The Q.I. Getting Started

THE FORTUNE IS IN THE FOLLOW UP

Lets look at what's happen so far with the Q.I. process. They said they had their options open on the Call, then they showed up to the 15 min. Interview and said they related to a couple of the points covered, then they showed up to the Meeting and afterwards said they related to 5-6 things covered at the meeting and then they showed up for the Followup, most people wouldn't go this far if they weren't interested.

LET ME ASK YOU A FEW QUESTIONS FIRST:

Ok, we are now down to one of the most important parts of the Q.I. System & it's where a lot of people tend to blow it, the Follow Up. Up to this point, we have shared that this is mostly a Filtering Process, but when it comes to the Follow Up we need to shift gears just a little bit. When you have someone that has said they want more information on the phone, the interview, the meeting & now they're at the Follow Up meeting, then there in your business, they just want to be lead or shown what to do next. So, let's talk about the steps for a successful Follow-Up.

SIX QUESTIONS TO ASK:

- Right off the bat I say, "I know you probably have a few questions but can I ask you a **FEW QUESTIONS FIRST?** You & I got a chance to meet at _Location_, then we talked on the phone and I asked if you had your options open and you said you did, we sat down for a quick 15 minute overview, then you came and met the team and saw a full presentation the other night and now we are here."
- What did you like **BEST** with what you've seen so far?
- On a **SCALE** from 1-10, where are you? (1- not interested,10 - ready to go)
- **HYPOTHETICALLY,** if you got started in this business Part Time, how much would you need to earn per month to make this **WORTH YOUR TIME?**
- How many **HOURS** a week **REALISTICALLY** do you think it would take to develop _____ a month?
- How many **MONTHS** do you think it would take working _____ hours a week to develop _____ a month?
- _Prospect_ if I could show you how to develop _____ a month, working _____ a week, in the next _____ months, would you be ready to **GET STARTED?**

THE MAGIC IS USING THEIR NUMBERS & TIME COMMITMENT TO HELP THEM MAKE A DECISION.

- If the answer is **YES** then proceed with getting them started in your business, if not go on to the **OBJECTION** pages and see if you can help them with what's stopping them from getting started with you. If their just not ready at this time then see if they are interested in being one of your **PREFERRED CUSTOMERS.**

HOW TO HANDLE OBJECTIONS pg 1

First, change your mindset from a position of Persuasion to a position of Collaboration. If you have done your work correctly and gone deep into the conversation with your prospect...most objections will be eliminated. We have to realize that an objection is only a concern your prospect has, it's not a rejection of YOU.

The only thing that I have not covered in this section on the Follow-Up is the type of OBJECTIONS that you might get. Over the years I have found that most people only have about Five Things that they usually bring up at this point as objections. In the Next few pages I cover how to handle just about any Objection that you might get.

I CAN'T AFFORD IT

In General . . .

- You will meet with lots of objections!
- Remember if you get 9 No's for every 1 Yes, That 1 Yes can make you millions!
- All successful people hear "no….." often – and are still making lots of money.

"I Can't Afford it" - Money . . .

You will hear variations of this... "I'd really like to do this but… don't have the money." It's the most common objection.

- Break it Down – Outline how affordable your Product/Service truly is.
- Demonstrate how they can save on their Budget
- Remind them that there is a 100% money back guarantee
- Empathize with them. "I understand how you feel" – agreeing with the prospect

Ask these Important Questions . . .

- "If money weren't an issue would you be interested?"
- "How much desire do you have to change the quality of your life?"
- "How long will it take you to get the money to get started in free enterprise?"

Final thoughts about this Objection . . .

It's never the money – money can always be created or found. Interesting to note that they aren't concerned with value they are concerned with money. Our role is to help them see value not cost.

We help them to see what it is worth by our own compelling PERSONAL TESTIMONY!
Being a PRODUCT of the PRODUCT is the secret to overcoming this objection!

Never ask what it costs – ask what it's worth . . .

In the end..."It doesn't cost anything to receive the information – would you like me to send it to you?"

I DON'T HAVE TIME

I Don't think I have Time for this . . .

The only thing we all have in common is 24-hours per day – how you choose to spend it is entirely up to you!

Great thoughts on time . . .

- When will you find the time to change the quality of your life?
- When will the timing be perfect for you?
- The "I don't have time" objection is a stall.

HOW TO HANDLE OBJECTIONS pg 2

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I DON'T HAVE TIME - cont...

What they are really saying is "With family, work, watching tv, eating take out - all of the challenges that suck the energy from me – that is why I don't have time. What they are really saying is "I just don't have the time to create wealth, make a better life for my family, have the freedom I deserve".

Do the GAP test with them . . .

Ask them to answer the following questions and really listen to their answers:

- On a scale of 1 (dead) to 10 (superhero) where would you rank your health?
- On a scale of 1 (bankrupt) to 10 (Bill Gates) where would you rank your finances?

Offer to help them close the GAP . . .

If they still say no time or give you an excuse say – "Interesting because you told me that your objective was to lose weight, or get healthy, or make money etc."

- Stay in control of the situation by asking questions that are thought provoking – not confrontational. Ask.. "If you saw an opportunity and the situation were right would you start right now?"
- A good way to overcome this objection is to gently remind them that investing 10 hours per week for the possibility of an unlimited income and the opportunity to OWN THEIR OWN LIFE, is a pretty attractive offer.
- A part-time commitment can change their lifestyle!

With no prior experience in Network Marketing, Business leaders Pam & Kevin Barnham have worked anywhere from 40-60 hours per week at their JOB's, are parents to a young child, own a real estate investment company, exercise every day and have an Networking business – 2 hours per day, 5 day per week for a grand total of 10 hours per week! In 24 months they have created $10K a week in residual income. Where there is a WILL there is a WAY!!

I NEED TO TALK TO MY SPOUSE, PARTNER, ETC . . .

Hard to believe that they are going take 30 minutes to explain something they might not fully understand.
So it is important that you present info to everyone who will be in on the decision making process!
You need to flush out, in the beginning that another person was required to make a decision.
Find out who the real decision maker is and talk to them at the same time.

If it's a Spouse . . .

Do you want your spouse present when I give you the information?
Great, when would a good time to talk to both of you be?
Do they need to call home when buying groceries?
NO – because they see the value and need in what they are buying and they trust the store.

If it's a Friend . . .

That's a good idea; it is easier to do this with someone else.
"I need to run it by someone just as broke, unhealthy as me"

I NEED TO TALK TO MY SPOUSE, PARTNER - CONT...

If it's a Proffestional they Trust . . .

Then work out a Schedule so that all of you can set down together & get your questions answered.
Bottom Line... Approval based objections can also be a stall, a blow off or a brush off. Be careful not to waste your precious time. If you've properly done your fact finding you will have the information you need to make the right presentation – do not waste your time!

I NEED TO THINK THIS OVER . . .

To handle that "I want to think about it," objection, you need to probe just a little more to draw out the REAL reason why they don't want to close the deal. I've found that by asking the question:

"_____, I can understand that you would like some time to think about this. Exactly what is it that you feel you need to think more about?" I can get to the real concern.

Ask them... "What info can I provide you with to help you make your decision"?
"I want to think it over, research it, think it over, ask everyone else's opinion"

Say "On a scale of 1 to 10 where do you see yourself in the thinking process"?
"What would it take to bring you up to a 10? "
"Do you typically take a lot of time to make a decision?"

Listen to what they are telling you, so that you can make the right presentation.
Remember, asking questions will get you to where they are really coming from quicker.

I NEED TO RESEARCH THIS . . .

May sound like an objection but may be a qualified buyer. They need to feel good about it in their left brain. A Master Closer understands that what gets results with this person is giving them the facts and figures – not spending a lot of time talking to them. They may ask: "Do you have anything you can send me?" – this is a qualified prospect. They are logical – make decision based on their logic. This type of person needs time to think about it – doesn't mean they aren't interested Schedule a follow up for the future – great time to do a 3-way call. Ask them... "What kind of research can I provide for you…? Send them to your company website. If they say... "Sounds good but I have to understand how every single ingredient, marketing, comp plan, fact figures and logic work out before i can start..." This is the research brush off done by the analytical thinker or by someone who can't see the value and dosent have the courage to tell you they are broke!

- Understand who is a serious prospect – spend time with them. Listen for the clues.
  Your Company is simply sharing or referring people to a program that has been so successful in your own life. It's not sales. This is good news for those who give this objection.
- We are in the business of intellectual information distribution. The greater you understand and grasp this the richer you will be!!! Your job is not to sell – it is to communicate information and build a network!

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IS THIS ONE OF THOSE PYRAMID SCHEMES . . .

Usually the reason someone would respond with this is because they had a bad experience in another company or they know someone who has, therefore they assume that your Company is the same way. Another term for pyramid is Ponzi Scheme. A "Ponzi Scheme" – is what most mean when they say a "pyramid" it is where people pay money into the organization and do not get a service or product in return, it makes money for those at the top by giving nothing but a promise in return. We know that most Legit Network Marketing Companies are NOT that!!

- Ask them what they mean by "pyramid schemes?" Depending on their response, they may be closed to anything else...time to move on.
- Ask "if they would be open to you showing them how your Company is different?" If they say yes, now you have an opportunity to share and address their concerns.

If they have a challenge with the "shape or structure" explain that every major company is a "pyramid". American Airlines has a CEO (at the top), middle managers and workers at the bottom. Apple has a CEO, president, VP's, area sales managers, sales managers and sales people. They likely work for a pyramid organization now.

- Explain that your company is ____ years old and many people who have joined in the last 4-5 years are making more money than those who joined when the company first started.
- Network Marketing is "Democracy in it's finest form". Everyone has an equal opportunity regardless of prior background or experience. Network marketing is exactly that products moving through a network
- Network marketing when done correctly, is just Referral Marketing. Have you ever recommended a good movie or restaurant to your family or friends. That's Isagenix! I'm pretty sure that most grocery stores, weight watchers, restaurants ….. etc. do not pay you for referrals – network marketing does
- We are a share-for-profit company, the company pays for referrals. Simple.
- Network marketing is the exact opposite of a dog-eat-dog world – it's about cooperation and that is what many find so hard to understand. The real NO. When there is no chance of a yes...There will be times when no matter what we say or show someone they are never going to try isagenix. Here are a few clues that you are to that place with someone:
- When they say, "No I'm not interested" typically it's just "I'm not interested" You have to live with that. This CAN be a reflex response. Ask if talking at another time is better for them.
- They give you an absolute. "I will never..." – they have closed the door on the opportunity.
- Hang up while you are in mid-sentence. That's a clue!
- You don't have much margin to converse and handle the objection. They are not willing to have a dialogue.

IS THIS ONE OF THOSE PYRAMID SCHEMES - Cont . . .

Real NO can benefit you because it is a decision especially when it happens early on. The more decisions you get the better you become. Ask for the decision. Don't waste your time.

Handling Objections should be FUN:

Ask them "What part of attaining health/wealth are you not interested in?" (Smile) If handling objections is fun – becomes a different level of creativity. Neutralize objections – find the real reason and address it. You're objective isn't just to close – it's to get a decision. When it's not fun you don't want to do it – you resist it. If it's painful you will find ways not to do it even if you want to make money you won't do it – it's a contradiction. We are wired to resist pain.

Don't get hung up on the fact that all are not interested in changing the quality of their life – wrong place wrong time – let them go – Do not take it personally.
Understand people are unable to decide because they don't like to change.

Important Point:

Fear of losing prospect can paralyze you!! Remember, you can't lose what you don't have. When you trust yourself and are not consumed with the outcome you become much more effective and persuasive!

- Act on an opportunity – all rejections represent opportunities.
- If you can't handle objections you will never get to a YES!

Putting all of this into practice . . .

Trying to convince someone that they are wrong to feel that way, is a crash and burn strategy for you. Instead, follow these steps:

- Wait Five Seconds Before Responding. After your prospect expresses their objection Take a deep breath and nod, counting off the five seconds, which makes the prospect feel that you've truly heard what they said, and can relate to what they are saying.

- Agree With Them. This is VITAL! You never have an argument with someone who agrees with you, plus, everyone LIKES someone who is of similar mindset and opinion as they are. A very good responding statement is: "I can fully understand what you're saying. I can understand why your feel that way. "

- Isolate The Objection. Simply ask them if that is the only reason why they are not moving ahead with the sale. The reason for this is simple. You don't want to keep getting peppered with an endless barrage of unexpected objections. Have them "bare their soul" to you, and give them a chance to express their thoughts and feelings. Believe me, everyone LOVES having an audience, and they will think a lot better of you, during and after they've spoken.

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PUTTING ALL OF THIS INTO PRACTICE - Cont . . .

PROPOSE A SOLUTION. After they've fully expressed and clarified their objection, it is IMPERATIVE that you turn their objection into a QUESTION. "Thank you, Mr. Customer, for sharing your concerns with me. It seems to me that you are very interested in this product, and that you would be interested in moving ahead with this, however, you're a bit concerned with (state the objection in your words ie: the cost). Is that correct? (Get their agreement) That's great! So, if I can show you how we can address this concern, to your satisfaction, then you would be ready to go ahead, correct?"

What it takes to make it in this business:

Read Chapter 19 in "Business of the 21st Century"

- This is not a sales business – it is a teaching, team-building, leadership business.
- Making the sale is not the point – building a network is!!
- You don't need to quit your job, Only 1 in 8 NTM work 20+ hour per week on their business (job security vs. financial freedom – you can have both)
- You don't need to be rich or take out a second mortgage – the capital investment is very low (less than $500 for the business pack)
- You don't need to be a genius at negotiation or a whiz with numbers, you just have to love what you do, passion is critical
- Donald Trump "Network marketing requires an entrepreneurial spirit, and that means focus and perseverance. I do not recommend network marketing to people who are not highly self-motivated."
- This business takes the right attitude – you can always quit – why start now.
- Network marketing is B quadrant business.
- If you have the ideal that you can start a network marketing business and expect to start making money right away – then you are thinking like someone who lives in the E or S quadrants. There is no such thing as get rich quick method in network marketing. Your Company is not going to fire you so don't fire yourself! Give it 5 years.