



**PERSONALIZED INTRODUCTION
CHEAT SHEET**





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Your personalized introduction should be comprised of:

Problem | Solution | Question

Reminder: Your personalized intro is not meant to sell them. Its sole purpose is to engage them in a two-way conversation. It can be used after your "problem statement" if you cold call, at a networking event, or even if someone asks you what you do. This powerful introduction lets your prospects know how what you do helps other people.

1. Problem

You will start with the phrase, "**You know how ...**" and then will add on two to three generic problems that your solution solves. These are problems that you know the person you are talking to can identify with. Remember, you are a problem finder and problem solver, not a product pusher. Your job is to find and discover what problems they have, what's caused them and how it's affecting them.

List out the problems that your prospects have:

2. Solution

Now you are going to go over how what you do helps other people. The key here is to keep it very simple. Do not get technical at all, or you will end up sounding like a salesperson trying to sell them something. This is just meant to create curiosity in their mind to want to engage in the conversation.

You will start with this phrase, "Well, what I do is help people/companies like that," and then you will continue with how you solve those two to three problems you just mentioned to them.

Remember to keep this short, your entire personalized intro should never be longer than two small paragraphs at the most.

3. Question

Immediately after your personalized intro, you want to ask a question to put the focus back on your prospect and off of you. You do this to start exploring what problems they might have to see if you can help them.

It is very important here that you do not jump into your solution. We love what we do and we all think our products or services are the best, so we become anxious to tell our prospects how great we are. Slow down, and realize that you must come across as a problem finder and problem solver, rather than a product pusher, or most of the time you will be met by resistance from your potential customers.

CAUTION: The personalized intro is not meant to sell them. It's just meant to get them curious enough to want to engage in a two-way conversation about potential problems they may have. This allows the prospect to open up to you and start the process of trust because they feel from your questions that you are there to help them, rather than sell them.

Here are a few examples of how this looks for different industries:

Solar sales:

Well, you know how a lot of homeowners in your area sometimes gets frustrated by unexpected rate hikes, and get charges in their bill that they might not understand.

Well, what I do is I help homeowners like that take advantage of the government rebate program that lowers their bill, and locks in their rate permanently so they know exactly what they are paying each month.

Network Marketing:

Do you know how a lot of people nowadays are finding it harder to get by with the lack of job security, corporate downsizing and the higher cost of living?

Well, what I do is help people like that set up their own full or part-time businesses from home so they can start taking care of themselves and their families again.

Situation question:

What do you do for a living yourself?

Medical device sales:

Well, you know how a lot of surgeons sometimes get frustrated with poor fitting implants, inefficient surgical techniques and slower operative time/turnover time.

Well, what I do is I help surgeons like that get access to patient-matched implants, simply surgery, and speed up the operative time so they can do more cases in a day but also make sure that the patient is actually taken care of.

Situation question:

Now can I ask you, what implant does Dr. Smith use for his total knee?

Cyber Security sales:

You know how...

....a lot of businesses nowadays are sometimes concerned about the identity of their online customers, with all that fraud going on that can cost them their profits and losing customer trust?....

Well, what we do is... we help these kinds of businesses know if the digital identity of their online users can be trusted through global shared intelligence so that they have the peace of mind knowing that all their transactions are legitimate and their profits and customer trust is safe...

Situation question:

What kind of business are you in? or

So what is it that you do at X? or

Has this been a concern for your business? or

How do you protect yourself from online fraudulent attacks in your business?

Financial advisor:

You know how a lot of people sometimes get worried because they don't feel they have enough funds to retire with, they get concerned about overpaying their taxes, and not sure if they have enough for their family in case they pass away.

Well, what I do is I help people like that protect themselves from those types of situations so they can retire more comfortably, reduce their taxes and put in place financial protection for their family in case they are not around.

Situation question:

So what do you do for those type of things yourself?

Real Estate:

If a buyer:

You know how a lot of people sometimes get stressed when buying a home because they can't find the house they want, their concerned about not getting a good deal and they don't like all the financing hassles of buying.

Well, what I do is I help buyers like that find the home they want, help them negotiate the best deal for them on the home and really help streamline the timeframe of closing on the home so they can relax and focus on their daily lives.

If Seller:

You know how a lot of people sometimes get stressed when selling their home because they don't feel it's priced for what it's worth, they worry about the home appraisal and the time it's actually going to take to sell it.

Well, what I do is I help people like that get the highest price possible for their home, make sure it gets appraised properly, and provide several marketing avenues and our list of buyers to make sure it gets sold quickly so they can relax and focus on their families.