

All right. So, like I said, welcome. This is Jeremy Miner. This is week six. And this week, we actually cover uh some very important questions in the sales process. In the power of dialogue, we're going to cover what are consequence questions. Consequence questions. These are probably one of the most powerful questions you can actually ever ask your potential customer. I will tell you that. We're going to talk about the power of those. I'm going to give you like 20, well, not 20, probably about 15 specific kinds of questions you can ask in the sale. Now, typically, you're only going to ask a few of those, but I'm just going to give you a v a wide variety that you'll apply to your industry, your product, or service that you sell. We're also going to talk very specifically about qualifying your potential customers and actually asking qualifying questions and kind of what that looks like. I'm going to give you several different examples and we'll actually bring some of you out here to

actually go through those in your specific industry, whatever product or service that you sell. Now, I do realize that there are a lot of new people on this webinar training that just got started, new that are brand new to uh the 8week academy from a webinar that I did last week. I realize a lot of you on here are probably from that webinar and you might not have gone through weeks one through five yet. Those are recorded uh in your members area. Uh week six I do live. Uh so if you have not gone through one, two, week one, two, three, week four or week five, you're welcome to stay on this training. It is going to help you, but it's not going to make as much sense unless you've gone through weeks one through five. So, we go through everything in exact order the sales process. We don't we don't jump around, okay? Sevenigure sales people do not jump around. It's step by step, structure by structure. So, if you've not gone through weeks one through five, stay on the training. That's awesome

that you're on here. Uh, but after this, make sure you start going through the other weeks because it will it will make more sense. It'll click more to you. You'll get so much more out of it. So, the ones that have been been on here, week 1, 2, 3, 4, 5, and week six today, this is obviously is kind of common sense for you by now. So, it's going to kind of start sinking in. So, let's go over real quick what we're actually going to cover today. Uh we're going to first of all we're going to and this is kind of important here. We're going to learn uh when our prospects ask us questions. I'm going to give you some certain questions. And I've done this a little bit. I did this a little bit I believe in week four, but I'm going to go in through it a little bit more. I'm going to give you some specific examples. I did not want to leave this out of when when they ask you questions really how to how to find out what their question actually means rather than you

just off the top of your head assuming you know what they means. There's a huge difference if you want to you know get up to that three four 500,000 yearly range in sales or even over a million dollars. This is one of the biggest differences right here. We're going to go through consequences questions. We're going to go through qualifying questions and then we're going to go to how to transition into your presentation. Remember, the presentation stage in the new model of selling only represents about 10% of the sales process. And there is a transition. There's about three questions that you use to transition

into that to basically uh feedback the benefits and features benefits and advantages of your product or service you sell from the answers they gave you and we'll talk about that tonight. So let's look real quick here where we're at in the dialogue framework. Okay. Now if you remember the first week and the second week are more about the psychology behind the new

model of selling. Okay. how we got to this point. Uh we talked about how selling has changed. We talked about the consumer base, how they view salespeople in our day. We also talked a lot about we're living in an era called the posttrust era. Why your prospects sometimes are skeptical of you and don't trust you. So if you went through week one, you've learned of that. Week two, we went through a lot of that psychology and mindset as well. And then week three, we hopped in to the connecting stage. So, as you can see here on the first line here, number one, we talked about the connecting stage. I gave you guys several connecting questions you can ask when you're calling leads, when you're cold calling, when you're starting a meeting, or even if you're going door to door, doesn't really matter. You're going to use those connecting questions. We also talked in week three, we started to go through the engagement stage. We learned about background questions. Now, background

questions are the questions that actually get us the basic facts about what that uh prospect you're talking to, what their present situation is. Okay? So, we we really went over about three or four of those you'll use. You'll only ask one or two of those background questions, but I gave you several examples. The next week, week four, we went through problem awareness questions, which are really opening the emotional door to finding out what their problems are, why they have those, how it's affecting them. and we learn how to go deeper into those conversations to really get them emotional and their feelings out rather than just the logic. Okay. And then last week, week five, we cover solution questions. And these involve your potential customers and kind of their ideas which really helps them strengthen the benefits of them owning their problem and really solving that problem and they look at you as the person who can help them do that. So now, as you can see, the next step, the

next stages here in week six, we're going to go over consequence questions and qualifying questions. And then we're going to dive into stage three, the transitional stage, where you're going to learn how to transition into your presentation. So, let's go and get started. All right. So, first of all, before we do this, we are before, like I said, I told you I was going to do this. Before we go into specific consequence questions in the engagement stage, let's like I said, we're going to go over an important topic and that is understanding what a prospect's question means before you just rattle off an answer. Huge difference there. Okay. Now, let me give you an example of this. Here is how the average salesperson. Okay. So, I'm going to give you an example of how not to do this. Okay. because we're going to compare traditional selling or the average salesperson with the new model of selling or the seven figure salesperson. So, typically the average salesperson

would start off something like this. And let's say that you sold knives for this example. I'm just going to pull something out of that here. You sell knives. Okay? I don't know if I have any salespeople that sell

knives on here, but uh I've had several actually that sold for Vector Marketing. It's a company that sells knives. So, I know a little bit about knives now. So, let's say that the prospect asks you this question. Let's role play here. So, let's say the prospect says, "Well, Jeremy, how sharp are these knives that you have on sale? How sharp are these knives?" And the salesperson says, "Oh, well, my gosh, they're extremely sharp. In fact, they've been rated the sharpest knife set that came to the market the last few years. They cut very deep, which means they don't have any rough edges." And then the prospects looking down, kind of in a glum mood, says, "Oh, I you know, I see. Well, well, I was looking for a knife set my

for my 15-year-old daughter. She she really loves to cook, but you know, I'd be afraid she'd get a really bad cut with these knives if they're that sharp. I'm just concerned about that. You see, now the question now the conversation turns awkward, right? Because the intent of the prospect's question was not to get information on how sharp the knives really were, right? That was not really their true intent. The salesperson just assumed that he knew what the prospect meant by the question he asked about how sharp the knives are. He just assumed they meant that he wanted to know how sharp the knives were for cutting purposes, not for safety. Right? But their question, the prospect's question was more around the issue of safety for their daughter who would be using the knives. But the prospect never asked, "Can we talk about the sharpness of the knives for my daughter's safety?" They didn't ask that question. You see the difference there? So, be very careful because potential

customers ask questions that might not mean what you think they mean because every prospect is different, right? They might ask you the same question but be asking it for completely different reasons. So instead of taking this question at face value and rattling off a factual answer, instead you need to ask them to clarify why they even asked in the first place. You could have asked this question. Uh Mr. Jones, I'm curious. Did you ask me that for a reason? So I'm curious. Did you ask me that for a reason? Now they would have then told you their concern for the safety of their daughter who would be using the knives. you then would have been in a better position to answer that question. You see the difference there? So, let me give you another example of the wrong way to answer questions and then we're going to follow with the correct way to answer the question. Now, in this example, let's say the salesperson and potential customer are meeting for a first appointment and the

prospect is looking to stock a popular line of consumer goods. So, let's say they're a store owner and they're wanting to stock a popular line of customer goods in their store. I've trained some business owners who do this as well. So, this is where this example comes from. Now, once again, this is the wrong way to do this. Okay, then we'll show you the right way. Now, so let's say the prospect says, "So, Jeremy, does your company accept returns?" And the salesperson says, "Oh, no, no, we don't accept returns anymore, and here's why. Over the past few years, we found that if we accept returns, our customers are not really incentivized to sell the goods at all. They don't just they don't do whatever it takes to sell the goods. We just don't do it anymore. And that's a disadvantage to the

both of us. So about a year ago, we established a policy of working all the arrangements out before we do business.

So it's really there to protect you and us, if that makes sense. And then the prospect kind of sighs and says, "Yeah, Jeremy, I mean, we got stuck with an inventory of torn labels and damaged products about 6 months ago, and we lost tens of thousands of dollars from that. I mean, there's just no way I could ever survive a loss of that magnitude again. It almost put my company out of business. That's just not going to work for us. I'm just sorry. We'll have to go a different direction." So you see once again as with the knife's example the salesperson assumes he knows why the prospect asked him this question and just rattled off an answer. The salesperson had experience with other retailers in the past. Right? So that's where he got that from who wanted to be able to return inventory that was not sold and he explained why that is unacceptable. Now each is honest with each other and now the discussion is basically over and the result is there's

no sale that's actually made. And it's a shame because the potential customer wanted a popular line of goods to sell for their store, right? That's what they were looking for and the salesperson wanted the business. So the question is what went wrong? What went wrong? Okay, so let's first take a look at this. Let's analyze this for a second. Let's look at the actual question that was asked. Does your company accept returns? Now, to the salesperson, that means the retailer wants to buy merchandise without having any risk of selling it or not. Okay? But the issue is the prospect's true intentions were not specified with the question he asked the salesperson. The question doesn't even specify what kind of returns. and what circumstances there might be. The salesperson just assumes from previous retailers and their experiences that they know why the prospect is asking. Okay? But with dialogue, you the salesperson, you're always doing what? You're always going deeper in the

conversation. You're drawing out that information from your potential customer. So, let's give you the correct way to answer this question. And like I said, just apply this to any product or service you sell. It doesn't matter. This principle is what's important here. So let's say, let me go back here. Actually, no, I'm going the wrong way here. Okay. All right. So, let's say the prospect says this. We're just going to start this over. The pro, this is the right way to do this. Prospect says, "Jeremy, does your company accept returns?" Well, it's not something we do a lot of, but I'm curious though. Did you ask me that for a reason? See how we did that? It's not something we do a lot of, but I'm curious though. Did you ask me that for a reason? Yeah. You know, we got stuck with an inventory of torn labels and damaged products about 6 months ago, and we lost tens of thousands of dollars from that. We just couldn't risk

doing something like that again at all. Yeah. I mean, that makes sense. Um, can you tell me more about what happened? That makes sense. Can you tell me more about what happened? Now, why would we ask them, can you tell me more about what happened? Why would we ask them that? Because we want them to tell us their problems, right? We want them to tell us their pain. We don't

know their pain, right? Who knows their pain the best, us or them? They do, of course. We want them to own their pain. We want them to tell us their pain so they can relive that. And we need to clarify on really what happened. So, when we say, "Tell me more what happened." They're going to do what? Well, they're going to do this. They're going to be more open. They're going to tell you more of what happened so you have a better understanding of their situation. The prospect would say, "Yeah, you know, we had tons of torn labels and about 18% of the inventory was damaged when we got it. It was a

massive loss for the company." And salesperson says, "Okay, so you're asking about damage to the product itself and the packaging, right?" Yeah, that's what we're asking. And so if the label or product is damaged in any way, what we can do for you is and then they explain their policy. Do you see the difference? The same question was asked by the prospect. The average salesperson, the person who used traditional selling techniques would just assume they know what that means. the person the salesperson who uses a new model of selling seven figure salespeople know to draw out more information to clarify and then be able to explain what that means. Okay, huge difference in those scales. Now let's move on here. So I want you to notice the sequence of this conversation because I always break down everything for you in a sequence. So notice the sequence. Number one, the prospect asks a question. Number two, the salesperson sees that the question does not provide

enough information. So, the salesperson asks, "I'm curious. Did you ask me that for a reason?" You're going to say that in a calm, relaxed way. You're going to say, "Um, so Mr. Jones, I'm I'm curious. Did you ask me that for a reason?" Three, the prospect then tells in more detail his question and why he actually asked in the first place. Four, the salesperson feeds back the customer statement and offers them a solution. Now, this brief answer you give them such as, you know, well, generally yes, we do that or generally no, you could also use, well, it just depends. Now, that's a very neutral statement to make. So, I would suggest that you do that because it keeps it neutral where they don't think, oh, no, they don't do that or yes, they do that. There just depends on different situations. So, I would always use write this down. Well, it just depends or something similar to that. So, this brief answer to your prospect's question is showing that you

respect their question, but you don't understand the question enough to answer for them. Okay? You're being honest here. You're not being evasive. You're being honest because you don't quite understand what they're asking you. Okay? Do you see the difference there? Now, realize you guys take notes when we're on here, but each week's training is transcribed for you guys. So you guys will always have the transcripts, especially if you've already gone through week one through five. You'll notice you've already got the transcripts there to follow along while you're listening on audios. It will help you pick up and soak the material a lot faster if you read the transcripts, take notes, mark those, and rehearse and practice over and over again. Now, let's discuss consequence questions. This is these are the big questions. Okay, so consequence questions are probably one of the favorite questions uh that I ever developed. Okay, these are huge.

So, you've now come to the road. Okay, so you're in the sales process. You've connected with them. You've asked your connecting questions. You've asked a few background questions to find out their present situation. You ask some problem awareness questions to find out what their problems were and why they're having them and how those problems are affecting them, their families, maybe their companies. You've asked them about some of their ideas of what they did in the past to solve those problems with your solution questions. And now you've come to a point in the road where you must get your prospect to think. Now, this is vital because a lot of times if you can't do this here, you're not going to make as many sales. Now, you're still going to convert a lot more than traditional selling, even without consequence questions, but I'm just going to tell you these will take you to a completely new level. So, pay attention here. So, you're in the road.

You've got to get your potential customer to think about the consequences of them not doing anything about changing their situation. So these questions allow your prospect to think through the consequences of them not doing anything such as what will they do if nothing changes? What are they going to do if nothing changes? If they keep doing that, if those problems keep happening, what would they do if they don't do anything about solving their problems they just told you had? So it's the question simply stated in this way. What if? That's what you want them to think about. So, your questions do what? They cause your prospects to think and question their way of thinking of why they have allowed their present situation and those problems to keep happening. Okay? That's what true selling really is to getting your customers to think and question their way of thinking. Such as, and I'm going to give you some questions here. Write these down.

So, Mr. Jones, what if you don't do anything about this problem and your situation gets even worse? Mary, what if you don't do anything about this problem and your situation gets worse? Now, that would probably cause them to do what? Think about if their situation gets worse and they don't do anything. They're going to think about the consequences like, "Oh crap, I don't know what I'm going to do." Here's another question you can ask. A consequence question. Mary, if this product you're thinking of didn't get you the results you thought it would? So, let me rephrase that. What if this service you're thinking of didn't get you the results you thought it would? They're going to think about that. Well, crap. What if it doesn't? What if the current supplier I'm with is not going to do what they say? So, they're going to start to question and doubt that.

Okay? Which leaves it more open for your solution. You see how that works? So, all you're really doing here is taking a problem they told you they had from your questions that they wanted to solve and you ask them a question around that problem that allows them to think about the possible consequences of not doing anything to solve it. See how that works? Now, you can use consequence questions in two formats. Two formats. Okay. The first way is to ask a question to get them to think about problems they might not even know they have. Now, you can also use consequences for that. They might not know

they have some of these problems yet, right? Most prospects don't know they even have problems sometimes until you draw it out of them from your questions. Now, sometimes your experience in your industry you're in and from other customers that you have helped allows you to see problems that your potential customer you're talking to right then and there might not see themselves. So, let's say for example

that one of your existing clients is thinking about leaving your company. So, let's say that you have a client that you have to service. Some of you are in sales where you sell a product, but you continually pay a monthly fee or they keep paying for that service or product every month. So, you're continually servicing them. So, you don't want to lose that customer, right? It's not just you sell it, give them the product, and never see them again. Okay? Some of you are in that, some of you aren't. So, let's say, for example, one of your existing clients that has bought from you and is still buying from you every month is thinking about leaving your company. So, they're going to leave your company and they're going to go with one of your competitors who offers a similar service that yours does. So, they're thinking about leaving. Maybe you sell insurance or financial services or something like that. Okay, that would apply. You could

ask them something like this. Alex, have you considered what could happen if switching to a different company didn't get you the personal results you said you're looking for? John, have you considered what would happen if switching to a different company didn't get you the personal results you said you wanted? Do you see how that works? You're getting them to question. And then you can ask this, "So, Alex, if there was a way that we could get you those same results that you just brought up to me that you're wanting without having to do all that work of changing companies, would you be open to looking at that as a possibility?" So, let me repeat that. John, if there was a way that we could get you those same results that you're now wanting that you just told me without having you do, you know, all that work of changing companies. Would you be open to looking at that as a possibility? Now, you always want to say open. Okay? Because most of the time when you say

this, 95% of the time like, "Yeah, I'd be open. What do you have?" Okay? So, you're keeping the conversation open rather than doing what? Closed. Now, what would most sales people do? And be honest with yourself. What would you do? What do most sales people do when their customer talks about, you know, calls them and says, "Hey, you know, we're leaving here. We just haven't had a good experience. You know, we're going to go with one of your competitors." What do you normally do? You defend yourself, right? That's what most sales people do. We don't go deeper in the conversation. We don't find out more. We just start defending ourselves. And when you defend yourself and get defensive, what does your prospect do back? Well, they get defensive as well and they tell you why they're going to another company and you've lost the business. So instead of getting defensive, just simply ask them, "Well, John, have you considered what

would happen if switching to a different company didn't get you the personal results you're wanting?"

And so I mean if there was a way that you could get those same results that you're now wanting from what you just told me, you know, without having you to do all the work of, you know, changing companies, would you be open to looking at that as a possibility? So instead of becoming defensive, keep the dialogue open. I will pretty much guarantee you when you ask this question about being open, most people are like, "Yeah, I'd be open. What do you have?" and it causes them to look at you more as a trust person that they can trust and build that relationship with. Okay. Now, you're going to sit back after you ask this. You're going to let you're not going to cut them off and answer the question, but you're going to let them reflect and respond on their decision on opening the conversation that will allow you to show them how you could possibly

help them get what they just told you that they wanted. Now, here's the second way. So, the second way, well, I forgot that slide, guys. I apologize. So, I'm going to leave that slide up for a second so you can write those questions down if you want. Now, like I said, they will be transcribed. Okay, so they will be transcribed, but those are the questions right there that we just went over. Have you considered what would happen if switching to a different company didn't get you the first results you said you're wanting? And then you're going to follow up with, "And if there was a way that we could get you those same results that you said you're wanting without you having to do all the work of changing companies, would you be open to looking at that as a possibility?" Okay. See the difference? So, like I said, if you didn't write all those down right now, they are transcribed. You'll have them available probably tonight or tomorrow morning. Okay. So, let's move on to the

second way. This is really powerful. So the second way to use these powerful questions is right after you ask them a few solution questions. Okay? So you want them to picture in their mind what will happen if they don't take action and do anything about it. What's going to happen? So consequence questions will help you in this certain uh field help you create urgency in them for doing something about it now rather than waiting till later. Okay? Creates an urgency in their mind that they need to solve the problem now and not wait around. You can ask for example here's some more consequence questions. You can say, um, Jeremy, have you considered the possible ram ramifications about not doing anything about your situation? Have you considered the possible ramifications about not doing anything about your situation? Or, Mary, have you thought about what would happen if you don't do anything about this? Have you thought about what would happen if you don't do anything about this? Now, realize you're

just going to plug in your product or service that you're selling, your industry. Okay? Okay. So, I'm going to give you these questions. You're going to plug in what you sell. And here's my favorite most powerful consequence question to ever ask your prospect. And when I was in my sales career, I would ask this almost every single sales conversation. I'd say out of a 100 conversations, I'd ask this consequence questions 99 out of 100 times. It works like magic. This will make you a lot of money, a lot of sales, but more importantly, you're going to be able to help a lot of your prospects as well. Okay. So, the question is, so Mary, I hate to ask you this because I've enjoyed what you've told me, but what are what are you

going to do if nothing changes? I mean, if you if you keep doing the same thing for the next five or 10 years, or you can rephrase it like this, depending on what you sell. Mary, I hate to ask you this because I've enjoyed what you've told me, but what

are you going to do if nothing changes? I mean, if you keep using the same service you're using now the next two or three years, or what are you going to do if nothing changes? If you keep using the same product you're using now the next 5 or 10 years? And most of the time when you ask them that, they'll be like, "Oh, I'm going to change for sure. Oh, for sure." And you're going to ask, "Well, why now, though?" So, write this down. You're going to ask always follow up with a consequence question with why now though. So if they say, 'Oh yeah, I'm going to change for sure. I've got to do something. Well, why now though? So when you say that, they're going to tell you why it's so important for them to change. But more importantly than them telling you why it's important to change, who are they actually telling that to? Who are they telling? They're telling themselves. And is it more persuasive when you tell them how important it is for them to

change or when they tell themselves why they need to change? Which is more important? I think you know now by if you've been through weeks one through five and any of my other training products, you know it's 10 times more persuasive when your potential customer tells themselves why they need what you sell, right? And your questions allow them to be able to do that rather than you telling them. Okay? So, let's move on real quick. So, here are some more phrases. I'm going to give you some more phrases that you can use for your consequence questions depending on the product or service or industry that you sell. Like I said, you can write these down or they are, like I said, they're in the transcripts as well. So, these phrases can help develop your prospect's potential problems into them wanting to solve those and to solve those with who? To solve those with you. because you're the one helping them facilitate through this process. Okay? So, you can and like I said, guys, when

you're asking consequence questions throughout the conversation, it's not like you're going to ask all 12 of these here. Not even close. Typically, in most sales conversations that I had as a salesperson, when I was a salesperson myself, I would always ask at least one. Sometimes two. Okay? Every once in a while, three, but usually just one or two. So, you're going to pick out one or two depending on the situation, but like I said, the best thing for you guys to do is to get flashcards and in each stage, write, you know, for consequence questions. On a flash card, write consequence questions and write out three or four consequence questions and kind of memorize those and have them in your arsenal. So, if your spouse hits you at 2 in the morning and says, "Mary, tell me two consequence questions." You're going to set up in the middle of your bedroom and just rattle them off. Okay? Okay, it's like riding a tricycle. You're that ingrained in that. Okay, you

have to, if you really want to get to that level, you've got to be willing to be able to write these down, rehearse them with your spouse, your partner, uh your friend, your neighbor, your relative, your kids in the mirror, in front of a tree, doesn't really matter, while you're driving down the road. Okay, that's a

best place to do this. When I first started learning how to sell my driving time to appointments, I always always that's all I did. I wasn't listening to Britney Spears and being cool or listening to some rap music. I was listening uh I was listening to my questions. I would record myself over and over again until they basically were just part of who I was. I asked questions, right? So, you can ask these questions. Uh so, Mary, what what would it do to you if you were not able to get what you're looking for? Mary, what would it do for you if you're not able to get what you're looking for? Or Alex, what if it didn't work out for you? What

would you do? Or what would happen if you didn't do anything about this, John? Or does that cause you to be concerned, Mary? Or have you considered the consequences of not doing anything, Jeremy? Or what if you lost? Or what would it do to you personally if you didn't solve these problems, June? Or how would your life be different than it is now? That's a positive consequence. Your consequence questions don't necessarily have to be negative, okay? They can be positive, too. How would your life be different than it is now? So they see the consequences of them actually changing the future. Or what would happen if you didn't get what you're looking for? Or how would it make you feel if you're not able to solve this, John? How would that make you feel? Do you see how you're bringing out their emotional side, their feelings? Okay, now let's do this. I'm Let's I'm going to role play with a couple of you for a second here before we jump into qualifying questions and then Q&A. Uh,

let me jump out of here and find somebody. Who am I going to use tonight here? Let's see. Who are we going to use? Who are we going to use? Um, got tons of on here. I know you guys a lot of most of you guys go through the recordings, but I know probably at least 30 or 40% of you go through the live versions here because you're you're just bored at night and want to listen to my boring voice apparently. So, let's let's pick somebody here real quick. Hold on one second. All right. So, I'm going to pick uh this person. Let's see. Do I have a Chris James? Chris James, are you on here? >> Yeah, I hear you. >> Oh, Chris, hey, welcome to the call, big guy. >> Okay, you were randomly selected, my friend. Okay, so what industry are you in, Chris? Just so I kind of know where you're coming from. >> Um, I'm in network marketing. Um, selling selling a neutrautical product called Kayani. >> Okay. So, you're network marketing. Okay.

>> Yep. >> Uh, that's an industry I've I've done, you know, I used to be in as well. uh made about two and a half million a year in network marketing. So, I'm very familiar with your industry, just so you know. >> I hope I get there. >> Well, there's no hope, my friend. All >> I'm trying. Yeah, I'm trying. >> All you have to learn is the right skills and the right questions to ask. And I will tell you, and this is with anything in sales, doesn't matter what you sell, but you can literally ask and listen uh your prospects into buying from you. Just so you know, okay, we're going to work on that. Now, have you gone through uh did you when did you get started in the program? Was it last week or several weeks before? >> Uh it was last week, but I've already caught up. I went through the 21-day challenge. I went through the five principles. I went through everything. >> All right. So, you've already gone

through weeks one through five of the 8week Academy, too. Okay, perfect. Even better. So, you sell neutraceutical product or something like that, >> right? Neutraceutical, all natural, non-GMO. >> Okay. So, here's my suggestion to you because I, you know, I have a network marketing back, I have a corporate sales background in the alarm security industry. I have a corporate sales background in the coaching and marketing industry, selling coaching and marketing products. And I also have a very large background in network marketing. Okay? >> Okay. >> So, here's my suggestion. When you're in network marketing, you always want to focus on what people are looking for. You're not out there pushing products, but with your industry, what are people looking for? They want to make more money, right? And they want to have more time with their family. Would you say that's probably the two biggest reasons why they get involved with your opportunities? >> That's spot on. That's Yep.

>> Yeah. From my experience in all my recruiting days, so you're out recruiting people uh and obviously for them to join your business, they have to purchase products or services, and you're selling a new product, right? Okay. So this is really >> so let's come up with a consequence question. So you go through you ask them. So for you, since you're selling network marketing, since you're recruiting people, your background question would be, well, you know, John, what do you do for a living, right? Because you want to find out what they do for a living right now, right? And then you find out, you ask them what do they like it, what do they like, what would they change if they could from the previous trainings. Then we ask them, uh, you know, why they don't like it, you know, what would they change? We ask them solution questions. You know, before we started talking, were you out there looking for ways to make more money or have more time with your

family? Whatever they told you they're looking for, right? They told you sometimes they say, "Yeah, I tried this or I tried that or no, this is my first time." And so when you come to the consequence question, this would be, and I want you to write this down for your industry. This is a very powerful question that you will use for your industry and take this one to the bank. Okay? You will say, "Uh, Teresa, I hate to ask you this." So, always start off being humble. I hate to ask you this and I because I've enjoyed our conversation and I don't want to offend you, but what are you going to do if nothing changes if you just stay at the job you have now the next five or 10 years? >> Okay, >> see that question? That would be a consequence question for your industry. Okay. So, you say, I know, Jane, I hate to ask you this because I've enjoyed what you said, but what are you going to do if nothing changes? I mean, if you just stay in

this job you have now the next five or 10 years >> right >> now. Why would we want to ask him that, Chris? Why do you think we'd want to ask him that question? >> Um, because it's going to get like deeper with their emotions. It's, you know, it's going to really, really tap into their emotions. They're going to be like, "Well, if I stay here, then, you know, I'm not going to be able to live the lifestyle that, you know, I really want to live. So, I got to make a change." So, >> exactly. That's exactly why you're asking that because they've told you from your other questions that they probably, you know, they

don't like their job. There's things they like about it, but there's also things they don't like about it. It's usually a lack of money and a lack of time, right? So when you question when you ask this question, it gets them to think >> and question like, "Holy crap, >> 10 years from now, I don't want to be

doing the same thing I just told Chris I don't want to be doing." Right? >> Yeah. >> Now, when you ask this question the right way, Chris, nine out of 10 will say this. They'll be like, "Oh, I'm going to change for sure." And then you're going to follow up with this question. Well, why now, though? Why is that important to you now? >> You see that? Okay. >> Why now though? Why is that? So why would you ask him why now or why is that important to you now? Why would you want to ask him that question, do you think? >> Um I think maybe to uh I don't know. So they can because they're already in the moment. They're in their emotions. >> Yeah. >> And uh Yeah. I feel like, you know, if you ask why now, like they're going to really give you a reason like why they should make that change. Exactly. Right now. >> Yeah. So, they're going to tell you why they want to change, but more importantly, who are they telling

>> they want? >> Themselves. >> Yes. You're getting it now, right? So, they tell themselves why they need to change now rather than later. >> Waiting. Yeah. >> You see how you just created urgency with that question? >> Yep. Yes, sir. >> So, at the end of the conversation, there's really, you know, we're going to teach I'm going to teach you some closing questions to ask in week eight, but they've already closed themselves by now, Chris. your questions, they have already persuaded themselves that they're just ready to do whatever you say to do. There's really you don't really have to go through all these objection handling techniques and closing because they've already closed themselves by your questions. >> You see how that works? >> Okay. So, if they say, "Uh, Chris, yeah, for sure. I got to do this now." And you come to the end, >> it's going to be very hard for them to

say, "Well, no, I want to wait six months." You're just not going to have people that will do that at that point because they've already told you why they have to do it now. You see, that's why you're asking them that question. Does that help you, Chris? >> Oh, yeah. For sure. >> Okay. Now, if they come back and say like, >> "Well, you know, I guess I'll just have to keep working." Because you'll have about like one or two out of 10 that will just come back and they'll say, "Well, I guess I'll just have to keep working." And you're going to ask them this question. You're going to say, "Are you willing to settle for that? Are you willing to settle for that? >> Now, a lot of times people say, "Oh, no, no, no, no, no. I'm not gonna settle." Okay, so it's important for you to do something. Oh, yeah. Okay. Well, why now? See how that works? Now, if they say, "Well, yeah, I guess I'll just have

to keep doing that." And so, you say, "Are you willing to settle for that?" Okay. And then they'll say, "Well, if I have to." So, some people say, "Well, well, I guess I might have to." Well, whose choice is that? And then they say, "Well," and no, no, you're going to ask that question. If they say that, >> you'll say, "Well, whose choice is that?" >> And they'll say, "Well, it's mine." >> Okay. So, how important is it for you to change your situation? Then you're going to ask a qualifying question. We're going to train on that in

a minute. Okay, Chris. >> Okay. >> All right. >> Yeah. >> Hopefully that helped you. >> Okay. >> Let's bring out one other person here just real quick because I want to come up with a consequence question for your industry as well. >> Uh, let's see. Do I have a Payton? What's up, Jeremy? >> Payton Borwaller.

>> Yes, sir. >> All right, Payton, we're going to have to be quick because we're a little bit over time. Uh, what industry are you in? >> Uh, coaching. >> Oh, you're in coaching. Okay. Well, >> coaching. >> I sold coaching, too. That's funny. What type of coaching do you sell? >> It's like online business. >> Okay. So, you sell online business or coaches. Okay, good. When I was in that industry, I made about two and a half to \$3 million a year selling coaching service just just, you know, as that was my job. So I'm very familiar with your industry as well. Okay. Okay. So your question would be actually very similar to Chris's, right? Because why are now when you say uh so when Okay. So you're if you're selling online businesses or coaches, you're you're basically selling uh something you know an online business is is a little bit different than network marketing, but you're still selling something where they can work

from home, work from online, right? Where they can make more money and have more time with their family. So your consequence question would be pretty much identical to Chris's. Well, you know, John, I hate to ask you this, but what are you going to do if nothing changes? I mean, if you just stay in this job you have now the next five or 10 years. So, Payton, your question actually would be identical. Do you see how that works? >> Yes, sir. >> Okay. So, I'm going to pull out somebody else because I want to get a different industry here. Uh, see, do I have a Stephen Kennedy on? Do I have Stephen Kennedy? Stephen Kennedy. Okay. Stephen Kennedy for some reason is not coming on here. Okay guys, we're going to have to move on here. I will pull out some of some some of you that are different in different industries because I don't want to go over the same industries here. I know we have some we have folks I mean good gosh we have folks who sell cars to sell real estate who sell

commercial properties who sell rental properties who sell boats who sell jumbo airplanes who sell for the government who are lobbyists. I mean we have people selling fire trucks. I mean everywhere. It doesn't really matter the product or services. People would sell computers. It doesn't I'm looking at a computer right now. Okay. So, let's move on to and let me play. Let me get this back here and play this for you guys. Now, let's go ahead and move on to qualifying questions. Okay. So, the main reason why you want to qualify is to make sure that you're really not wasting your time. Okay. Okay, but not only wasting your time, but not wasting your potential customers time. Okay, that's also important as well because you're here. Selling is what? Selling is being of service. It's not just for you to make money. It's to being of service to other people. So, if somebody's not qualified financially uh for what you sell, you probably don't want to waste your time or their time,

okay? if they're especially if they're not ready to move forward and they're not qualified financially to be involved. Okay. Now, you will know so you will know if you need to qualify a prospect. Here's how you know it. It's based on the answers you receive from the questions you're asking them. Okay? So, you can qualify your prospects in three main areas of the conversation. Number one, you can qualify during the

start of the conversation, the beginning. You can qualify throughout the conversation. And you can also do it right before you present your solution. Okay? So, right before you go into the presentation stage. Now, during the engagement stage, as you take your prospects through the sales conversation, you process your skilled questions at each stage are actually qualifying them throughout. So as you're taking them through your sales process, when you're asking these questions, they're actually qualifying the prospect throughout that section.

Okay? So many of these questions are subliminally qualifying them. Okay? So many answers they need to tell you that they will let me rephrase it this way. So many answers they tell you will actually let you know they're qualified already. Okay? So sometimes you don't even have to ask them what I call a standard qualifying question per se. Sometimes you don't even need to ask them a qualifying question because they've already told you they're qualified by their answers. Now your qualifying questions actually as well help people commit to what you're selling. Let me give you an example. Okay, I got this example here. You could ask them a solution question such as this. Uh Mary, tell me how do you see this working for you and your organization? So depending on what you sell, you could say, "Mary, tell me how do you see this working for you and your organization. Now you sit back and let them tell you in their own words how they see the benefits of your solution."

Okay? And this psychologically qualifies and starts to persuade them. So you're not telling them why they should do it or what benefits are in it for them. Who is actually telling them the benefits for them? they are. So they're qualifying, they're persuading, they're closing themselves by that simple one question. Tell me, how do you see this working for you and your organization see how that works? Okay. Now, qualifying is even more important for your prospect than you. I will tell you that. Why? because it reinforces and it kind of leaves an impression in their mind that their decision to change their situation and actually do something about it, they're going to do that with you. Okay? And we've talked about this in past trainings, but you're the facilitator who's taking them through this journey. It's a journey. Okay? So realize and it's a short journey if you if you can if you make it that way by the questions you're asking. You won't have to follow

up 10 or 15 times and taking them golfing seven times and out to eat 12 times. You can have a one or two conversations and they're going to persuade themselves and you just do business. It's very easy to do because they look at you differently than most sales people. Now realize most salespeople, I will tell you waste a lot of time by not qualifying their products or their prospects than really anything else. And but I will tell you there is a fine line between too much qualifying, especially at the beginning of your sales conversation. So if you do go overboard on this in the beginning, sometimes you will turn off many of your most qualified prospects. So you got to be very careful with this. And I'm going to teach you the difference. So before you really get into the sales conversation, you need to hear at least a small degree of ability for them to participate and a desire for them to change. Okay? meaning the ability for them to have the necessary resources to pay for your solution. So, if you're a

realtor selling a house, you want to ask some subliminal qualifying questions to make sure they're even qualified for them to even show you a house. If they're looking at a million-dollar house and they make \$50,000 a year, they're just wasting your time, but they're wasting their time. So, you're going to ask some qualifying questions depending on well, really what you sell. Just I used as a real estate transaction for example. Okay. I noticed that when I go because we're looking at buying a couple of rental properties uh out in Arizona, they're each about \$750,000 each. They're condos for rental properties. And the realtor hasn't even asked me, you know, really hardly any questions. They're just, you know, I'm saying, "Here's what I'm looking for." And they're just going out and finding it for me and just showing me pictures. They're not asking me any qualifying questions to see if I'm financially qualified, to see if I've got the credit

for it. I mean, I'm quite shocked because let's say I was just kind of looking around and thought maybe I could get approved, but I wasn't really sure and this realtor is out, you know, spending two hours a day on me right now. It doesn't make any sense. They haven't even qualified me yet. Okay, but there is a fine line to qualifying too hard in the beginning and I'm going to show you the difference. Okay, so for example, let me give you this. If you hear in the beginning of your conversation that your prospect is in a very bad financial situation. So if you're hearing those signs in the beginning, you might want to find out if they could even get the funding together to change your situation because if they can't, you're just wasting your time and their time. You can't help them. I'm going I'll go back to the realtor for example. Let's say that, you know, uh, he's talking with somebody, he or she, and he overhears that the wife just

lost their job. You need to find out if they have the financial backing to even get the home at that point. That's just using real estate as example. So, questions, you know, questions you ask, things you hear. Sometimes you might want to ask some qualifying questions from their answers. Now, you can also ask this question. Okay, this is important one. You can ask, uh, Mr. Jones, if you were able to find something that could get you what you're looking for, what type of money would you have to put into it? Now, you can tailor this to what you sell. Uh Mary, if you were able to find something that could get you what you're looking for, what type of funding would you have to put into it? Or let's say, you know, just for example, let's say if you sell real estate, we're kind of been on real estate for a second. Uh Mr. prospect. If you were able to find the right commercial property uh to be able to invest in it, what you know, what type of financial backing do you

actually have to put into that? If they're telling you signs that they might not have that financial background, okay, let's say if they're looking at a \$10 million building and they show up in a beat up old used car, it doesn't necessarily mean they don't have the money. Maybe they just don't care about buying nice cars, right? Maybe they just don't care about cars, but it might be a sign that you might need to ask them about some funding or how their credit is or if they're pulling investors to be able to invest in that property. Say if you sell commercial properties, they're just things you ask from what

you see and what you ask. Now, you don't assume, don't judge a book by its cover, but sometimes you want to ask. So, notice how you put the focus on them with this question and off of you having to sell them, right? So, they need to sell you, not you sell them. Do you see the difference in that approach? Now, you're also going to qualify during the sales

conversation. So, I'm going to give you some questions to ask during the conversation. Now, these are very light neutral questions, but they're there for you to make sure that they're ready to move forward and move forward with you. Now once again, when I was in sales selling coaching, network marketing, when I had my corporate career, selling alarms, security alarm systems, I would usually only ask maybe one qualifying question, maybe two. So, I'm giving you like 12 to 15 here. You're not going to ask all 12 of these, of course, if you did, something would be wrong with you. You're going to ask maybe one or two. Sometimes you don't even have to ask a qualifying question if they've already basically told you they're qualified. So, you can ask like this. But why is that important to you now though? Why is that important to you now? Or how would that make you feel to do that? Or is this important for you to change your situation? Or how important is it for

you to solve this problem, Mary? Or how do you see this being beneficial to you and your company, Alex? Or what are some of the ways this could help you, John? Or if you could, what would it do for you personally? Or how important is this for you, Jane? You see, do you see those questions? So, write those down. Like I said, they will be saved. They are transcribed for you guys to be able to go through that. Now, you're also going to qualify before you present your solution. So, towards the end of the engagement stage after you've asked them a very powerful consequence question, you want to ask them a qualifying question, especially if they've not been engaged. So, if they've been asking them questions and they're just kind of hemming and hawing, they're not really engaged in the conversation, they seem distracted, you for sure want to ask them a qualifying question when you're getting towards the end. Now, on the flip side, if they have

repeatedly qualified themselves by the answers they gave you, if they've over and over said, "How important is it for them? They've got to do something. Now's the time." At this point, you don't even have to ask them a qualifying question. Why? Because they've already qualified themselves. For example, you could ask this question. Okay, this is probably the most powerful one that I used 80% of the time. Now, I gave you several examples, but this to me is the most powerful one that I got the most results in my sales career. You could say, John, how important is it for you to change your situation and start? Then you're going to list what they told you they wanted. Now, you're going to keep this brief. One or two things they told you they wanted that your solution can get them. So, we had a couple gentlemen tonight. We had a gentleman that sells network marketing. In this example, he could say, "Well, well, Jane, how important is

it for you to change your situation and start making more money?" Or, "How important is it for you to change your situation and start having more time with your family?" So, in his example for network

marketing, that's what he would use. Now, if you sold coaching, well, how important is it for you to change your situation and start having a coach keeping you accountable so you can get to your goals in life? See, that's a qualifying question for that industry. So, you're just going to tailor for any industry you're in, anything that you sell. Well, you know, John, how important is it for you to change your How important is it for you to get this home and be able to start living with you and your family in a in a safer neighborhood? if they told you the home they have now they don't feel safe in. Okay? So, it doesn't matter what you sell, real estate, cars, doesn't doesn't matter. You would then list what they told you what they wanted. Now, let me

warn you of something. Okay? This is a warning that you should never do when qualifying if you want to get up to 250,000 a year in income in sales. If you want to make 500,000 a year in sales or if you want to become a 7 figure earner in sales in your career, you will never want to do this. This is one of the oldest sales things in the book. It turns off so many people. You have no idea the psychology that backs this. Okay? So, you're never going to start you're never going to start off a qualifying question with if I could show you. You're ne just take that out of your mind. I know some of you probably use that cuz you've been taught how to use that. That was a technique they used back in the 1940s, guys. It doesn't work in 2016. Okay? So, you never want to say, "If I could show you, Mr. Jones, if I could show you how to do that, would you be interested in that? Mr. Jones, if I could show you how to do that, would you be interested in that?" When you say, "If I could show you," it

immediately puts the focus on who? It puts it on you. It puts a focus on you and your own agenda, right? And it now puts pressure on you as a salesperson to prove with logical facts and features that your solution is the best one for them. So, just so you know, when you do this, I will tell you the behavioral science behind this is crazy. It will automatically cause your prospect to get defensive and put up sales resistance towards you because every single salesperson they've ever dealt with for the most part has asked them that same question. If I can show you how to do this, would you sign the contract? If I could show you to do this, would you buy from me today? They they go to Mexico and and people are jumping up in front of them saying, "If I could show you how to do this, will you buy my product today?" They're so skeptical of that. So, if you do that, you've created a wall between you and a prospective customer that you have to try to tear down. My suggestion would be don't even

say something like this that would even build the wall. There's there's no reason to have a wall between you and your prospect. You're just creating more work for yourself. You don't have to go through all that struggle. So, you can avoid this by making here's how you avoid this. Okay? So, you can say the same question, but you can say it more neutral. You just simply change the languaging to more trustbased languaging. Here's how you do it. Okay? You could say, "If there was a way." So, not if I could show you. You would be more neutral and say, "If there was a way." So, it would look something like this. Mr. Jones, if there was a way that you could get what you're looking for without the Would that be a possible interest to you, Mr. Jones, if there was a way that you could get what you're looking for without

all the households? would that be of possible interest to you? You see how neutral that is? Okay. No sales pressure at all. No sales

resistance. They're going to say, "Yeah, I'll be interested for sure." Now, when I say without the, "What that means is you're going to plug in what they told you they don't want." So, if they say, you know, I don't want to have to go through extra accounting for this product, you would plug that in or whatever they say they don't want. Okay? So notice a difference in the way the two questions come across. The first question comes across as focused on you and your world, right? But we want to stay away from you and your own world, right? The second question focuses on your prospect in their world and what they're looking for. Now, which do you think makes your perspective customer more more comfortable with you when you focus on your world or when you focus on their world? I think you know the answer by now. when you focus on their world, right? We've had this. Now, here are a few more qualifying questions you can ask throughout your sales conversation.

Let's go through these briefly, then we're going to do some role playing. You can ask, "Is this is this what you're possibly looking for, John?" Or, "Mary, are you good with this?" Or, "John, would you agree with this?" Or, "Does that possibly work for you?" Or, "Would this be appropriate for your situation, Jane?" Or, "Would this help you?" Oh, for sure it help me, Jeremy. Well, why though? Now, I'm going to give you some specific examples from a few industries. Okay? So, right now, I'm going to give you some examples from different industries. You won't have time to write this down, but we we will we will have these here. And actually, let me go back because I missed some of those for you. Okay. Ah, I missed the slide here, guys. I apologize. I'll make that available for you guys so you get those questions. So, if this is this what you're possibly looking for, are you good with this? Would you agree with this? Does that

possibly work for you? Would this be appropriate for your situation? And would this help you? And why, though? Now, those will be transcribed. For some reason, I forgot to put the slide on here, but I'll make sure it's back there for you guys. Okay. Okay. So, let's say for example, let's say that you're a recruiter for a staffing agency or uh let's say you're network marketing or let's say you recruit people for a living. Let's say you're a head hunter. Okay? I train a lot of head hunters, recruiters, too. You could say, "Amy, you had mentioned that you're upset with the politics going on at your job. So, if you could get what you're wanting, how important is it for you to change your situation? Do you see that con that qualifying question? Or let's say that you sell health insurance. I have a lot of uh insurance agents that I train. John, if there was a policy out there that would give you the extra protection you had talked about without the would you make

that change from your present company you're with or let's say if you sell real estate, commercial real estate property doesn't really matter, homes doesn't matter. Alex, you told me that you're concerned with the neighborhood you live in. Now, if there was a way uh if there was a home that met your price range in a much better neighborhood, how important is it for you to get your family that home? See that qualifying question? Okay. Let's say if you sell coaching services, I've got a lot of people that are in the

coaching industry that own their coaching businesses or sell for somebody. John, you had mentioned the criteria for working with a coaching company to get your new company off the ground. If there was a company out there that could do what you're looking for, how important is it for you to do that and actually get your business profitable now rather than later? Let's say if you sell financial services or you're out there raising capital for

your company. I have a lot of financial advisers I train. Stephanie, let me ask you, it sounds like you might be frustrated from what you've told me with your company that's handling your investments for the last few years. So, if you could work with the company that could possibly get you a higher rate of return, but without the high risk you're experiencing now, how important would that be for you? And they're going to say, "What? Oh gosh, that'd be very important. Can you tell me more about what you have?" See how that works? Okay. So, let's role play for a second. I want to bring a few of you out here and let's find out some qualifying questions here or let's find out some qualifying questions and we'll keep this here uh this quick real quick. Uh let's see. Do I have um do I have uh is it Natalia? Do I have Natalia on here? Natalia. Do I have Natalia on here? Looking for a Natalia O.

Natalya. Oh, okay. I can't. Maybe you're not hearing me. So, let's try somebody else. Uh, let's see. Do I have a Cordell Cook? Do I have Cordell Cook on here? >> Yes. Can you hear me? >> All right. Cordell, loud and clear. Okay. What industry are you in, Cordell? >> Digital marketing. >> Okay. So, you sell digital marketing. Okay. Good. I've got a lot of people actually that sell digital marketing. So, this is I'm pretty familiar with, well, not as familiar as you, but I'm getting familiar with your industry. So, you sell digital marketing. Uh, let's come up with a qualifying question for you. Okay. So, what does your like if if you're talking with the prospect and they don't have your solution, what are they missing out on? like when we're asking them a qualifying question like uh you know, for example, the one that we used up here for a second. Let me find that one here. Um let's see. I'm scrolling up. We got some

notes here. Um so we would want to ask them so with your industry, we want to write this down. How important is it for you to change your situation? So, how important is it for you to change your situation and start? And then we would want to list something that they told you they wanted. So, Cardell, when you're asking your prospects questions, what are they telling you they want that you can provide? >> Um, they want people to find them online. They want more customers each month and uh increase their revenue. >> Okay. So, this is this is a very powerful product. So, it's not really just them having people find them online. It's really about what? It's about increasing company revenue, right? But for them to increase company revenue, they have to do what? >> They have to find have more people find them online. You see how that works? >> So, this is a question here. So we would want to the qualifying question for you would be and let me think about this in

my head but how important is it for you to change your situation Jane and start having more people find you online so your business becomes far more profitable something like that. So and this is just off the top of my head Cordell you want to play around this but how important is it for you to change your

situation and start having more people find you online? Would that be a qualifying question that would work for your industry, Cordell? >> Yeah, definitely. Okay, definitely. >> Write that down. How important is it for you to change your situation and start having more people find you online? Oh, it's important. Well, well, why now though? Okay, so you'd always want to ask why now though? And they say, "Yeah, that's really important for me." Okay? Because if you've done your job right, by the time you ask this qualifying question, Cordell, for the most part, they've already sold themselves that they want to change from your questions you asked, you've drawn out their

emotions and their feelings. They're ready to make that change with you. You see how that works? >> Yeah. >> So, there's a lot of qualifying questions that you can write down here. The one I just gave you, how important is it for you to change your situation and start? And then you list what they told you they wanted. Now, don't list six things they told you they wanted because it's going to sound weird. Just list in just list the one or two most important things they told you they wanted. >> Does that make sense? >> Okay. >> Okay. So, very tight and specific. Okay. And we'll keep working on that. >> Okay. Cool. All right. No problem, Cordell. Anytime. Okay. So, let's go and mute that. Let me mute Cordell out and then we'll keep going here. Now, let me go uh I'm going to go over this real quick here. All right. Okay. Now, couple things that I want you guys to understand. Okay? And I'm going to give you an example of something all the way through

here. I want and I told you guys this earlier in the in the training to get up to this 250,000 yearly range in sales in what you're selling right now or to make a half a million a year in selling what you're what you're selling now or to make over a million dollars a year in selling what you're now. And I have some sales people like well there's no way I can make \$600,000 a year with what I sell. There's there's nobody in my industry that makes seven figures as a salesperson. Well, I'm going to tell you in a few of my industries that I in where I was making \$2 to \$3 million a year, the average salesperson made over made around 40,000 a year. So, if the average sales person in my industry, you know, let's say in coaching makes 40 grand a year and I was making almost three million a year, there's some difference in those skill sets, right? So, whatever you sell, like Cordell for example, you're in digital services. Maybe there's nobody in your space that

makes over a million dollars a year selling digital services. But with the skills you're learning with me, if you practice and you practice and you keep practicing and you write down the questions and you memorize those questions and you rehearse like an actor, okay, you guys are like actors, right? You've got questions you can ask. You just got to memorize those. Go over and over and over again. I will have some of you on here that will be seven figure earners within the next year, year, year and a half. I will have several of you that will get to that range. Now, after I learned the new model selling my first year, I went from 250 grand to 750,000. It took me a few years before I cracked the seven figure range. Uh, but I went through a lot more trial and error than you guys have to go through because I'm teaching you everything what to avoid and what to actually do. Okay? So, you got to practice all the time. Remember,

the most successful salespeople are willing to do what others are not

willing to do. Okay? They're willing to be on a webinar late at night. You know, I've got a guy on here right now that I can see that's in the UK. It's 3:00 in the morning. He's on the webinar right now listening to how to improve. That is dedication. He's willing to do what some others are not willing to do to get his skills to a certain level. Okay. So, let's take a look starting at asking your prospect a consequence question. Then, so I'm going to give you an example starting with a consequence question, then a qualifying question, and then transitioning into presenting back what they told you they wanted before you go into your presentation. So, in this example, let's say that you sell lead generation services. So, let's say that you sell leads. You sell lead generation services or, you know, services that show people how to get their name on Google. It doesn't really matter. I've trained sales people in all sorts of lead fields as well. So, let's

say that let's go and role play the salesperson. You got the salesperson there and you've got Alex as the prospect. So, uh this is the way you do it. So, Alex, can I ask you another question? Alex says, "Yeah, sure. Go ahead, Jeremy." You say, "Well, you know, and I hate to ask you this because I've enjoyed what you've told me, but what are you going to do if nothing changes? I mean, if you keep getting the same results you're getting now from your current lead provider over the next two to three years now, do you notice how I cut aside? I mean, what are you going to do if I mean nothing changes? So, you got to really play to that. You can't just read these questions like um Alex and I hate to ask you this because I have enjoyed what you've told me, but what are you going to do if nothing changes? I mean, if you keep getting the same results you're getting now from your current lead provider the next two to three years, that sounds really

right? You sound like you're just reading off a script. So, even if you are reading off a script, which most of you will be reading off of these questions I'm giving you for the next three, you know, two, three, four months until they're ingrained in your mind, you got to act like you're not reading it. Okay? You're an actor. Okay? So, if you're calling leads or something, it's really easy. you just, you know, and and let's say, you know, I know exactly the question I'm going to ask, right? I know exactly what it is, but you're not going to sound like a robot. Jane, I hate to ask you this because I've enjoyed what you've told me, but I mean, what are you going to do if nothing changes? I mean, if you keep getting the same results you're getting now from your current lead provider over the next two or three years. Now, do you see how I paused then started? That's a normal conversation. When you're talking with your friend,

you don't sound like a robot, right? And it's funny to me when sales people that use traditional selling techniques, they sound like robots. Like they're just a different they go into like sales mode or something. They sound weird. It should just be like a conversation like you're talking to your mom or dad or your best friend Bob or your neighbor Joe. It's just a simple conversation, but it's a very skilled conversation. And Alex says, "Well, you know, I'm not sure. we we really have to cut back on expanding

our business for sure. Salesperson would say, "Are you are you willing to settle for that?" And you would say it in that way. Are are you willing to settle for that? Then they would say, "Oh, no way." You know, we we've got to do something about this. Okay. Well, I mean, how important is it for you to change your situation and start getting a higher quality lead so you start making more money to expand your company, John or Mary or Alex? Oh,

oh, it's very important. Well, why now though? See how that came in there? Why now though? So, that's a very important part there. So, why now though? It creates what? It creates urgency than to do it now rather than later. Well, why now though? Well, Alex says, "Well, we've got to get serious about this. I mean, I'm tired of this other company we've been using. They just keep telling us it's going to get better, and it just never does get better. We just waste so much money." Okay. Is is that having an impact on your company? Is that having an impact on your company? Oh yeah, for sure. I mean, we're want to expand, but the lack of sales from not having better leads is really hurting us. Okay, time for a change possibly then. So sometimes you can make a statement. You don't necessarily have to ask a question every time. You would say, okay, time for a change possibly. Now, you don't say time for you to make a change, right? Because it sounds too

what? It sounds like you're assuming. So PO when you throw in the word possibly there. I've trained that in week three and week four. It's a more neutral term. So time for a change possibly. So you're being very neutral. You're just saying it might be a time for change possibly then. Oh yeah, it could be. So you stay neutral there. Alex says, "Yeah, for sure it will be." Okay. Then you're going to transition with this statement and questions. This is how you transition into presenting your solution. and we're going to go over presenting next week in next week's training. That'll be part of it. You can say, "Well, based on what you've told me, Alex, uh what we're doing here at XYZ lead company would work for you because you know how you're saying that right now your sales are down 37% because your leads you're getting are not very qualified." And because of because of that, it's causing you to feel a little bit of stress sometimes.

Oh, a little bit of stress. You have no idea the stress. It's so stressful. I can't even sleep at night. Now, I want to pause that for a second. So, let's say during the conversation from your questions, they told you that they they were experiencing a lot of stress. And you're going to find people because they're going to treat you so much different than any salesperson they've ever encountered that they're going to tell you their emotions cuz you're going to ask them some questions and it's just going to come out. They're going to say, "Yeah, I'm stressed out about this." Well, what do you mean by stressed? Oh, I'm It's just I can't sleep. So when you get to the end here, you don't want to say because of that it's causing you to feel a lot of stress because sometimes they'll say the exact absolute. Well, it's not that bad. It's not that bad a stress. So you're going to say the exact opposite. Okay? It's called, write this

down. It's a negative reverse. It's what I call a negative reverse. So you say it's causing you a little bit of stress because they're going to say, "Oh no, it's causing me a lot of stress." Okay, you downgraded what

they said and they're going to argue back and say, "Oh, no. It's causing me a lot of stress. You have no idea the stress." Okay, you want them to do that because they start to own that problem more. See how that works? It's a huge persuasion technique I just taught you there. So, make sure you write that down. And then you're going to say, "So stress, what's that doing to you, Jane? How long have you had that stress?" "Oh, a couple years. What's that doing to you? Do you see how that works? What's that doing to you? They're going to tell you more. They're going to say, "Well, gosh, I feel like I'm gonna have a heart attack action. My wife is really concerned about it." I

see. Okay. So, it's important for you to do something then. Oh, you've got that right. I've got to do something now. Well, okay. What we do here at XYZ lead generation company is we explain a few features you explain a few of the benefits and advantages of your solution that will solve the logical and emotional problems they told you they're having. Okay, so let's look at the formula again on how to transition. Okay, let's look at the formula. So this is a formula. Write this down. Like I said, if you don't have time to write it down, just get it in the transcripts. You can write it down tomorrow. Based on what you've told me, okay? So, you just bring feed it back to them. Based on what you've just told me, what we're doing might actually work for you. Now, you're still going to stay neutral. You're not going to say it will work for you 100%. You're going to say it might actually work for you because you know how you said dot dot dot dot. And because of that,

it's making you feel dot dot dot dot. This is what we do. So, because you know how you said that you're losing sales by 37% a year. So, you repeat back the logical problems that they told you they had. Because you know how you said, then repeat back the logical problems they told you. And because of that, it's making you feel, then you're going to repeat the emotional problems they told you. And because of that, it's making you have some stress. Okay, that's an emotional problem, right? This is what we do. And then you'll briefly present the features, the benefits, and advantages of how your solution will solve their problem. Do you see how that works? Okay. Now guys, we're at about an hour and 20 minutes. So, we're not We were going to role play a little bit more, but like I said, uh we're about an hour and 20 minutes. I did tell you this training would only last about an hour and 10. So, I'm already 7 minutes behind

schedule. So, we're not going to role play. We'll do a lot more roleplaying next week. Um so, here's what we're going to cover next week. I just want to uh make sure you guys understand this. So for next week, we are going to cover and this is next week's probably one of the biggest weeks, okay? So you don't necessarily have to be on the live one. Uh I do like the live one sometimes because I can bring out here. So especially if you've got some, you know, some questions or issues more about role playing things like that. It's always good to bring you guys out. I actually really like doing that. I think it's good for you guys. But next week we're going to cover number one. We're going to cover how to demonstrate how the specific advantages and features and benefits of your solution will solve their problem so you can move them along in the sales process. So, a little bit more about presenting. But most of next week's training

is you're going to discover how to diffuse or

answer any objection by your skilled questions that I'm going to teach you to ask them that will allow them to overcome their own objections instead of you overcoming them. Let me repeat that. It's like a tongue twister. Next week, you're going to learn how to diffuse any objection by your skilled questions that you'll ask, which will allow your prospect to overcome their own objections. Overcome their own objections instead of you trying to overcome them, which is more persuasive. We know when they overcome their own objections. I'm going to teach you the questions that will get them to persuade themselves to overcome those. Next week is a very, very big week. So, let's go and open up for questions. Like I said, I don't want to go too far overboard, but let's let's go through some questions here for a while. If you've got a question, just raise your hand here on the tab. If you got a question, just raise your hand on the tab. And next week, so write this down. Next

week's live training for week seven is going to be Wednesday night at 900 p.m. Eastern. It'll be Wednesday night next week at 900 p.m. Eastern, 8 Central, 7 Mountain, 6 Pacific Standard Time at the United States. If you're over in Europe, if you're over in Asia or Australia, I know we have a lot of Australians and New Zealanders in our program as well. We have a lot of people in Malaysia and Singapore and the Philippines, too. Uh, great sales people over there. Um, check your local time zones, okay? A lot of you guys, I know a lot of you guys uh well, a lot of we get a lot of people in Asia and Australia on these, but a lot of you Europeans have to go through the recorded versions because we have these later in the United States. So, next Wednesday night, 9:00 p.m. Eastern will be the live week seven overcoming objections training. So, let's go and bring out some of you here. I notice that none of you guys have questions, so I just bring you guys out here, guys. I just want to embarrass you sometimes.

All right. Uh Cordell Cook, what'd you get out of the training tonight? Cordell Cook, what did you get out of the training? >> Um, a lot more valuable questions really for me. I just have to put everything together. It's a lot. Like you said, I'm going to have to uh go over it multiple times, but >> yeah, >> overall I can see how they can really draw the emotion out of prospects when we're having conversations and it's natural. >> Exactly. and Cordell in week eight's train week eight's training you'll actually have the start connecting questions all the way to asking closing questions I'll put that all in order for you guys just so you know you'll just apply it to your own industry but I'll list about three to four questions for each stage in a row and kind of label them for you guys so you actually have that in front of you at all times okay and then what you'll do in is you'll go in and add your product or service that

you're selling with your industry which is digital marketing Got it. So, that that will come in week eight, just, you know. So, week eight will be a big big week for everybody. Okay. >> Can't wait. >> All right, bro. All right. See, let's see. We've got uh I'm going to pull a few more out of you here. Chris James. Chris James, what did you get out of the training today? >> Uh, I thought it was awesome, man. I've uh Yeah, it was definitely great. The qualifying questions and everything. So, >> Okay, good. And so, you just got

started with this like four or five days ago, right? Um, not no it was more of a probably a week and a half ago I got started with uh your trainings and everything. So >> Okay. You got some different products but the 8week academy I think you just >> Oh yeah go. Okay. Yeah. Yeah. Because I looked you up. You've purchased several other products but I think you just got started the 8week academy. What

have you got out of the 8week academy so far? Um, I've actually I mean it's it's been a lot, you know, it's a lot more indepth in the uh 20 21 day challenge because, you know, you get more of the uh each stages. So, I actually really really like that. So, you know, now I've been uh kind of just supplementing my own um scenario or own situation into the uh questions or advice that you've been given. So, >> perfect, perfect, perfect. Good job, man. You're doing really good. Keep up. Let's bring in one more person. Yeah, go ahead. What's your question, Chris? Sorry about cut you off. >> Um, yeah. Uh, for the uh like so say like we're recruiting at like uh like local well not local businesses but um say like a Walmart or Home Depot or Target like I'm going there. >> So you're you're in uh the network marketing industry, right? >> Right. >> Okay. So you're in network marketing. Okay. So what was your question?

>> All right. So I like I go there and um like the workers there that's the target that I'm that's the people that I'm targeting because you know I I feel like you know they're there they're there working so I you know I know that they're not really you know it's it's better I think than uh going after like just regular civilian people that are walking around shopping. I don't you know I feel like I'd be kind of interrupting them doing something. >> Okay. But uh for the workers um so what if I'm going through this through the script and I'm going through you know the background questions and all that but there's not enough time to uh make it all the way to the end because obviously you know they're on they're on the clock. So where would I cut off there? >> Well, so you'd probably want to ask a background question or two about how long they've worked there and you know do you like what you're doing? And let's

say they say yes because it's not like they're probably going to say no that I mean you're trying to you're you're their customer, right? >> And you'd say, "Well, you know, sounds like things are going farewell. Anything you, you know, is anything you change about what you're doing if you could?" Well, you know, it's long hours and blah blah blah. And oh, okay. Well, have you been out there looking for ways you could, you know, find something that would give you fewer hours for you and your family? No, I really haven't. Well, you know, u you know, I I might know of something that might, you know, could possibly help you uh you know, with with uh you know, having more time with your kids. And if if that's of interest to you, uh I could give you my business card and perhaps we could set up a time to to see if what I do could actually help you. And they might say, "Well, what do you do?" And you would use what? Your personalized introduction. You

probably would have >> Yeah. >> Exactly. Well, you know how for your industry, you know, for network marketing. Well, you know how a lot of people nowadays are find it harder to get by with, you know, lack of job security, higher cost living, corporate downsizing. What I do is I help people like that set up their own full or part-time businesses so they can take care of themselves and their families again. Uh,

would that resonate with you or something that you might be looking for? Oh, yeah, for sure. You give them your card, maybe set up a time to talk, and then on the phone, you would take them through that dialogue process again because more than likely they forgot, they didn't pay attention, they were busy working. So, you just cut it off a little bit shorter, Chris, would be my suggestion. >> So, would it be better for me to uh hand them my business card or take down their information so that the ball is uh in my court at uh or in my hand? >> Well, you got to be careful about not

coming across as a what? salesperson, >> a pushy salesperson, right? Well, give me your number and I'll call you tomorrow because that sounds like you're just pushy, right? You can say, um, I can give you my card if you'd like, and would it be appropriate if we set up a time that we could possibly touch base? And they said, "Yeah, okay. Uh, what's your number?" Okay. Blah blah blah. Okay. Uh, and then, um, you know, to you know, this next couple days I'm pretty busy. Um, I I should be available sometime Thursday. Would that be appropriate for you? Okay. Okay. And then you work out a time and then you just you just call them and you can say, you know, you can call me at that time or I call you. It doesn't matter. And then I would just call them. That's usually what I would for your industry. But you don't want to sound come like what's your number? Like, okay, I'm going to call you at this time because you sound you just kind of get a little

bit too aggressive. That make sense? >> Yeah, I got you. I got you on that one. But I was just wondering if you know I could, you know, smooth it out and ask for their information instead. >> Well, you could you could say >> Yeah, you could do both. You could say, "Uh, here's my card. Um, uh, you know, we can set up a time to see if what I'm doing, you know, I'm not sure what I do would even help you in the first place, but what I'll do, we talk is I can ask you a few questions to find out a little bit more about you and what you're looking for to see if what I do could even help you if if you'd like." Oh, yeah. I'd really like that. Okay. Um, and would it be uh would it be appropriate if I had your number as well? Now, when you ask it that way, would it be appropriate if I had your number as well? You're not really going to get somebody like, "No, you no, I don't want you to call me." They just there's too much. You just, you know,

you're looks like a trustworthy guy because of the questions you've asked. So, they're going to get a number and then just set up a time to talk. Really simple, >> right? >> Got it. >> Is that um what So, would it be, you know, good to prospect workers like that or is it is that like how you did it when you were network marketing or did you go after like regular civilians like everyday people or what? Well, was when I was in network marketing, uh, I would call a lot of leads. So, I would advertise like in Craigslist, uh, or I would just, you know, put an ad on Google, you know, somebody looking for home or I just talk with people that, you know, just, you know, friends, people that I knew wanted to make more money or have more time with their family. But the way I positioned it was I was there to possibly help them solve some of those issues, not to push a product down their throat there. And there's auge difference in that, right? The reason why your industry has such a

bad name is because the the distributors go out there and they say the companies tell you guys like, "Oh, just go share your story. There's no selling. Just go share your products and tell them how great it is and tell them how you made all this money." It's it's a total bunch of BS. And that's why network marketing has a bad name, whereas it should have a really good name because you have great products and services, but the way the distributors in your industry are trained how to communicate is awful. Okay? Okay. And that's what causes all those problems. Does that make sense? >> That does. >> Perfect. Okay, guys. Uh, let's see. Got time for one more question. Um, Natalya, are you on? Natalya. Natalya, I saw you on here, but I don't I can't hear you for some reason. Natalya, uh, let's see. Do I want to ask anybody else more questions? What about Pton? Do I got a Payton on here? >> Yes, sir. >> All right, Pton. I tried to bring you

out here a while ago. What did you get out of the training today? >> Well, I love the part with uh the qualifying the funding. That was great. >> Awesome. What do you sell? What's your industry? >> It's the uh online business coaching. >> Oh, you said online business coaching. That's right. Cool. Okay, brother. Any questions that you have? But you're going to be the last one today. >> Yeah. My question for you is after you qualify them for the funding. Okay. >> And they they go in, well well, how much is it >> and you you really haven't went into all of the details with them. >> Sure. >> You know, I don't know. Sometimes I feel like I'm letting the cat out of the bag when when that happens. If you know, you're just like, well, it's \$5,000. >> Okay. So, let me let me ask you just for a second so I know. How much is your funding to get started with your online business? Well, there's multiple packages that you

>> What would be the first package you sell though? >> 5,000. >> Okay. So, the first package is five selling for your coaching, right, that you sell. Okay. So, the way you'd want to qualify if they say, "Well, how much is this going to cost me?" And I will tell you, if you do the the dialogue process right and you're asking those questions and you're listening, if you do that right, Payton, you're not going to have a lot of people that will even ask you that in the very beginning. I will tell you that. A lot of times they ask you because of why? Because some Well, yeah. Because something you've said or something you've asked them has triggered sales resistance and they're just asking that as a sales resistance response. It's just like a knee-jerk reaction, right? So, once you learn how to do this process paint, you're not going to have many people that will do that in the beginning, but occasionally somebody will do that and you would

just, you don't want to sweep it underneath the rug, right? You don't want to be like, "Well, I'll get to that later or something." Because then it makes you just look like you're trying to sell them something, right? Pulling the wool over their eyes, right? So, you want to acknowledge it. Say, "Well, yeah. Yeah. I mean, I'm I'm assuming that you understand, you know, when you when you uh when you when you when you have a coaching uh when you hire a coach uh to help in your business that it's going to require capital or credit to invest, you know, within that coaching to be able to get you to those higher levels. Tell me, how much funding do you have to put into coaching?" Okay. Now, the reason why you want to ask them that

is because sometimes they'll come back and say, "Well, I've got about \$10,000." Okay? And then you know they've got a lot of funding. Now, if they come back and say, "Well, I've only got a

hundred." Then that might be a sign that they might not be qualified for your opportunity. Right. >> Right. >> Okay. And so then you would say this. You would say, "Well, with and and and Payton, you know, bear with me because I don't know the online business you sell or coaching. And I'm just giving you some stuff off my head, but you would say, uh, well, I will tell you with this coaching service that we provide, uh, you will need to put in about \$5,000 when you start it for us to be able to actually get you to those income levels that you're wanting that you're actually wanting from your online business. Is that something uh is that something you could get the funding for if it fit into what you're looking for? Is that something you could get the f could you is that something you could get the funding together if it fit into what you're looking for? Now, they a lot of people will come back and say, "Yeah, I could find that funding. I could do it

this way or that way." Or they could say, "Well, yeah, there's just no way. I've only got \$50 to my name and I'm losing my house next week." Okay? And if that's what they say, you'd probably want to, you know, move on to the next person, right? You wouldn't be able to help them. You see the difference, >> right? That's when I was in coaching because I sold coaching high-end coaching products all the way up to like 50 grand. That's how I would actually, if anybody ever asked me that, I'd say, "Well, yeah, I'm assuming you understand, you know, when you're when you hire, you know, a coaching company to get your business to that level, it's going to require capital or credit to put into that to get you to those levels. What type of funding do you have to put into coaching?" And I would I would put it on them because sometimes they would say way more than what they even needed. And I say, "Well, with this, you let's say they come back and

say, "I've got \$7,000." Okay. Well, you're not going to need that much. With our coaching uh services, you will need to put in around \$5,000 when you start to get you up to those levels with your online business. Is that something you can come up with if it fits into what you're looking for? >> Yeah, I can do that. See how that works? >> Indeed. >> Yeah. I see. And so at that point, you should already know whether or not or or what their their income levels that they're trying to hit are. >> Yeah. You because you'd ask those questions during the dialogue, right? >> Okay. >> Yeah. So, like I said, once once you learn how to do this, Payton, and when did you start with me? Have you bought any products or have you just started with 8week Academy? >> Um, no. I've just I think it was just 8week Academy. >> When did you start in the 8week Academy? Was it last week? Was it last week? >> I think it was like week two or three.

>> Okay. So, you you started a couple weeks ago. So, you've already went through weeks one through five, right? >> Correct. >> Okay. Perfect. So, you're starting to get an idea, right? You're starting to get to understand the mindset. So, when we get to week eight, uh just like I told Cordell, you're going to have I'm going to have in that script every question from connecting questions all the way to the closing

questions about three to four examples for each stage. And you'll I mean you'll tape that on your wall, put it in your car. I literally want you to look at that like five hours a day, eight hours a day. Just look at those questions because they will become so ingrained in your mind that you could be laying in bed and somebody could hit you on the head and say, you know, give me four problem questions and you could just rattle them off like nothing. Okay? So it it takes a while to get to those levels. So right now what I'm teaching, you're going to

ask some questions here and there and you're like, wow, that really helps. Wow, they reacted so much differently than what I used before. But until you get A to Z all together, which you're not really going to have that at a at week eight, that's when it's really going to be a massive difference in your sales. Okay.

>> Okay. Let me let me kind of give you another scenario. Let's say for instance they did you got to the money the money question before you actually ever had talked to them about what they wanted to get to as far as their income levels would be. >> Okay. >> What would you do then? >> I I What's your question? I don't understand. My question is they the money the money uh they ask you well how much is this going to cost before you ever even found out? >> Yeah, we just level. >> We just went over that. So it I thought that's what the first question you're asking me. You'd say, "Yeah, I'm assuming you understand when you when

you hire a coaching service to help your business get to those, you know, to to, you know, get you where you're wanting to go that it's going to require capital or credit to invest in a in coaching to be able to get you to those levels." How much funding do you have to put into something like this? >> Yeah, I guess I see what you're saying. >> It's the same thing. You just wouldn't say to get you to the financial goals you told me. You would just cut that out. Mhm. >> And then they would say, "Well, I've got this." Okay. Well, with this with our coaching services, you will need to put in around \$5,000 when you start it to be able to actually get you to certain levels, which we'll cover that as well if you'd like. Is that something you can come up with if it fits into what you're looking for? You you'd ask the same question. See how it works? You can use these questions all over the process. Beginning, end, middle, it doesn't really matter. Okay.

Good question, Payton. Those were good. Hopefully that helped you, Peyton. Okay, so we're going to go and end. Like I said, I never like these to go more than an hour 30, hour and 35 with Q&A. I know your guys' time is valuable. Most of the trainings do last usually about an hour and a half. Make sure you're available next week, week seven, the live version. If you want to be on the live version will be next Wednesday evening. That is, let me get the date here. That is going to be that's in April. That is April 6th at 900 p.m. Eastern, 6 Pacific Standard Time. You can be on the live version if you're listening to this recording. Um, uh, if if you're going through this tomorrow, going through the record, you can be on the live version next week or you can wait till it's recorded as well. I know most of you like to go through the recorded versions. So, this webinar training is wrap. I will see everybody next week. Have a great evening, morning, afternoon, whatever country and

time zone you guys are all in. This webinar is wrapped. Thanks guys.