

## **Gathering Intelligence**

**What makes a “real, or deep answer”? : The explanation of a general answer into their own actual personal desires**

**Everyone wants to be “Financially free” but we all want to do that for different reasons.**

**We all want to “make money” but all for different reasons.**

**We all want to “travel” but to different places**

**We all want to “be successful” but for different motivations.**

**“Six figures”, you need them to give you specific goals “10k a month, 5k a month, etc”**

**We all want to be “happy” but different things give us happiness.**

**.....What will set you apart from other reps is your ability to get those answers.....**

**How to do it....**

**Main Question (on script):?????? (Why is it important to hit your income goal of 10k?)**

**Surface Level Answer: X === surface level (so I can get financial freedom)**

**Explain X?**

**Why is x important?**

**Why X?**

**How long?**

**How has that affected you/your loved ones?**

**What else?**

**What impact would that have?**

**Why is X important to you?**

**What would that mean to you?**

**(You can literally drill these on repeat)**

Y === Real Answer

**\*\*\*\*Direct questions get direct answers\*\*\*\***

**Do not: qualify yourself to ask a question**

**Do: frame the call for them to qualify to you**

*(If appropriate) IN CLOSING Lean in:*

*This is when something they say resonates/connects with you*

*Feel free to connect if natural, thank them for sharing if not*

*Setting KEEP "Frame" meaning maintain status that THEY need you not the other way around.*

Main Question: Why do you want to make money or scale your income?

Surface Level Answer: X ( So i can pay bills and be free)

Explain?, What does that mean to you?

Importance?

Why?

How long?

How has that affected you/your loved ones?

What else?

..... Real Answer

..... Repeat

People will give you the answers of how to close them, to the degree you dig is to the degree they **feel understood** and that you care to understand/fix their problem.

We are problem solvers. In BTC understanding and changing **someone's life** is their **problem to be fixed** so it's crucial you can fully understand their problem and you know what needs to be solved.

This creates a relationship between you and your client.

### **Surface Level Vs Deep**

*Surface:*

Finnacial freedom?

Debt?

Enjoy things?

Travel?

Live life stress free?

Make money?

Leave a legacy?

Change my situation?

Retire parents?

EXAMPLE: I want to be able to not feel worried about monthly \$500 car bills that I've been struggling with for 5 months so I can **enjoy time** and do **things with my family**.

Where is the surface level answer in this sentence? (bold words)

Vs.

Never worrying about making payments again so I can have nice dinners, give back to my daughter so her family is taken care of forever, being able to buy my new house that is two stories and in LA, so I can parasail and travel to Italy, Sweden and Spain.

So,

**“Enjoy time and do things”** vs. Never worrying about making payments again so I can have nice dinners, give back to my daughter so her family is taken care of forever, being able to buy my new house that is two stories and in LA, so I can parasail and travel to Italy, Sweden and Spain.

### **Your Mindset**

You can only get there by two things:

1. Your mindset in the call
2. Critical Questions

1. **Your mindset is to learn everything about your client as possible.** If your mind is stuck on “I need to close this deal” or “I don’t care give me your card” then guess what..... that’s all you’ll focus on and you’ll actually leave money off the table.

2. **Critical Questions:** Why’s that important to you, can you explain, I had something similar..... how about yourself?, How long have you been thinking that?, hows that affected you?, What else?

Your ability to understand surface level answers vs real answers sets you apart.

Lets practice.