

## **Are You Talking Yourself Out Of A Business Builder?**

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Have you ever been in this situation before?

You are in the middle of a business presentation and as you look across at your prospect, you notice she is looking a little harried and dazed. After chasing her for many weeks, you finally cornered her into a coffee date so you can share the benefits of your business opportunity (and wow, have you ever!)

In an effort to impress her, you have dumped just about every fact and statistic you have on her poor little head, dazzled her with success stories of people in your company, and basically "thrown up" your excitement and enthusiasm all over her.

Messy, messy, messy!

You can see by the glazed look in her eye (and her obvious discomfort) that this approach is not really working. In a desperate attempt to win her over, you do the only thing you can think of - dump even MORE information on her, hoping she will be inspired by your obvious knowledge of the company and your unending exuberance.

*Have you been guilty of this?*

If so, you are not alone. Many smart people in network marketing (and I certainly did this when I first started selling years ago) make the honest but costly mistake of trying to influence their friends, family (and even complete strangers) by talking non-stop and shoving huge amounts of information at them.

Some network marketing professionals believe if they give an impressive presentation and clearly spell out all the great facts, statistics and benefits of their products and company, people will "see the light" and want to jump in with both feet.

If you are guilty of doing this yourself, you have probably got many "*let me think about it*" responses from people (who then stop returning your phone calls, and perhaps even duck behind the meat counter to avoid speaking with at the grocery store).

Uncomfortable? No doubt.

The main problem in approaching people in this manner is not just the hyped-up sales-y approach, but the order or "syntax" of your conversation. Many consultants start sharing the information and benefits of their business

right out of the starting gate, before taking the time to ask questions or know much about their prospects at all. (It's a bit like asking for a kiss before asking someone on a date - a bit forward and inappropriate!)

The Sponsoring with Integrity 5-step approach works so well because you FIRST get to know some important, key facts about your prospect before you share much about your business. Not only is this more respectful, but it allows you to be very informed and much more effective when you do start sharing the details of your opportunity.

In the Sponsoring with Integrity approach, we call this step "advocating". You have likely heard of civil rights advocates, or advocates involved in lobbying various bills through congress. Advocates are people known for their ability to build a compelling case for the value of something.

Advocates usually feel a great deal of emotion and belief about their cause, and they are not shy about letting others know about it. When speaking to your prospects, you have the chance to be an advocate of your business and products, to educate them and share your belief in the value of what you have to offer.

When you have taken time UPFRONT to engage your prospects, ask questions and find out key information about what is important to them... you now are in a place to be an effective advocate!

You can point out how your business opportunity (or products) can be a viable solution to their current challenges or help them reach their most meaningful dreams. You can present your opportunity in a manner and a light that is much more meaningful - to them!

In sponsoring, people sometimes talk on and on about all the exciting reasons they first got involved in their business. Keep in mind, however, that these may not be the same reasons your prospects will get involved. We are all motivated by different values, needs and desires.

One of the most important keys when recruiting people is to be able to find out what truly motivates them - at a deep emotional level - and then present your business opportunity in a manner that speaks to those interests and desires.

Imagine a billboard on the side of the road displaying a quick, clear message: Want More Freedom in Your Life? My Business Can Help. Advocating is like being a human billboard - you want to reflect back a message that will be important to your prospects.

Remember however that advocating is 5% of the power of a sponsoring conversation, so just like a billboard, it is important to be short and sweet.

**The power of your message isn't determined by the length as much as its suitability for the particular person with whom you are speaking.**

For example, there are many ways your business opportunity can help people (be your own boss, create passive revenue, time freedom, tax benefits, quality of life, time with kids, time to travel, be part of a team, learn new skills, make a difference for others, do work with meaning, become a leader, personal growth, create a financial legacy for your family, etc.) and you could easily talk about all of these benefits when speaking to them, but don't..... it's WAY too much information!

The real art to advocating is to reflect back how your business can help people achieve what is most important to them. It's very important to advocate what THEY MOST WANT, not what you think they should want.

You don't have to go on and on, trying to convince your prospects about how incredible your business opportunity is and how much it can change their lives. Your role is to help them make a simple but very important connection in their minds; ***what your prospects want can be met through your business opportunity*** (if that is indeed, true. In many cases, I am sure it is).

You will be surprised when you learn and experiment with the Sponsoring with Integrity 5-step process sometimes how *little* you need to say about your business for your prospect to sit up and take notice.

Instead of "talking yourself out of a business builder" you will know how to engage people at a deep emotional level, discover their "WHY" and what's most important to them, and link those desires to your business in a way that is very, very compelling.

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Do these ideas resonate with you? Want to learn more?

This is just a small sample of the kind of coaching, business tools and support available to you at the Sponsoring with Integrity Club.

**Go to [www.SwiClub.com](http://www.SwiClub.com) for more details and join today!**