

The Real Reason People Join Your Business (Or Don't) - And What You Need to Know To Influence More to Say YES

Sonia Stringer - www.SwiClub.com

There you are, sitting across from your prospect and it's your big moment! So far the conversation is going pretty well. You have broken the ice and feel you have a great connection going. She seems open enough to hear about your business opportunity, but now the pressure is on!

If you are like many network marketing and direct sales professionals, knowing the magic words to say during your big moment is elusive at best. Many people report they feel intimidated when talking to a prospect, fumbling around for the best way to lead a conversation, and mostly feeling nervous and uncomfortable!

Imagine this for a moment. What if you knew exactly what was going on in your prospect's mind when you were speaking to her? If you could crawl inside her head for a moment and get a sense of how she is evaluating all that you are sharing (which ideas are resonating with her -and which are not) could that give you an edge in presenting your business in the best possible light?

You better believe it! You are about to learn more about what motivates human behavior, which is also what motivates people to join your team. By knowing more about how your prospects make decisions, you will be able to influence more of them to see the value in your products and business opportunity – and say YES to both!

Try this on for starters.

Logic vs. Emotion -- The TWO Driving Forces That Motivate your Prospect's Decisions

Our behavior is driven by two core forces, namely logic and emotion. We use our heads and our hearts to experience the world, and our decisions are also affected by both.

For example, when purchasing a new car, you may compare many logical factors such as overall cost, gas mileage, safety record, standard features and other statistics across many brands. You can weigh many facts to see if it buying this car makes smart economical sense and works for your budget.

Buying a car can also be a very emotional decision. If you love the color and imagine how smart and sexy you will look behind the wheel, chances are you are already halfway sold! If you sit in it, love the smell of the leather and feel of the seat, and (god forbid) the salesperson gets you to take it around

the block on a test drive, your emotions are highly involved and likely already leading you to a decision.

Obviously we generally make decisions using both logic and emotion; however, emotion is often the stronger factor of the two (whether we like to admit that to ourselves, or not!)

Think about it – have you ever purchased something you didn't really need or maybe couldn't even afford, but you just had to have it! We have all stretched our budget or made impulse purchases at times I am sure; when we do, it's likely not common sense, but our emotions that are motivating us.

After the purchase, you may have justified the choice with logic ("it was on sale, so I really saved money" or "it will be a great investment over the long term") but usually it's our emotions that make decisions and our mind that finds a way to justify them!

The same is true for your prospect. When she is sitting across from you and taking in your business presentation, you can bet she is also experiencing what you are sharing through both her mind and her emotions.

She may be looking at it logically -- evaluating your products, the demand in the marketplace, the history or performance of your company, the compensation plan or other important facts.

And I will bet you a million dollars she is also taking it in from an emotional level, feeling through the bigger possibilities of what this business could do for her and her family.

She may be asking herself "what will my spouse think of this?" or "can this business really help make my dreams come true? (early retirement, sending my kids through college, traveling)?"

The one critical mistake I have witnessed many network marketing professionals make is stacking their sponsoring presentations with too much logic! Some will sit for hours, spewing facts, stats and figures at their prospects, boasting of all the science and amazing research behind their products in an effort to impress people.

Although stimulating for the mind, this approach won't engage someone's heart, which is ultimately where your prospect's final decision is made.

Influence is 80% emotion, maybe 20% logic. We are emotional creatures and emotions are what cause us to act. The more skilled you are helping people GET EMOTIONAL about your business, to FEEL the big positive

possibilities that can be created, to engage their HEART, the more YES's you will get!

You don't have to be pushy, dishonest or manipulative to be successful at sponsoring new prospects into your business. You don't have to make big, splashy presentations or dazzle people with fancy statistics. Your success lies in helping people get emotional about your business opportunity, to feel the pleasure that it can bring to their life and to link that in a way that compels them to get involved.

Success Steps -- Identify Your Prospect's Pain and Pleasure

Based on what you're learning the importance of emotion, take a few moments to answer the following questions:

1. What "pain" would you guess many of your prospects currently experience in their life? (i.e., stress, overwork, working at a job they don't like, financial issues, no time for kids)

List all of the possible sources of pain you know people are experiencing on a regular basis. This information will help you motivate them to make a change!

2. What "pleasure" do you suspect your prospects want? (i.e. more money, more time, more freedom, meaningful work, working with a team, more fun, more time with family)

List all of the situations, conditions, or experiences they are after in their life. You want to link your business to the things they really want!

3. Come up with questions that will help uncover people's current "pain" (to help motivate them to change) and help them link pleasure to your business opportunity.

Some Examples to Try Out:

Career

(Pain) "What would you change about your current job if you could? What do you find frustrating?"

(Pleasure) "What would your ideal job look like? How do you like the idea of being your own boss and setting your own hours? What's appealing about that to you?"

"Well, one of the great things about our business is it can give you xyz..."(link pleasure and what they want to your business).

Money

(Pain) "Are you earning the kind of money you would like?"

(Pleasure) "If not, what kind of money would you like to earn? What are your long term financial goals? What would achieving those goals give you?"

"One of the great things about our business is it can help people earn more money and xyz..." (link pleasure, what they want to your business).

Family

(Pain) "If you could change anything about your family life or time with your kids, what would you change?"

(Pleasure) "If you had more time and money, what would you like to do for your family? What would that mean to you?"

"One of the great things about our business is it can help you have more time for your family and xyz..." (link pleasure, what they want).

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 for more details and join today!