

**SPONSOR
MORE PEOPLE
RIGHT AWAY**

WITH JUST ONE WORD

By

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Your product is wonderful. It sells itself! Your pay plan is the best in the industry! You have an amazing sponsor and supportive group of fellow distributors encouraging you and cheering you on each day with words of wisdom. Your personality is wonderful. You are friendly, upbeat, confident.

So why aren't you signing up more people into your program?

You've made your HOT List of prospects. Your warm list, your Luke warm list. Cold called old friends and acquaintances. You've emailed, texted, messaged; posted on social media and started conversations with complete strangers, and a few weirdos, on Facebook and other social media. Still no sign ups.

Your company created great media. The introductory videos are amazing. Well done, professional and sell the product. You are following the simple system the

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company and your sponsor laid out for you. Still no growth in your downline.

After twenty-five years in Direct to Consumer Sales working with professional sales people, I believe I can tell you exactly what the problem is.

First, let's talk about why people make a purchasing decision. In Network Marketing your prospects are buying three things.

1. The product
2. YOU
3. The chance to make extra money from working for themselves and the freedom or relief financially and otherwise that brings.

IN THAT ORDER.

Many new people who are new to Network Marketing don't understand this. Many people think that since they got excited about the product and saw the opportunity

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right away that everyone will see it that way. Like You did.

Well, I hate to break the bad news but not many will see the opportunity like you did. When you saw the product and business the timing in your life was just right. You may have been unemployed; Tired of your job; looking for extra income. You may have been totally ready and looking for a home-based business opportunity or had a friend who was making great money from home and you asked her how she was doing it. “BAM.” Once you heard it and saw the product you were in. You were looking for a chance to say YES and a way to GET STARTED. You felt strongly that you Could DO IT and you took a leap of faith.

Your prospects may not be at that point in their lives yet. So, they won't be as quick to sign up as you were. Few will be. So, you need every advantage to convert those who are on the fence, [more about this later], to active and engaged distributors.

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Chances are very good that your sponsor did what I'm about to teach you. It's how they "closed" you.

I'm pretty sure I know what your sponsor said to you or you would never have gotten involved. And, if you don't say it, you won't sponsor very many people.

Like so many others, you would have procrastinated; thought about it; came up with reasons not to do it, and, eventually, you would have faded away deciding not to get involved or, even worse, you may not have made any decision at all.

The world is full of people "sitting on the fence." They are afraid to take a risk by saying YES and afraid to miss out by saying NO so they don't ever decide. They make excuses instead. I'm sure you've heard most of the excuses. "I'll talk to my husband about it"; "after the kids graduate"; "I'll start this summer;" "I love my job;" "As soon as I save up the money;" and, my favorite, "I'm still doing research on the company."

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The fence sitters will give you a long list of reasons why they can't do it. This feels safe to them. They didn't commit – They didn't say NO. But they did make a decision. They decided to do NOTHING. So, all that talk about wanting more money and a better life was just a dream. The world is also full of dreamers as I'm sure you know.

So, you say, "Mike, tell me something I don't already know. I've heard all the excuses. I've followed up. I've emailed, texted, called, messaged. I've invited my prospects to conference calls and webinars with my upline and stars in the company. I've done everything I'm supposed to do – still zero or few signups. – where am I missing it?"

The missing piece is very simple. But, it is missed by so many. It's an essential part of selling; uh-oh, there's that word: "Selling." You won't hear a lot of "sales-speak" in most Network Marketing programs. They don't want to scare people away so they try to keep a lid on the "sales"

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part of the business. Words and phrases like Close, close the sale, overcome objections, ask for the sale, are avoided, at least in the sponsoring phase because most people don't like sales, don't want to be a salesperson and don't want to think that they are being sold.

Let's face it and be truthful with each other. Your business is Network sales; Multi-level Sales; Opportunity Sales. Not Marketing. Just introducing someone to a product, service or opportunity will not work for most of, many of your prospects unless you "ASK FOR THE SALE."

This may be a surprise to some of you reading this. Often, network marketers are taught to avoid asking for the sale by using phrases like these:

"So, are you ready to get going?"

"Do you want to get started?"

"Do you see yourself in this business?"

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You can use these lines but I suggest you add a very important word to the end of any sentence you use, whether it's one of the above phrases or another variation.

This is a simple but powerful word that will get you a YES or NO answer to the real question that you are asking. There are a few words you can use but one of the most powerful of these words is **"TODAY."**

"Are you going to sign up **TODAY?**" or, in the affirmative, "Great, let's get you started, **TODAY.**"

There it is. Five letters and you have one of the powerful words you must add to your "closing questions...**TODAY.**

Do you see the powerful difference between "are you ready to get started?" and, "Are you ready to get started **TODAY?**"

This is key for you to understand. You must ask closed-ended questions to make sales. If you leave a question open, "do you see yourself in this business?" You've left

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the door open to open-ended, non-committal answers like “sure...maybe someday.”

I wrote about the “Someday Syndrome” in my first book, [Spend Your Way to Wealth](#). Basically, the Someday Syndrome is when people say things like, “someday I’ll start a business; someday I’ll go to college, someday I’ll get a raise; or, Someday I’ll decide about my financial future but, for now, sitting on the fence feels so safe!”

When you add “TODAY” to the end of a sentence you are asking a very specific question. The more specific your questions the better. You want the prospect to sign up today. You want to know if they intend to sign up today or, if not, WHY not. You can’t get those answers with open ended, wishy-washy questions. You must ask pointed, direct, closed ended questions, in a nice, friendly way, so your prospect must give you an answer.

But if you never ask them to sign up today, most of your prospects never will. You’ve failed at your objective. It

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comes down to one less person you can help once you let them decide to do nothing and sit on the fence.

Many people I've worked with over the years have told me they go into Network Marketing because they were told they would not have to sell -just introduce the product and it will sell itself.

Unfortunately, this is an overused ploy used by too many in this business. All Network Marketing businesses sell a product or a service and sales must be made by everyone in the system. And, any experienced sales person will tell you that fact. While a product or service must be timely and wonderful and be a must-have item, eventually, someone needs to ask for the sale.

You make be asking for the sale but still not having any luck. Why?

- ✓ You be asking the closing question too soon.
- ✓ You may be asking too softly.

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- ✓ You may lack confidence which is visible and audible to your prospects. If you aren't 100% sold and confident then why should they be?

There are other factors that could be hurting your ability to close more prospects. But I would suggest that you start with adding Today onto your closing questions.

Your main goal is to either make the sale today or get to the person's real objections so you can answer and overcome the objections, then, ask for the sale again.

"Does that answer your question about how the pay plan works? Good, then are you're ready to enroll **TODAY?**"

Overcoming objections is a separate lesson all to itself and I don't want to get off track with another subject.

When you are firm with your "Ask," you will start to get results. You will know better which are your serious prospects and which will never sign up in a million years.

As a professional Network Marketer, you want to make this separation as soon as possible. Having lots of prospects but no downline is not the idea. You won't

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make money. Prospects must be whittled down to the serious buyers. If you are closing 3-5% of your prospects, you are on fire and will do very well. But, that still means only 3 to 5 in a one hundred will sign up under you when you do everything right. If you make mistakes, your closing percentage will be less or zero. Maybe, where it is now. There is nothing wrong with keeping people in your drip marketing campaign for years if you choose, but, it is important for you to realize you need to move on and spend your valuable time and resources on the most serious prospects. Your time is valuable. The more time you spend with a fence sitter, the less time you have for those people who are ready to TAKE ACTION.

Some key takeaways:

- ✓ Follow your program's sales process or funnel
- ✓ Don't be pushy – timing is very important
- ✓ Be conversational and friendly.
- ✓ Stay focused on objectives.

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Once you have followed the sales funnel process and have your prospect at the point of asking them if they are going to sign up, add the word **TODAY** to the end of your question and watch your downline start to grow like crazy! One Powerful Word will make a difference!

I know you are anxious to start trying this so I will let you go get to it. I'm so excited to have had a small impact on your life. Please stay in touch and if I can ever be of service to you, please don't hesitate to contact me.

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Hey, quick question,

What if 2017 was your best financial year Every?

Find the answer [HERE](#).

The answer may surprise you!

All my best for maximum success and prosperity.

It's YOUR time. Take Control.

Mike