

Get People Hungry to Hear About Your Business!



How often has this happened to you? You have a friend you know who would be great in your business, but you have no idea how to start a conversation about it. You are afraid of coming across as too "sales-y" and you're worried about jeopardizing your friendship if she has a strong reaction.

Will she run screaming for the hills or stop taking your calls? Wait, is that her dodging behind the meat counter at your neighborhood grocery store, doing her best to look as if she didn't see you beelining towards her down the aisle? How can you tell your friends and casual contacts about your business in a manner that won't cause them to avoid you like the plague forever after?

One of the most important skills to have in network marketing is the ability to kick off a sponsoring conversation. Done well, this can cause your presentation to flow smoothly and make sponsoring a joy. Done clumsily and you can stand there like a teenage boy on prom night, red-faced, stammering...not quite sure what to say and feeling more embarrassed by the minute.

One of the skills I share with my Arbonne clients is the skill of "relating." Being able to relate well is a real conversational art. It goes beyond just casual chitchat and rapport building. Relating well to your prospect can make or break your ability to steer your sponsoring conversation in a positive direction. It can set the stage for people to "hear you" from a very different place and be much more open to what you have to offer.

When relating, there is the usual small talk you can use to warm up a conversation and create some connection (How are the kids? How was your vacation? Is your mother-in-law still holed-up in the spare bedroom?) However, when you are ready to jump into a more serious sponsoring conversation (and this can be done quite quickly) there are four extremely critical points you must cover to segue your way to success!

1. Get Their Attention!

In order to get someone hungry to hear about your business, you need to make a statement that will grab their attention. You can do this by relating your business opportunity to something that is important to this particular prospect.

For example: If you are talking to a woman who hates her boss and wants to leave a dead-end corporate job in order to have more time with her kids, you might say

"Susan, I don't know if you are aware, but I have a great business that helps women who are trapped in the corporate world make a great living and be able to stay at home with their kids. Several women I know are actually making more money now, and have a lot more time freedom to spend with their family."

Or, let's say you are approaching a friend who loves traveling and wants more time and money to be able to do so. You might say

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"Wendy, I have been thinking of telling you about my business for awhile... it's perfect for people who want to pursue their passions and have a great lifestyle. In fact, I could see a way this would give you the time and money to do more of the traveling you love to do."

You want to be sure to clearly point out how your business opportunity could provide the results or experiences that you know are important to this particular person. Try to be as specific as possible and paint a picture that will create an emotional response with them.

2. Be Direct and Don't Beat Around the Bush

When speaking about your business, be very direct and let people know what you want to talk about and why. Don't be vague or unclear -- it will make them uncomfortable and make your job impossible. You have a great opportunity so be upfront. They will appreciate your honesty and see you as a true professional.

"Susan, I think this opportunity could be a fit for you also. I know so many other women who are doing really well with it, so I want to at least let you know about it. Would you be willing to spend 15-20 minutes with me over coffee to learn more?"

3. Take the Heat Off

Nobody likes to feel "sold" and if people think you are trying to manipulate them into saying yes, they will be guarded and resist you. You will make them more comfortable speaking to you if you take the heat off. Give them an "out" if they aren't interested and let them know it is okay for them to be honest with you. This sets the stage for everyone to be more real and authentic with each other.

"Susan, please know in advance, if for some reason this business doesn't feel like a fit, don't be afraid to tell me so. You won't hurt my feelings, and I really want to be sure it is the best choice for you. Most people who learn about it become quite excited, so I at least want to get you all the details and then you can make the best choice for you."

4. Get Permission to Ask Questions

Asking the right questions is the key to your sponsoring success, and to set the stage, you need to ask permission first and let people know why you are being so nosy!

"Susan, in order for us both to know if this opportunity could be a fit, I would like to ask you a few questions. It would be great to know more about what is important to you, your goals and your family's future plans. This would help us both determine if this business could be a fit and work for your lifestyle. Would that be ok with you?"

By weaving these four points into the beginning of your sponsoring conversation, you will grab people's attention and set the stage for a much different response. Plus, when you are done, your friends and family will still be speaking to you and inviting you to Christmas dinner... even if they don't join your business!

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Success Stories – ERVP Genevieve Skory has a "relating" breakthrough!



Arbonne ERVP Genevieve Skory, a participant in my ["Tame the Tornado" coaching program](#), experienced a radical breakthrough recently because of a shift she made regarding how she interacted with people in her business. A self-confessed "Type-A" personality, Genevieve confided in me when we first met that she was very results-oriented, and sometimes felt frustrated working with others who weren't as driven.

She admitted that she constantly focused on results and the bottom line, and found herself easily getting impatient with people. Being so results-oriented was costing her in her business and family relationships, as well as her own balance and self-care.

Being a brave and open-minded woman, she willingly tried on the challenge I threw at her. Would she be willing to relate to people differently? For example, could she put the results aside and focus more on the relationships with her prospects and clients? Within a week, I was thrilled to receive the following email.

I just wanted to let you know how much I enjoyed today's coaching call. I can't even begin to tell you all the really cool things that are happening (and so fast). I hope all these changes I see in myself and my business stick. When it happens that fast you kind of hold your breath.

As you know we had talked about how much I focus on results in my business, and that I am trying to be more patient with the women I work with. After trying on the relating ideas you shared, I have noticed not only is my patience getting better, but I found my empathy gene!!! What an amazing feeling!

I have already noticed a huge difference in how I relate to the women on my team as well as new prospects. I am feeling much more connected to them, our relationships are improving and what is incredible to me is I have sponsored 4 new people in my business this past week!

Without getting sappy (and I could because these are no small things to me), I just want to tell you if nothing else gets better with my business, just placing a higher value on relationships and being more patience and empathetic will definitely change my life and was worth 100 times the cost of your program.

You know what they say, when you change the things you look at, the things you look at change. I hardly recognize myself and my thinking sometimes.

I'm loving it!

Genevieve Skory