

NOW WE ARE SORTING

NAME you really come across as a person of integrity, and I really wouldn't want to trap you into a 35-minute presentation and have it be a waste of your time. So would it be okay if we took another minute and I asked you a question so we make sure we aren't wasting your time? (*wait for an answer, they always answer Yes, because they don't want to get trapped into the 35-minute presentation*)

UP FRONT CONTRACT #1

(More of – Less of)

NAME in the past year or two you've probably thought about a lot of things. I'm just wondering what you've thought you'd like more of in your life and what you'd like less of. I guess it's kind of a 2-part question, so why don't we start with "What you like more of in your life." Once they are out of "More of" go to "Less of".

This MUST be written down, you will need this later

Most of the time what they want more of is linked directly to what they want less of. For example; if they want more money, they probably want less bills, stress, etc. If they want more time, they want to work less hours

****IMPORTANT****

LISTENING SKILLS

Use "I understand, I understand" (yes twice) to show you are listening
Paraphrase back to them what they said to show them you understand
Ask questions that evoke emotional responses such as:

How long has that been a problem?

How does that make you feel?

Why is that important to you?

Keep the "Active Listening Skills" document handy, learn the questions to ask them, practice them often.

When you have completed UFC #1, and they have agreed to review the information or attend the local meeting, it's time to Button Them Down, and Confirm the Appointment

Go to **BUTTON DOWN**