

Recruitment

acquire new business partners via personal dialogues

Get your homework done

- what are your prospect's...
- ...business and private background
- ... education and basic knowledge
 - ... desires, aims, dreams

Prepare your documents

- folder
- handouts
- notepad
- question & answer

What about your motivation...

- ...are you positive?
- ...are you sure?
- ... do you believe in your personal success?
- ... how passionate are you about your business?

What about your prospect...

- ...are you truly interested in her/him
- ...are you first friends then partners
 - ... are you ready to support
- ... win-win: everybody succeeds
 - ... don't plead - offer

Get in contact - "warming up"

- make your prospect...
 - ... feel comfortable
 - ... get acquainted with you
- ... win-win: everybody succeeds
- ... focus his interest by questioning

Preliminary

- find out common interests:
 - ask questions
 - tell your story
- reflect the motives:
 - wake desires
 - pin down problems

Offer solutions - present the business

- explain product groups and market potential
 - point out the chances
- display demo products - their use and impact
 - outline the company profile- emphasize:
it's your business
 - outlook on prospective income
 - prospective career- give examples

Questions and objections

objections = interest
objections are **no** attacks

don't contradict -> ask
brief answers -> no lectures

close your answer with another question

Rational and emotional objections

Turn objections into decision

- ask the decisive question
- present the form to sign the agreement
 - don't get distracted
- don't push - help to conclude the decision