

Survey For Business Managers /Owners

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Based on Prospecting Book "Network Marketing 21st Century" by Rod Nickles

- * Survey allows you to control who you approach.
- * Extremely non-threatening – you are not selling anything, just taking a survey.
- * Survey insures that the Prospect does most of the talking – NOT you!! Most Associates make the mistake of giving WAY TOO MUCH info on the front end.
- * If they like you and trust you, it is hard to say "not" to you if you have what THEY need or want, not what you THINK they need or want. And the survey provides you with that information
- * Use the questions on your warm market too. Cold is only as long as it takes for you to build rapport.

Sample of Marc's introductory statements leading into the survey and a sample call: go to 28.10 minutes into the call, Personalize your survey to whatever their business is – in this case, the fitness industry:

Yes, Frank, this is Marc Hallen, how are you? (pause) You don't know me. (chuckles.) The purpose of my call, Frank, I run my own International Marketing Company and I was taking a Managers Survey specifically tied into the (fitness industry) – it takes a minute and a half – it is 6 questions. Did I catch you at an OK time? (I understand...no problem...)

The list of Survey Questions starts at 10 min. into the call.

1. What is your current occupation? (*Rarely asked if you are controlling who you talk to – it is better for you to ask for the particular person in the first place.*)
2. How long have you been in your current occupation?
3. On a scale of one to ten – ten being utopia and one being "hnah" , current level of happiness in your occupation?
4. In your current occupation, can you achieve Financial Freedom in the next two to four years?
5. If you could, what would you change about your current occupation?
Want to give me one example? (I understand. Other than.... what else would you change?... Well said. "uh-huh" Anything else?)
6. Have you ever considered starting your own business? (*Obviously not asked of someone you are talking to you who is a business owner.*)
7. (*Kristy*), because of some of the answers you've given me so far, I'm going to ask you this last question – and then if you have any questions for me, fire away: if you were able to discover a business that you could do, without giving up what you are currently doing, (I work with a lot of business owners) and where you would be trained by a local top professional – me – and plugged into a turn-key duplicatable system that could provide you both TIME AND FINANCIAL FREEDOM within the next 2 to 4 years, (and it is in the (fitness) industry where you wouldn't have to (deal with employees) is it something you would want to take a look at?

(Include any information they gave you about what they wish were different, stating that this business can give them what they mentioned they are looking for, i.e. offer them back what they gave to you.)

(Repeat back a statement they say to you if you are not sure what they said. Use validating responses such as: "uh-huh", sure, right, well said, etc.)

THEN WHAT DO YOU DO?

(Depending on what they answer, you might say:)

Do you have high-speed internet connection? With your permission, what I would like to do is shoot you over a link -- you can click on that link at your convenience, and one of two things will happen, either the light will go on or it won't-- and if the light goes on, we will be talking -- if the light doesn't go on, I'll be wishing you nothing but the best. Does that work for you? What is your email?

(Or you may want to go over Robert Kiyosaki's Cash Flow Quadrant, if you are familiar with it -- this is what Marc usually does.)

Are you familiar with the **Cash Flow Quadrant** by Robert Kiyosaki? Does it turn the light on for you?

REMEMBER:

“If you want to get what you've never had in life,
you have to be willing to do things you have never done before.”