

Third Party Approach!

Whether you're shy or outgoing, new to network marketing or a veteran, this approach is one of the most effective and non-abrasive ways for you to generate more qualified prospects for your business, without making your warm or cold market prospects feel like you're trying to sell them something. Instead of them backing away, you'll now have them wanting to know more. With this system, you'll also be able to take all of the pressure off of yourself and every response you receive will produce only positive results for you and your business. With that said, start using the Third Party Approach TODAY and see the results for yourself!

To get started, it's important for you to first understand the psychology behind the Third Party Approach. The best way to do this is for you to think of yourself as an attorney. If you were getting ready for a big trial and you were preparing to cross examine a witness, one of the first things you learn in law school is to never ask a question, unless you know all of the possible answers to that question first. The same applies here. With the Third Party Approach you're almost always going to get 1 of 3 answers from your prospects and if you know what those answers are going to be, then you'll be prepared and know exactly how to respond. This eliminates the anxiety of not knowing what to say or the fear of getting an answer that you don't know how to respond to. Take a look at the example below to see the difference between a Direct Approach and a Third Party Approach.

Example: A Direct Approach is when you ask your prospects **if they** would be interested in doing anything to make some additional income. With a Third Party Approach you're going to ask them **if they know of anyone** who would be interested in making some additional income. Think about how you would feel if a friend or a stranger used either of these approaches with you. Which one would make you feel more comfortable? **And...** Which one would make you feel like you were getting ready to be sold something? Now that you know the psychology behind the Third Party Approach, take a look at the results and how to respond to your prospects response.

With the "Third Party Approach" you will almost always get 1 of the following 3 responses:

- 1) About 25%** will say they can't think of anyone. At this point, apologize for not asking them if they would be interested and then find out if they are. If they aren't, be sure to tell them to keep you in mind if things change and also to let you know if they run across anyone that might be looking for a way to make more money. At the very least, you've got someone that may send you a referral down the road and you just turned a NO into a potential advertisement for your business.
- 2) About 65-70%** will respond with "I may be interested!" and wanting to know what type of business it is or indicate in some other way they may be interested. Each of these prospects need to be told it's 90% visual and there's no way you can explain it to them now or over the phone. At this point, if you're talking to them over the phone, you need to schedule them for an appointment, meeting, webinar or direct them to a website. If you are talking to them in person, get their name and phone number and let them know you will call them to schedule an appointment or direct them to your FDI presentation website and find out when they can look at it. Then schedule a time to follow up to answer any of their questions. Either way, make sure you get their contact info.
- 3) About 5-10%** will respond with a referral. Get the name and Phone Numbers of the people they refer. Then give the referral a call using the Third Party Referral Script below:

Third Party Approach Scripts

3rd Party Referral Approach:

You: “Hey (Referrals Name), This is (Your Name). You don’t know me but a friend of yours (Referrers Name) told me to give you a call. I was telling him how I was expanding my business in your area and he said you may be interested in doing something to make some extra money, is that true?”

Prospect: Yes or Maybe what is it? **(If they ask what it is? Tell them it’s a telecommunication business and the information you need them to see is 90% visual and there’s no way you can explain it over the phone).**

You: Great! Do you have a pen?

Prospect: Yes!

You: (Prospects Name) in order to see if what I’m doing is a fit for you, write down this website:

www.yoursite.com . This will give you a complete overview of my business. How soon can you look at this?

(When they give you a time, schedule a follow up with your prospect and contact them back with your sponsor or upline leaders to answer their questions and help them get started).

3rd Party Warm Market Phone Approach:

You: “Hey (Prospects Name)!” This is (Your Name). How are you?

Prospect: Great! How are you?

You: Outstanding! Listen (Prospects Name) I don’t want to keep you, but I wanted to give you a quick call to see if you could help me out. Do you have a second?

Prospect: Yes!

You: Great! (Prospects Name), I don’t know if you’ve heard but I started a new business and I’m currently looking to expand in your area. Would you happen to know of anyone that would be interested in making some serious money? **(Then simply follow the instructions provided earlier on how to respond to the 1 of 3 answers they’ll provide).**

Have you ever met someone in a grocery store check-out line, restaurant, doctors office, etc... and wish you would have said something but you were too afraid to speak? If so, then use the following approach the next time you’re in a similar situation and see what happens.

3rd Party Cold Market Approach: (This is a little trickier).

The first thing you’ll need to do is find some reason to engage in a conversation. Example: You’re in the grocery store check-out line and the person behind you has food items in their cart. Pick an item and ask them if that item tastes as good as it looks and tell them you’ve been thinking about trying it yourself. Then maybe ask them if they live around here. If they say yes then respond with the following:

You: Since you’re from around here, maybe you can help me out! My company’s expanding in this area and I’m looking for some good people to help me put some stuff together here. You wouldn’t happen to know anybody looking to make some additional income would you? **(Then simply follow the instructions provided earlier on how to respond to the 1 of 3 answers they’ll provide).**