

THE TOP TEN WORST THINGS YOU CAN SAY WHILE PROSPECTING

The actual words you use to attract prospects to you are critical. If you are still prospecting with the language that has been taught for the last 50 years, you are probably using language that is overused and over hyped.

When network marketers use trite language to approach a prospect, the prospect begins to consciously and subconsciously discount (and reject) what is being said. The reason is that it sounds like the same stuff they've heard before.

In this article I'm going to point out to you what NOT to say while prospecting. I'm also going to suggest some replacement language that will make you (and your offer) come across as more interesting and attractive.

1. "OPPORTUNITY"

This is probably the most overused word in network marketing. This is especially true when used as a "business opportunity." Try to never say "opportunity" again.

Instead, try these words:

"Project, proposal, enterprise, venture, proposition, model..."

If you would like to add the "business" word to it, no problem. ("Business project, business enterprise, business venture, business model etc.

2. "MEETING"

People hate going to meetings. When you invite someone to a "meeting," they immediately get their guard up. They know it's going to be a sales pitch.

Instead, use replacement language like this:

"A group get-together, an informal gathering, introduce you to some people..."

3. "A FEW KEY PEOPLE"

How many times have you heard that one? It's been used so often, frankly, think it's viewed as BS.

Try this:

"One special person, someone that can meet my requirements, a business associate..."

4. "I'M INVOLVED WITH..."

Again, this is overused language that triggers negative images of network marketing in the mind of the prospect.

Instead, you might say:

"Something has been brought to my attention, crossed my path, crossed my desk..."

5. "AWESOME! FANTASTIC! EXCITED! CHANGED MY LIFE!"

Sorry folks, but this is hyped, pushy, aggressive overselling. When you say something is "fantastic," remember, it's YOUR opinion...not theirs. Let your prospects decide for themselves.

This is better language:

"Interesting, attractive, great potential, meaningful to me, intriguing..."

6. "GET RICH"

I hope you're not still using that one. When you tell someone that you're involved in a fantastic business opportunity and they could get rich with it, you can almost see the blood drain from their face. It sounds so phony; they can't wait to get rid of you.

It's more believable to say:

“An attractive income stream, a substantial income, leveraged income, get paid what you're worth...”

7. “YOUR'RE PERFECT FOR THIS; YOU WILL LOVE THIS”

This type of assumptive language is an insult to most intelligent people. It makes prospects feel they're being manipulated. Even if the ARE perfect for network marketing, these are not the words to use to get their attention:

These words will get their attention:

“This may or may not be for you; you may already have the skills for this; this may be something you could fit into, I'm not sure...”

8. “WHAT I'D LIKE TO DO...”

Prospects don't care what you'd like to do. They want to do what THEY'D like to do.

Give them that power by saying it this way:

“With your permission...; may I make a suggestion...; if it's okay with you...”

9. “YOU'RE IN FOR A TREAT”

Yeah, right, Only your prospect can decide what a treat is. Making decisions in advance for your prospects will be viewed as pushy, aggressive selling.

You can avoid that problem with this language:

“If you're like most people, you'll appreciate this program; may I get your feedback on this; I would welcome your appraisal...”

10. “KEEP AN OPEN MIND”

I've never understood that one. How can a prospect, all of a sudden, open his or her mind? What happens is, they usually SHUT their minds because they feel they're about to be sucked into something that benefits you more than them.

Let the prospect know that they are always in control with:

“See if this meets with your approval; decide this for yourself; you get to decide if you would be comfortable with this; your objective opinion would be appreciated...”

Let's look at some examples of old, out-of-date, overused language and then, a new way.

OLD LANGUAGE:

“I'm involved with a fantastic business opportunity that has changed my life. I'm expanding the business and looking for a few key people who want to get rich. You'd be perfect for this and what I'd like to do is invite you to a meeting to meet some awesome people. All you have to do is keep an open mind and you'll be in for an unbelievable treat.”

NEW LANGUAGE:

“I'm working on an interesting business project and want an associate that can meet some business criteria. This may or may not be something that you would be interested in or even fit into. My question is...would you be receptive to looking at an attractive business venture outside of what you're doing now?”