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| |  |  |  | | --- | --- | --- | | |  | | --- | | **“The trap.”** | | “Trap” conjures up all types of negative emotions in our brains. This is a famous headline formula that gets attention:  “The \_\_\_\_\_\_\_ trap.”  Here are examples to prime our creativity.   * The job trap * The commuting trap * The wrinkling trap * The diet trap * The “holiday from hell” trap * The retirement trap * The day care trap * The retirement savings trap   Use this phrase to grab our prospects’ interest. They will want to talk to us. | | |
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| **Say these words instead** |
| Prospects react to what we say and what we do. If we don’t like their reactions, then let’s say something different?  For example, we could start our conversations with:   * “Things sure are expensive now.” * “We all need extra money.” * “I know we don’t want to work the rest of our lives.” * “Sure would be fun to fire the boss.” * “Working from home sure would be more convenient.” |

The short story

Leaders talk to prospects differently. Instead of random chitchat, they focus on the steps that move their business forward. Here are those steps:

1. Let the prospect do all of the talking.

2. Let the prospect tell us what problem he has.

3. Ask the prospect if he wants to fix his problem or not.

4. If the prospect wants to fix this problem, then set a time for a presentation.

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