**TALKING TO COLD CONTACTS**

**YOU** - “I am just curious, are you open to taking a look at any good opportunities?”

**Prospect** – “What sort of opportunities?”

**YOU** – “Your very own Home Based Business.”

**Prospect** – “What is the Company?”

**YOU** – “CERULE, Have you ever heard of them?”

**Prospect** – “No!”

**YOU** – “Okay, well if you are open, I could send you a quick link with some details, check it out and if there’s an interest we can take it from there. Is that okay?”

|  |  |  |
| --- | --- | --- |
| |  |  | | --- | --- | | |  | | --- | | **Use these 8 instant skills** | | |
| |  |  | | --- | --- | | |  | | --- | | 1. When in doubt, tell a story. Stories are easier for prospects to process in their minds. It is a natural way for them to learn new things. 2. Humans like short stories and presentations. They hate long stories and presentations. Short is always better than long. If prospects want more, they will ask. 3. Prospects love hearing about our failures. They find it so interesting. 4. Give prospects a chance to opt out of the conversation early. This reduces their stress and guarantees that we have prospects who will listen to us. 5. Facts push people into the analysis side of the brain. This delays decisions. 6. Prospects hear facts, but they feel stories. 7. Closing happens first, details come second. Prospects want the big picture first before allocating more time for details. 8. Use questions that create doubt when facing hard-core prejudices and objections. | | |