



15 Day Advanced Mini-Course (The complete email course compiled)

Subject...Intro and Welcome

Welcome,

Thank you for deciding to go through this 15-day Advanced Training. You are in for a very fun ride. When we first introduced Conversational Recruiting to our clients, the response was overwhelming.

Emails and phone calls started pouring in from networkers wanting to know more about this very unique way of recruiting. Back then, we really didn't have a name for it. It was one of our clients who said "This is Conversational Recruiting", and the name just stuck.

The techniques we used - like Value Engine, Cross-Over Moves, Head Fakes, Fade Moves, Cushions, etc., are different. And the approach is definitely different than anything you ever seen before, but it makes so much sense. People told us "finally, someone is sharing something that actually works."

Conversational Recruiting quickly became a cult phenomenon, and the very select group of people we shared it with produced amazing results. Now, in this Advanced Mini-Course, you will be exposed to some of the very same techniques that we shared with them. Here is what we will share with you over the next couple of weeks:

- Day 1 - Recruiting chess
- Day 2 - The 3 Deep Rule and the Law of 7 moves
- Day 3 - The Private Understanding (Part 1)
- Day 4 - The Private Understanding (Part 2)
- Day 5 - Pendulum Theory (Part 1)
- Day 6 - Pendulum Theory (Part 2)
- Day 7 - Moving Towards & Away From
- Day 8 - Identifying Direction
- Day 9 - The Forced Choice Move
- Day 10 - The Menu Move
- Day 11 - The Big Picture Move
- Day 12 - Causing Confusion
- Day 13 - The "When" Move
- Day 14 - The "It's Over" Move
- Day 15 - The YNT Move

Bonus Lessons

Day 16 - The Best Close Ever

Day 17 - The "Let's Pretend" Move

Conversational Recruiting is new, different, bold, and most of all... it works! Once you try a couple of the moves, and see the magic of how well they work, you'll find yourself hooked.

Recruiting Chess discusses the truth about what to expect when recruiting. The Private Understanding sets up the entire process.

Pendulum Theory is the engine that gives Conversational Recruiting its' power. And once you use the YNT Move, you'll never have to chase a prospect again.

Tomorrow we start. **Enjoy!**

Be Successful,
Ed & Kevin

What some of our customers have said about Conversational Recruiting:



"I've been a top recruiter in all the companies I've been in and personally enrolled 500+ in my last company. Conversational Recruiting is complete form A-Z. After recruiting 30 people last month, my entire group is asking what my secret is. I tell them buy the training system." – Dave Jordan, ND – MLMrpm.com



"Thank you Ed and Kevin! Because of their efforts my first check was 280% higher after CR. I also feel every time I get into a call I'm in complete control and have no fear. The Private Understanding has erased all of the chasing I've used to do before. I love Conversational Recruiting."

– Alexine Von Gleich, NJ – ZeoLady.com



"I've been in Network Marketing for 15 years. I have trained with some of the best, but we're in a different time now. CR takes the old salesy, sleazy approach out of network marketing and gives you a comfortable, approachable language anyone can respond to. Our team is getting great results with this and enjoying the recruiting process."

- Tess Oshaneck, BC, Canada – ZeoFreedom.com/Tess

Lesson 1: Recruiting Chess

Hi,

In this first lesson, we're going to compare the recruiting process to the game of chess.

Just like chess, you make a move, then the prospect makes a move. That process goes back and forth until you get one of three outcomes. A 'Yes' - which means the prospect decides to join your organization. A 'No' - which means the prospect decides not to join your organization. Or a 'Lesson' - which means something else happened.

Selling (sorry to use the s-word) an opportunity requires a unique skill set. It is based more on emotion than most any other sales transaction. You are basically selling hope (or a dream). With all the competition out there, it's not an easy sale.

Your first goal should be to get to a point of having an honest conversation. Get the other person to put down their guard, and feel comfortable that they are not going to get taken advantage of by some slickster. You would think this would be simple, but it's not. People have their guards up the minute you start talking about an opportunity. No one will buy from you until they trust you, and trust is not given, it is earned.

You may be shocked to read this, but prospects sometimes lie. I know. I know. But it IS true. Don't blame them; it is just a defense mechanism. It has been proven to prevent them from being sold. This is why getting to the point of having an honest discussion is so important.

There have been over 100 million people exposed to this industry in North America, yet only 10 million people are active at any given time. That is an amazingly high turnover rate. Also, less than 5% make any meaningful money, which equates to a lot of broken dreams.

We say this because you are most likely to run into someone who has heard of this industry, and has a negative opinion of it (can you imagine that?). So, when you prepare to make calls, you should be prepared to talk to negative people (and know how to quickly turn them around - which you will learn in an upcoming lesson).

Yes - you will come across people who have not heard of the industry (there are a handful of people that DO live under a rock). And, yes, you will come across a few that are totally excited about the industry and are open to looking at a new opportunity (these can be the most dangerous prospects). But the vast majority are going to be negative (some even jerks).

How's that for positive thinking?

This is the first step in preparing for this recruiting game of chess. Always be a worst case scenario player. This way you will be prepared for the worst, and are prepared to effectively deal with it.

Next up, understanding that your prospect only has seven moves (at most), and three deep theory. Once you know what those seven moves are, and are able to counter them, recruiting will be easy - really easy - even when you are talking to the toughest of prospects.

More tomorrow...

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Ed & Kevin

Lesson 2: The 3 Deep Rule

You are only seven moves (at most) away from recruiting all the distributors in your organization you will ever need. Seven moves sure doesn't seem like many, but that's the maximum number of objections any prospect can come up with to avoid joining your opportunity. Your job is to identify when someone has made a move, and have the skill to counter it.

Now, in this lesson, we're not going to list all seven moves (that would take much more time than we have in this mini-course), but we will discuss one of the first ones that prospects have been using on you (very successfully I might add). Over the course of the next couple of weeks, we will reveal some of the other ones. And one by one, you will discover how a Conversational Recruiter uses different maneuvers to counteract every one of them.

One of the first moves that prospects use is a head fake. Many prospects don't even know that they are making a move (for the most part, it is totally unconscious). And in all of the time we've spent listening to live calls by other distributors (and role playing with them), more people fall for this head fake than any other move a prospect will use on you.

Here's what happens... You ask the generic question: "Why are you looking at opportunities?" And the prospect responds by saying: "I'd like to get into my own business." Or "I'm looking to make some extra money." Or "I want financial security."

None of these are the "real" reasons they are looking. They are surface reasons, and there is no emotion attached to them.

Now you might be saying, "Ed & Kevin, I always look for a more emotional reason than the ones given." Okay - if you do, then great! Most people don't. But stick with us. There is a lot more to this.

Let us introduce you to The Three Deep Rule (we will cover it in more depth in a later newsletter). The Three Deep Rule states that the truth is always three levels deep. It also states that there are three reasons why someone makes a decision. Right now we are at level one. By further encouraging the prospect to clarify their answer, they might say that there have been some layoffs at their company, and they are fearful of losing their job.

That's certainly more emotional than their first response, but we have one more level to go.

Finally, they tell you that the department they work in is closing in 6 months, and there is a very good chance that they will be out of a job.

Bingo! Now, isn't that an emotional reason to be looking at opportunities? It is much more emotional than, "I want financial security."

You are still not done. You still have two more emotional reasons to uncover. You see, most people get one emotional reason (at best). That's like trying to sit on a one legged stool. You can do it, but it's very difficult. Having three emotional reasons to work with is like sitting on a three legged stool - much better.

Having three solid emotional reasons why they are looking at opportunities (that you have obtained by using The Three Deep Rule) will dramatically increase your success rate of recruiting new distributors into your business.

Remember this, because it's important. People will join your opportunity for emotional reasons (their emotional reasons, not yours). Think about how you present your opportunity. Do you enthusiastically tell your prospect how great your opportunity is?

Or do you focus on their three primary emotional reasons for "looking", and link your offering as the solution to ending their emotional pain?

Think about it.

Tomorrow we will discuss the first part of the Private Understanding. It is a critical element in the Conversational Recruiting process.

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Ed & Kevin

Lesson 3: The Private Understanding (Part 1)

The Private Understanding is the foundation for a successful recruiting call. It establishes the prospect's motivation. It determines if the prospect has, or can obtain, the working capital needed to get started. Summarizes your recruiting process (the information you will be sharing with the prospect). And it gets the prospect to agree to give you a decision once all their questions are answered.

The best outcome a networker can expect once a prospect has proven that they are not qualified is a 'no' as early in the process as possible. The important point here is that the prospect proves they are unqualified.

What constitutes a unqualified prospect? Anyone who falls into any of these three categories:

- 1) Is not looking for an opportunity
- 2) Does not have sufficient financial resources
- 3) Will not agree to make a decision

Let's look at each point, and see why they are so important.

They are not looking. A prospect must be looking or open to look. If a prospect has no interest, you don't have a qualified prospect. You do want to test interest levels before you move on, even if they initially tell you they are not looking. An example of testing for interest can be found in an upcoming email with the subject line: Causing Confusion.

If the prospect fails the first test, politely move on. Remember, life's circumstances constantly change. Today they may not be looking, but tomorrow that could change.

A prospect must have sufficient capital to get started (or have the ability to get it). If a prospect says they don't have the money, test it.

Conversational Recruiter (CR): "Joe, if you find that this opportunity will solve [their pains and consequences], and you feel that you would enjoy working this business, how do you see yourself funding it [forced choice]?"

In part 2 of the Private Understanding we will talk about the first step in taking the option a prospect has to 'think it over' off the table.

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Lesson 4: The Private Understanding (Part 2)

Here is part 2 of Private Understanding.

Yesterday we talked about two ways that prospects disqualify themselves. The first one is that they are not looking, and the second one is the lack of adequate finances. Today we will discuss the process review and decision agreement.

By summarizing your recruiting process to the prospect, you put them at ease. It's the difference between going to the dentist 50 years ago, before dentists understood the value of human communication, and today's dentist.

50 years ago a dentist might unexpectedly stick a painful needle in your mouth, and begin pulling out a tooth. Today they summarize the entire procedure before they start. That way you know what to expect, and are not afraid.

By giving a brief overview of your recruiting process, the prospect does not feel you are trying to hide anything (remember how distributors from a certain well-established company used to tell people they owned an International Business, but not say exactly what it was?).

Because of the brief overview, the prospect can pay attention without wondering what is going to happen next.

The prospect must be willing to make a decision once all of their questions are answered. The last thing you want to hear from a prospect who has been through your entire recruiting process, is that they want to think it over.

This stall drives the Conversational Recruiter crazy, because your only option once the prospect says this is to chase the prospect (which is always a bad move). By following up, you quickly become an annoying pest to the prospect, and have little chance of getting a positive decision.

In most cases, if you are forced to chase the prospect, it's over - the prospect just hasn't formally told you yet.

The Conversational Recruiter handles this by getting the prospect to agree to make a decision after all their questions are answered. A decision is either a 'yes' or a 'no', and nothing in between. By taking the 'think it over' option off the table, the prospect is forced to focus on the presentation and know that they will only be asked to make a decision once all of their questions are answered.

Once you begin to use Private Understandings in your recruiting process, you will be a much more efficient recruiter.

Next up: Pendulum Theory (Part 1). This is the engine that powers Conversational Recruiting.

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Lesson 5: Pendulum Theory (Part 1)

Question: If you have the choice of prospects to call on (positive, negative, or neutral), which prospect do you have the least chance of recruiting into your business?

Pendulum Theory is the foundation of Conversational Recruiting, and is our favorite strategy, because it works so well at getting a decision from a prospect.

In this lesson, you will see examples of The Crossover Move, The Fade Move, Embedded Commands, and Cushions. This is really going to be fun.

Pendulum Theory is based upon physics' First Law of Motion, which states: An object in motion tends to stay in motion, and an object at rest tends to stay at rest.

Here's how it works. Imagine a pendulum that swings back and forth from left to right, or right to left. At one end of the pendulum is a negative prospect. As the pendulum swings to the other end, you have a positive prospect. When the pendulum comes to a rest, you find a neutral prospect. The rule is to stay to the left of where the prospect is (occasionally you will move to the right).

These are the three prospect types. In any recruiting call, you will find the prospect to be some degree of positive, negative, or neutral. Your job is to get the person to swing far enough to one side of the pendulum that they will make a decision. A prospect will only make a committed decision when they have reached either the far right (and are kept there), or far left of the pendulum.

Pendulum Theory is very powerful, and is true sales psychology. It takes lots of practice and skill to use this, but it produces amazing results. It keeps the prospect emotional throughout the call. Never forget, promoting an opportunity is emotion-driven.

Please Note: Before you begin working Pendulum Theory, you need to make sure that the prospect is on the positive side of the Bonding & Rapport Meter (in other words, you need to be in rapport).

In the example below, you will see how we deal with each of the prospect types. Please understand this is just one way of approaching each prospect (there are hundreds of variations).

The Negative Prospect:

The negative prospect says: "I don't like this industry! And if that's your opportunity, I'm just not interested."

Ouch! That's pretty negative. Let's see if we can get him moving in the other direction.

The Conversational Recruiter comes back and says: "I understand. I've definitely heard that one before." (that's called a cushion, and being not-okay) "Sometimes when I hear that, it is not worth us discussing how my business partner and I made \$241,000 last year in this business." (that's a fade move) "I don't know if that number is big enough to get your attention?" (another fade move, with a question)

Noticed how we backed away from the prospect, and let him move toward us. The approach is low-key. It is the complete opposite of what many of the experts tell you to do. We also implied that we are players. People want to do business with successful people, and we implied, without sounding boastful, that we are successful. Subtle, but very effective.

The experts recommend being enthusiastic. Overcome objections. Bring lots of energy to the call. We have two questions for you... how is that working for you? And, are you totally happy with your current results? Enough of that, let's move on.

Now you might be saying to yourself, I didn't make \$241,000 in my business. But the Conversational Recruiting never said that he did, he said, he and his business partner did. The Conversational Recruiter could have made \$2,000 (everyone has to start somewhere) and his business partner made \$239,000. Together they made \$241,000.

If the prospect is truly "looking," those moves should be enough to get him to swing in the positive direction. We may have to go back and forth a fair amount before he turns positive enough to join us in business, but we're off to a great start.

Tomorrow we will go over how to use Pendulum Theory on positive and neutral prospects.

See you then.

Be Successful,
Ed & Kevin

Lesson 6: Pendulum Theory (Part 2)

Yesterday we started our discussion on Pendulum Theory, and gave an example of using it on a negative prospect. Today, we will finish this example by showing you how to use the recruiting strategy on positive and neutral prospects. Let's jump right in...

The Positive Prospect:

The positive prospect says, "I love this industry, and was hoping find a good company just like yours!"

Beware of the overly positive prospect. In this case, you are probably thinking you have a lay-down. There is a god. Finally, an easy one. Don't get too excited yet. Forget what you've heard about close early, and close often. Never let an overly positive prospect take you out of your recruiting process.

How does the Conversational Recruiter handle the positive prospect? Let's take a look...

The Conversational Recruiter says, "Oh... Interesting... That makes me a little nervous." (fade move) "When I hear someone say that, it always is a double-edged sword, because there are people in this industry who jump from one company to another. Has that been your experience?" (this is a crossover move) "Are you looking for short-term or long-term income?" (now the prospect is forced to qualify their initial response)

This positive prospect is either going to become more positive (and sold), or swing over to the negative side (which is perfectly okay, because we have them moving). No matter what direction they move, we are raising their emotion level, which gets them closer to making a committed decision.

The Neutral Prospect:

The neutral prospect says, "I don't remember filling out any form!"

Never heard that one, have you? ;-)

This prospect is neither positive nor negative about your opportunity (so technically, she is neutral), but she is being evasive (which would give the appearance of being negative).

90% of people lose good neutral prospects because they focus on the opportunity instead of the reason why the person would

have filled out the form. Let's see how the Conversational Recruiter handles this one.

The Conversational Recruiting says, "Boy, I've heard that a lot."
(cushion) "Usually people don't remember requesting information about a business opportunity until they think of the reasons they filled out the form." (two embedded commands) "It might have been that they were remembering their long commute into work, or the frustrated feeling of being underpaid or under-appreciated, or they might have been feeling overwhelmed by bills, or worried about how they were going to come up with all the money it's going to cost to pay for their children's college tuition." (menu - in this case used to engage the non-communicative person in conversation) "Can you think back to when you filled out the form?" (embedded command)

That should get them moving on one direction or another - which is all we want.

If you can use Pendulum Theory in all of the calls, you will be well on your way to recruiting all the distributors that you will ever need.

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Ed & Kevin

Lesson 7: Moving Towards & Away From

The Conversational Recruiting process uses the prospect's pain and consequences to move them to a decision. Most people are motivated to action when avoiding pain. For example, you go to the dentist when you have a toothache. Your trip to the dentist is to stop your current pain (your toothache), and avoid the consequences of even greater pain (having your tooth extracted).

A small percentage of people are motivated into action by pleasure. For example, some people work hard to enjoy the lifestyle that financial abundance can provide. The problem is, most people want financial abundance, but few are motivated into the necessary massive action (i.e., hard work, long hours, rejection, disappointment, etc.) required to succeed. That's why there is only one Bill Gates, one Donald Trump, one Warren Buffet, etc.

It's critical to find out what motivates your prospect. Do they move towards pleasure, or away from pain? Ninety-eight percent of the emotion that drives people's decisions is moving away from pain.

What are most networkers taught to focus on when talking to a prospect? Pleasure. The financial ability to do what you wish. People will only be motivated to action 2% of the time when you focus on the possibilities. Is it any wonder why so many networkers meet with frustration?

When you are finding out the reasons why someone is looking at opportunities, you want to determine if their true motivation is moving towards or away from something.

Here are a couple of examples of how the Conversational Recruiter handles these statements from a prospect:

Prospect: "I want money for retirement." (this could be a head fake, because they seem to be moving towards) Conversational Recruiter: "Are you more concerned with the problems that not having enough money would cause, or doing whatever you want when you retire?" (here we are testing the prospect's statement to determine if they are moving towards or away from)

Prospect: "I want to make \$15,000 per month" (here you can't tell their direction) Conversational Recruiter: "\$15,000 per month. That's a good goal. What's driving the \$15,000 per month figure?" (this move forces the prospect to define his direction)

Prospect: "We're falling behind on our house payment, and we need to make that much to catch up, and get ourselves out of debt." (clearly this prospect is moving away from... we may never have picked that up from their initial statement)

Once the Conversational Recruiter senses the prospect's direction, she will use that information throughout their recruiting process to push the prospect's emotional hot buttons, moving the prospect toward a decision in her favor.

Tomorrow you will discover how to identify the prospects. Once you can do this, you will always remain in control of every call.

Be Successful,
Ed & Kevin

Lesson 8: Identifying Direction

We discussed in Pendulum Theory that your prospect is either positive (interested), negative (not interested), or neutral (indifferent). You also learned that prospects will swing back and forth from positive to negative as they go through your recruiting process (and how the Conversational Recruiter controls the prospect's direction).

For the most part, the Conversational Recruiter stays to the left of the prospect (negative). By doing this, the prospect will naturally swing to the positive side of the pendulum. By asking positive or negative questions, we move the prospect along the pendulum, and gauge their direction. Here's an example:

Conversational Recruiter: "I'm getting the feeling that this is of no interest to you, am I right?"

Prospect: "No. I am very interested. I just have a couple of nagging questions." Notice how the negative question moved the prospect to the positive side of the pendulum?

What does the typical networker do when they think they have a neutral or negative prospect? They go super-positive and start sounding like a salesperson. They overcome objections, and close, close, close. The prospect then gets nervous and suspicious. They go from neutral to negative, or negative to more negative.

This old-fashioned method of bullying the prospect doesn't work anymore. The second you've forced a prospect to defend their position - you've lost. At best, the prospect will tell you 'no'. At worst the prospect, just to get out of an uncomfortable situation, will tell you they want to 'think about it'... then you never hear from them again.

The Conversational Recruiter is unafraid of any obstacle a prospect may throw at them. The Conversational Recruiter has supreme confidence in even the most challenging situations.

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Ed & Kevin

Lesson 9: Causing Confusion

Prospects get into a rhythm after they've been called by a few networkers. They learn that if they say certain things, networkers react in a certain way.

Here are some things prospects say, and the typical reaction they get from networkers:

Prospect: "I never filled out a form." (when calling purchased leads) Typical Networker: "Sorry to have disturbed you."

Prospect: "No."
Typical Networker: "Thanks for your time."

Prospect: "I don't have a job, or any money, but tell me about your opportunity?"
The typical networker continues talking, because this person has offered to listen. If this prospect can find a job and some money by the end of the presentation, we've got a winner.

In the first two examples, the prospect was able to get rid of the networker very quickly. In the third example, the prospect gets to be entertained by the networker. In all three examples, the networker loses.

Once the prospect discovers how these moves work (and they are results of using them are very predictable), the prospect doesn't even have to think about them. The prospect runs them on automatic pilot.

So, what does the Conversational Recruiter do when the prospect uses these moves? Takes the prospect off auto pilot, and makes the prospect think (prospects don't do well when they have to think).
The prospect gets confused, and defaults to telling the truth, to end the confusion.

Here's an example:

Prospect: "I'm not interested."
Conversational Recruiter: "Sounds like this is going to be a very short call. [pause] What should I have said to find out that you have an interest in making extra money from home?"

The Conversational Recruiter has done three things:

1) Given the prospect the expected response. [I give up] The prospect now has his guard down.

2) Asked another question. That almost never happens, and the prospect is a little confused.

3) Embedded a command in the question "you have an interest in making money from home." Because the prospect is in a confused state, and the question is really a command, working on the subconscious level, the prospect answers the question truthfully.

Superior communications skills allow the Conversational Recruiter to get a positive outcome on every call. The prospect either engages the Conversational Recruiter in a discussion (when they initially said they were not interested), or the Conversational Recruiter confirms that this is an uninterested prospect, and can confidently move on to the next prospect on her list.

The Conversational Recruiter sponsors a much higher percentage of prospects than the typical networker, because they are equipped to effectively communicate with the positive, negative, or neutral prospect and achieve a positive outcome every time.

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Lesson 10: Forced Choice

Heads I win. Tails you lose.

Read that again, carefully. Can you see in either case the results is the same? It's called a forced choice, and the Conversational Recruiter uses this to give the prospect the illusion that the game is fair. But the odds are always tilted in the favor of the Conversational Recruiter.

The Conversational Recruiter asks the prospect if they feel comfortable give her a 'yes' or 'no' decision once all of their questions are answered, while taking away the option for the prospect to 'think it over'.

The Conversational Recruiter phrases questions in such a way that she stays in control while letter the prospect feel as if they are in control.

The Conversational Recruiter uses open ended questions to clearly understand what will motivate the prospect to action.

Lesson 11: The Menu Move

What's most important to your prospects? Do you always know? The menu move will help you find out.

The menu move gives a prospect 2 or 3 choices to a question you previously asked. It helps you to bail the prospect out, if they can't think of any answer. Most importantly, it keeps the Conversational Recruiter in control of the call.

Let's say a prospect can't think of any emotional reasons why they are looking to make extra money. Three choices are given to help the prospect jump-start their thinking. Here's an example:

Conversational Recruiter: "When I talk to people, there are several different reasons that caused them to start looking. Some people are fearful that they may get laid off and can't replace their income. Others want to begin making more money so they can stop living from paycheck to paycheck. Then there are those who just want to pay off all of their bills. Can you relate to any of those people?"

Notice in the above example, each scenario is moving away from pain. The reason? It's the biggest motivator. The prospect will either agree with one of those scenarios, or it will jump-start their thinking. Either way, the menu move will help the prospect give you something to work with, so you can emotionally guide the prospect through your recruiting process.

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Lesson 12: The Big Picture Move

One of the most effective moves the Conversational Recruiter uses to move a prospect toward their opportunity is The Big Picture Move. This move is so effective because it aligns your opportunity with the prospect's vision of the future.

People can get very excited about the future. In the future, insurmountable problems can be solved, and unobtainable opportunities can be captured. The future is so compelling because anything is possible.

By using the mystique of the future, your prospect will envision a perfect world, with your opportunity as the vehicle that got them there. Can you begin to see why The Big Picture Move is such a favorite of the Conversational Recruiter?

Here's the simple phrase that the Conversational Recruiter uses to create Huge results:

Conversational Recruiter: "If we were to move out 18 months into the future, looking back at that time to today - what had to have happened to make you feel good about your progress?"

That's it. That's the phrase. Now let's see why it's so powerful.

First, it gets the prospect to daydream about a world where all of their problems are solved and all their desires are met.

Second, it connects this journey to you and your opportunity. You become a real part of their success. The best part about this is, the prospect came up with this without you bringing your opportunity into it. If you missed that, read the phrase again.

Third, the journey is enjoyable, and is something the prospect looks forward to taking.

In the Conversational Recruiting: The Complete Business Success System (Vol. 2), we expand upon The Big Picture Move so that you will bond with the prospect on a totally new level. Using this technique fully, you will connect with prospects on an emotional and intellectual level they have never experienced before.

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Ed & Kevin

Lesson 13: The "When" Move

The "When" Move is a great move, because it does two things:

1. It presupposes that the prospect has given some thought to the question you are about to ask. It causes the prospect to be off balance, and confused - thus the prospect has to default to the truth.
2. It makes the prospect think. Remember, prospects don't like to think. The sooner you can get a prospect thinking, the sooner they will have to default to telling the truth. Once they start telling you the truth, you can have an open and honest conversation.

Here are some examples:

The Typical Networker: "How much money do you have to get started?"

Conversational Recruiter: "When you thought about how much money it would take to get started, what figure did you set aside?"

Notice how much softer the second question is? The first question is confrontational, the second one is not.

Here's another example:

The Typical Networker: "How much time can you work this business?"

Conversational Recruiter: "When you looked at how much time you would have to invest to get started, what did you decide on?"

Using the "When" move makes the Conversational Recruiter look more professional and attractive to the prospect. The Conversational Recruiter gains control of the situation, and stays in control.

The end result is the Conversational Recruiter puts more people into her downline.

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Lesson 14: The "It's Over" Move

Here's a way to win the game by calling the game.

At some point during a recruiting call, you will need to put an end to the objections, the stalls, and excuses for the prospect's unwillingness to make a decision. When a Conversational Recruiter is ready to cut to the chase, she calls the game by asking a prospect a simple question, "Is it over?"

The "It's Over" Move can be said many different ways:

"Is it over?"

"It sounds like it's over."

"It seems to me that it's over, and you just haven't told me yet, is that the case?"

The "It's Over" Move takes the Ace out of the deck that the prospect feels they can use at any time, and more importantly, it takes away the one thing the prospect feels you fear the most... the word 'no'.

When you use the move, only one of two things are going to happen:

1. The prospect is either going to confess that it is over (so now you can move on and stop wasting each other's time).
2. They will reverse course and tell you they are still interested, and tell you what you need to know to close the deal.

There is a rule in Conversational Recruiting: if you feel it, say it. The next time you think a recruiting call is going nowhere, call the game. You'll have everything to gain, and nothing to lose.

Be Successful,
Ed & Kevin

Lesson 15: The YNT Move

The YNT Move is the final move in the Private Understanding Gambit. It is a well disguised close which eliminates the prospect's ability to use the 'think it over' move on the you.

The Conversational Recruiter uses the YNT Move after they have uncovered the emotional reasons why the prospect is looking (i.e., pains and consequences), and their budget. The next step is to review the recruiting process. Once that is done, the YNT Move is used. In its' generic form, it sounds something like this:

"When we get to the end of evaluating this opportunity, and all of your questions are answered, I'm going to ask you to make a decision. When that time comes there are three things you can say to me... You can say, "I like this, let's get started." You can say, "No, this isn't for me. I'm not interested." Or you can say, "I want to think about it." Now do me a favor and don't pick the third one... but it's okay to say 'no'. Can you do that without feeling any pressure?"

In most cases, the person will agree to give you a 'yes' or a 'no'. The private understanding is now complete and will be used to enforce this personal contract.

In most cases, networkers either get no answer or a 'think it over' when using traditional recruiting methods. This leads to having a recruiting process that never ends, because you start chasing the prospect. If you are constantly following up with prospects, you are working too hard.

With the YNT Move, both you and the prospect agree that a 'yes' or a 'no' will be given, which will bring the recruiting process to a natural conclusion.

Use the YNT Move to shorten your recruiting cycle, and start putting a lot more distributors in your downline.

Be Successful,
Ed & Kevin

Lesson 16: The Best Close Ever

In Conversational Recruiting, the prospect closes themselves at the end of the recruiting process. The reasons for this is that the Conversational Recruiting process has closes built into it, from the very beginning all the way to the end of the process.

The private understanding is the primary close. The Conversational Recruiter closes the deal all the way up to the end (without the prospect knowing it).

When the Conversational Recruiter gets to the end of his recruiting process, he just utters a simple phrase, and in most cases the deal is done.

So what phrase is used as the final close? "What would you like to do next?" That's it. If you've gotten to this point, there are no more objections or stalls. The prospect already has agreed that your opportunity looks good to them. The prospect has done most of the work in selling themselves, and the close is no different. They are ready to buy.

If you have followed the Conversational Recruiting process up to this point, in most cases the response you will get to this questions is, "Let's get started!"

The Conversation Recruiting process takes all of the pressure away from recruiting. You will sponsor new associates into your organization faster and easier than ever before. Try it yourself and see.

Be Successful,
Ed & Kevin

Lesson 17: The "Let's Pretend" Move

The "Let's Pretend" Move is very versatile, because it can be used in so many different situations. It's used to take the prospect out into the future to determine what type of action he will take under a certain situation.

Most of the time it is used when a prospect asks us to make a concession, or expend our resources (such as send literature or samples).

Here's an example of a situation where using the "Let's Pretend" Move would be appropriate:

Prospect: "Can you send me some samples?"

Conversational Recruiter: "No problem. Let's pretend that you've used them for a week, and the product is everything we said it is.

What action do you see yourself taking next?"

That is a very important question, because if the Conversational Recruiter doesn't like the answer, she doesn't move forward (no samples, no literature, no nothing).

Rule: When anyone asks us to expend our resources, always ask "what happens if I do?" -- and you have to like the their answer.

The Conversational Recruiter never wastes time or money on prospects she doesn't feel are highly likely to join her organization. It is why Conversational Recruiters tend to be the Heavy Hitters in the industry.

Be Successful,
Ed & Kevin

Some final words...

Thank you for taking this journey through Conversational Recruiting.

Our goal is to help you save time and increase your recruiting effectiveness.

Life's too short to be frustrated in your MLM career.

You deserve more!

If you haven't ordered your course yet, go to: www.ConversationalRecruiting.net

We guarantee your satisfaction! Ed and Kevin

