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Asking the Right Questions
Prospecting, Presenting, Duplication

First, it's a posture in your mind. Are you a professional or an amateur? Take, for example, tennis players. They both have great ability, but the difference between them, is that the professional gets paid and the amateur does not.

Most of us are saying way too much to too few people. We need to talk to A LOT of people. Are you leaving no stone unturned? What are you doing to meet people? Joining organizations, getting involved in your community, etc.? How many times today has the Isagenix story been told? Through yourself, an event or a 3rd party tool? The box is only big enough for a number, not an excuse.

Don't rely on your team to tell the story. "If it's to be, it's up to me!" Lead from the front. You shouldn't have to be convincing and dragging people with you if you're out talking and telling the story and spend your time with those that have the same vision. Trying to drag those don't have the vision with you, will only drag you down with them.

Don't be a fool, use a tool. The first way to become comfortable with these tools is to actually do it. The second way is to listen to them over and over again, just as you learn lyrics to a song. You don't study the lyrics. You learn them from listening to the song over and over again. Then, you must have the BURNING DESIRE to get better. How bad do you want it? When are you going to do it? Do you want to become a professional or remain an amateur? Do you want to get paid like an expert or treat it like a hobby and cost you money?

Connecting

It's the difference between hunting and fishing. When you're hunting, the animal is running from you. When you fish you set the bait and the fish come to you. What we do in Isagenix is like fishing. How do we get them to come to us? It's in the art of asking good questions. It's about being interested, not interesting. Asking questions like:

"What do you do?" When they answer say, "Wow! You must love that! Tell me a little bit more about that." How long have you been doing that?" In a sidebar, you could say, "Wow, they must pay you a lot...you must get paid really well!" Most will say "not really" or something to that effect and if they do, comment, "Well how would you like to change that? I would love to share with you what's worked for me" or "are you open to hearing what's worked for me?"

So it's all about **FORM - Family - Occupation - Recreation - Money**

These are the type of questions you want to ask people about. Ie. "Does your spouse work?" or "Are you on holiday or business travel?" Really genuinely get to know the person. Listen to their answers to your questions. **You're listening for any discontentment or desires.** If you hear something like this in your conversation say, "You know, I'm really hearing that longing in your voice, how would you like to change that?" or "Wow, I can really hear in your voice how hard that is for you. You know, how would you like to change that and not feel that way anymore? I mean I could share with you what's working for my family and what I'm doing. Are you open to that?"

If you have time, right there tell them some key points, but if not, and preferably, set up a time. The conversation might go, “You know we’re going to be landing soon” or “There’s a lot of people around and I’d love to be able to show you a few things...you know, when would you have 15 or 20 minutes? You deserve to hear the whole story.”

The key is to SLOW DOWN TO MOVE FAST. People can feel a genuine connection when you take the time to get to know them. Slow down and ask questions about them and genuinely listen.

Presentation/Appt

Now you’ve moved on to the presentation part. You’ve met in a coffee shop one-on-one, taken them to isamovie.com or used another 3rd party tool or taken them to an event either online or in person. The next question is:

“Is there any reason why wouldn’t want to get started today?” or

“After hearing what you’ve just heard or after seeing what you’ve just seen, would you like to get started on the road to health today?” or

“Is there any reason why you wouldn’t want to get started on these amazing products today?” or

“Is there any reason why you wouldn’t want to start feeling like a million bucks right now? or

“Is there any reason why you wouldn’t want to start making money right now?” or

“Is there any reason why you wouldn’t want to get started on the road to financial freedom today?”

If they have objections, this is when they will voice them, when you ask one of the questions above.

Welcome the objections! It is what keeps the dialogue going. Always ask – never leave people dangling. Master the correct answers with a great attitude. Your kindness and confidence can be disarming. Be gracious and positive in light of even the mean-spirited objections.

Engage with stories and experiences of yourself and others in Isagenix. In some cases, the objections cited are actually the reasons why they should build an Isagenix business. Such as “I’m too busy” or “I don’t have enough money”, “I don’t know enough people.”

You want to make people feel like they’re asking great questions and making great points. Never get on the defense. If you do, then they have “won”. So relating to them is important. Relate to their objection with your own story or someone else’s.

Objection example: “I don’t think I can do this, I’m too busy.” Or “I don’t think I can do this. I mean, I think financially this is a real stopping point.”

PAUSE and then say to them:

“How would you like to never have to say that again? I mean, how would you like to change that? How would you like to change it so that money would never have to stop you from doing what you really want to do? I would love to show you how so many of us have been able to do that. One of the great things about Isagenix, is that this is just food. It’s the most perfect redirect of spend. Food is already in your budget. I would love to show you and how you and your family can get the best nutrition ever and get the

best food in your body and not only get your products paid for, but if you're interested, I can actually show you how to create and additional income stream by turning your own results into an income."

IT'S IMPORTANT TO GET THE OBJECTIONS, so that you can have these conversations!

If someone says, "I'm going to think about it.", it's just a reflex statement. They aren't going to go home to their "thinking chair" and think about it. The minute they leave it's over. There's something in their head that's causing them to stop. It's either a question not answered about the products or the business.

"Is there any reason...." Question is asked and STOP and LISTEN to their answer. Don't be afraid of silence. Some people will have a drink with them that after they asked the question, they take a drink so that it gives pause and silence. Then, "we take Visa, Mastercard, Discover and American Express" Pause again. Listen and wait. That's when you'll find out what's stopping them.

You can show them again, redirect or spend. Show them how to get their products paid for and ask them "Who do you know?" Who do you know that's into health and fitness? Who do you know that drinks protein shakes? Energy drinks? It's so much more fun to do this with other people! We could have your products paid for right now! I want you to feel better than you've ever felt. You owe this to yourself. If you don't take care of your body, where are you going to live?" Then stop and pause and then, "Was that the only reason that was holding you back? Did I answer your questions you had about that? Is there any reason why wouldn't want to get started today? Pause and stop and listen for the next objection, if there is one. Some people have more than just one unanswered question. Take the objection one at a time.

Remember, objections are the opportunity to keep the dialogue going. If you have constant issues with people not wanting to give you their SS# or go on auto ship, then it's something in your language or belief that may be causing that hesitation. Why is it that one person NEVER has those issues and another is constantly have them? It's in their language they are using or their belief.

So, how bad do you want this?

Always end the conversation with "Is there any reason why..."

"Any reason why you wouldn't want to get started today?"

"Any reason why you wouldn't want to get started on the road to health today?"

"Any reason why you wouldn't to start feeling like a million bucks?"

"Any reason why you wouldn't to get this incredible nutrition in your body today? You're going to feel incredible. I can't wait for you to get these products in your body."

"Any reason why you wouldn't want to get started on the road to financial freedom today?"

"Any reason that you wouldn't want to start getting that money coming in so you can go on those vacations you talked about? Let's get started today."

"What do you have to lose? The great thing about Isagenix is you get to eat your overhead. You're going to feel amazing and we're going to show you how to earn an income at the same time. This is just food. You get to eat your overhead."

So go out and get to know people. Know the color of their eyes. Be the first person that genuinely cares about that person...for months and months and maybe even years. That person will be attracted to you and what you're doing and what makes you different.

It's in the art of asking good questions.

Prospecting – finding people to talk to.... finding their “hole” their “void”

Presenting – talking to the people you find..... filling that “hole” or “void”

And once they're in your downline and have desire to do what you do, it's DUPLICATION. Teaching and training those to do what you just did.

Here is what we do in Isagenix every single day:

1. Use the products
2. Learn the System
3. Talk to people – LOTS AND LOTS AND LOTS OF PEOPLE

How many times has the Isagenix story been told through you, an event or a 3rd party tool? We are the messenger.