WHAT DO YOU SAY WHEN...

THE APPROACH

I have three different styles of approaches I teach in my approaches training: the business approach, the service approach and the product approach. Let’s look at these approaches:

BUSINESS APPROACH

Here’s an example of something I would say:

“Hi Judy. How are you? Great. I was calling because you mentioned the other day that your husband was just laid off. I was recently introduced to a company that specializes in helping families create additional income, and I was really impressed. Do you have 30 minutes so I can share a little about what we’ve found to see if it could help you?”

Sharing an approach is really about identifying your prospective customer’s needs and focusing on how Melaleuca can help those needs.

“Our company specializes in helping reiters (or real estate agents) bridge the gaps between closings … helping car salesmen bridge the gap between paydays … helping moms stay home with their children … helping those in sales who’ve seen a decrease in pay because of the economy.”

SERVICE APPROACH

This is a variation of the business approach, but it allows you to pay a sincere compliment to your contact:

“You have been so helpful. I’m always looking for people like you in my business. I work for a company that specializes in helping people work from home. I know you’re busy working right now, so let me get your number and I’ll call you so we can set up a time when my wife and I can share what we’ve found.”

PRODUCT APPROACH

The product approach follows a similar format: “I heard you say you’re having trouble with your cholesterol. I don’t know if you’re aware, but Wendy and I are with a company called Melaleuca that has products that specialize in helping people with their cholesterol. Would you mind if I came over and shared a little more about it with you?”

“Our company specializes in helping people with achy joints … people who want better nutrition … people who want safer cleaning products for their families.”

The key words are “specializes in helping and share.” You’re sharing something with them that has made a big difference for you.

“What IS IT?”

Because our prospect is curious, we may fall into the trap of giving the presentation on the sidewalk, and the reason we do that is because we get overly excited when someone is interested in what we’re saying. I had to learn this the hard way, so let me save you some time and share what I’ve learned: you don’t ever want to give a presentation to get an appointment. Just answer the question and then pause.

“What is it?” “It’s Melaleuca: The Wellness Company.” They manufacture consumable goods and they’re based in Idaho Falls.

Never hide the name of the company. Chances are, perhaps one out of 10 people you meet will have heard of Melaleuca. Don’t fall into the trap of giving the presentation on the sidewalk. Just remember to keep it simple and set an appointment.

“COULD YOU JUST TELL ME ABOUT IT NOW?”

They might follow your answer up with, “Well, could you tell me more about it right now?” Here’s what they’re trying to do: They want you to tell them just enough for them to say “not interested” to you. So how do you handle that? Here’s one response that worked for me:

“I’m glad you’re interested. Let me get my stuff and we can meet back at your house or your office in an hour or so. Or, if it would be better, I can come back tonight at 7 or 8 p.m. so your wife can sit in. What’s best for you?” Just turn the conversation back to setting the appointment. It’s that simple.

OVERCOMING OBJECTIONS

Once in a while, though, it goes beyond curiosity. Your prospective customer might actually be distrusting of Melaleuca because of past experiences with other home-based businesses or from what they have heard from others. So how do you handle that objection? This is another area where I had to learn the hard way. I’ve argued and debated with people. I’ve given the sidewalk presentation we’ve talked about and this created nothing but a frustrating situation, which resulted in no appointment.

I learned a business principle that when you validate their concerns by using the “feel,” “felt,” “found” method, it results in a healthy and positive way to transition back into setting the appointment. Here’s an example of that method: “I understand how you feel. I felt (or I know folks who felt) much the same way you do. But I actually found that after listening to the presentation, it was really different from what I expected. If you still feel that way after the presentation, hey, our friendship will be intact. Let’s get together on Wednesday or Thursday at 7 or 8 p.m.—which is better for you?”

Sometimes people handle the objection and then forget to actually extend an invitation for a presentation afterward. You always have to come back to inviting the person to a presentation. If you don’t do that, you won’t set the appointment.

Now that we’ve discussed the four parts of the approach, may I suggest you set a time for a Power Hour in your team this week and do some training about these approach styles? The real value in this information comes when you apply it to your business and reap the rewards.