

“BIG AL” SCHREITER’S BUSINESS SKILLS

SKILL #1: The Four Secret Languages Of Our Prospects – Red, Yellow, Blue, Green

The first and easiest skill for networkers to learn is that there are four different languages.

You already speak one of those languages natively. You think and explain things in your native language.

But what about the other three groups of people who understand one of the other three languages?

Well, when you talk to them, they just don't "get it" and they don't join. Why? Because you explained things in your language, not theirs.

Here is an example:

"Yellow" people understand the "Yellow Language." These people love to help people, they live to help people. Their entire motivation is to help others.

"Yellows" are more interested in how the products HELP people, or how the opportunity can HELP young mothers stay home with their children.

They are not interested in the compensation plan, the titles, or the recognition.

Bad things to say to "Yellows":

- * You can make big money with us.
- * Here is your chance to get in on the ground floor.
- * We are the biggest and the best.
- * All our competitors are losers.
- * So how much mega-money do you want to make in the future?

Good things to say to "Yellows":

- * We need your help.
- * Our products help the blind hear, and the deaf see.
- * We stop the poison the evil pharmaceutical companies are putting in the drugs that make grandmothers die early without having a chance to bond with their grandchildren.
- * We help families stay together so they have long-lasting memories.

Okay, a little exaggerated, but you get the idea.

We have to explain our products and opportunity to our prospects in THEIR native language, not ours.

This is one of the first skills our distributors need to learn so they have instant confidence when they talk to people.

Many subscribers love the simplicity of the presentation once we know what "color language" our prospect understands.

Here is a quick chart to help you remember exactly what each personality wants to hear during the presentation. Remember, it is polite to talk to prospects about the things they are interested in - and impolite to talk to prospects about the things they are not interested in.

Our strategy is to simply talk about the things this "color personality" is interested in. That makes our presentation really short - and our prospects will love it.

	Yellow	Blue	Red	Green
How the product/service helps people	X			X
Travel and incentive trips		X		X
Compensation plan, money			X	X

Simple, isn't it? (Unless you are talking to a "green" who insists on every piece of data in the universe.)

So when you are inviting prospects to a presentation, or giving a presentation, simply focus on exactly what they want to know. That's why the "red script" I gave you works so well for the "red" personality. I only concentrated on the money.

If you haven't heard the "red invitation script" - go listen to it now. The entire explanation including the script is less than three minutes long. Just go to:

<http://www.youtube.com/watch?v=IQH9MfFaePQ>

And a quick word about the "yellow personality" and how to talk to them.

You can learn the magic language of the "yellows" quickly. All you have to remember is one word: **Help**.

That's it. You are now totally fluent in the "yellow language."

You will simply talk about how the nutritional product helps people save their livers from those evil pharmaceutical drugs, how the products help grandmothers have the energy to take their grandchildren to the zoo, how the opportunity helps young mothers stay home with their children, etc.

It's not so hard, is it?

We will simply talk to people in their "color" language, and they will understand the benefits of our business quickly and easily.

Wish someone would have taught us this in high school.

Here are two things you can do now to become better at speaking the "secret language of prospects."

1. Find a "yellow" personality and just listen to that person talk. Notice words in that person's conversations such as: help, contribute, assist, feel, care, etc.

Then you will start to understand the vocabulary you need to communicate your ideas to "yellows" so they understand you.

2. If you don't have the two-CD set, "How to Speak the Secret Language of Your Prospects" already, then decide to learn the language now. Simply go to:

<http://www.fortunenow.com/products/item13.cfm>

Many subscribers, after listening to my two CDs, have submitted questions about exactly how to use the "Secret Language of Prospects" skills. So, let's get started. Q. If a "blue" personality calls me on the phone, what words should I listen for to quickly figure out he is "blue?"

A. Check this conversation out.

"I don't find my job fun anymore. It's the same old thing day after day. I am looking for something where I can meet interesting people and not be stuck behind a desk."

Catch it?

"Blues" like meeting new people, traveling, adventure, trying new things, having fun. So once you have determined that this prospect is "blue" from the above conversation, all you have to do is to recite the 3 or 4 sentences for "blues" and you're done!

Q. Why do the "red" sentences work so well? They seem to get the "red" prospect to come meetings pre-sold, or ready to join immediately. What's the magic?

A. If you are not a "red" personality, you won't understand this. Only "reds" understand these sentences. To them, when you say these sentences, it's like reading their minds. They are in agreement, nothing more to discuss.

Go back watch the video again. It's less than three minutes long. Go to:

<http://youtube.com/watch?v=IQH9MfFaePQ>

You will be amazed.

Q. I used the "yellow" script, and my prospect almost took the pen out of my hand. Unfortunately, this new distributor will add one more "yellow" product lover to my group. I need business-builders. Do I need to look for the other color personalities to get more sponsoring in my group?

A. True, "yellows" are not concerned about the money and business-building, but you can fix that easily. Simply promote to the "yellows" on your team how your business opportunity helps young mothers to stay home with their babies, raise funds for the needy, saves the environment by reducing commuting, etc. Now you will have "yellows" sponsoring with a missionary spirit.

Q. You explained how to use the "secret language" to motivate the different personalities. Can I also use this secret language to motivate prospects to give me some pre-sold referrals?

A. Yes, and the "secret language" should save you a lot of time. Remember to ask the "yellows" for help and to challenge the "reds" - and have your pad of paper ready to take down the names of those referrals.

Now, here is my best advice. Find out what color personality the referrals are before you call them. You'll gain instant rapport. So ask your prospect to describe the person he is referring. Use that description to quickly identify the personality, then simply use that language when calling. Works like magic.

Here are some more questions on exactly how to use the "Secret Language of Prospects" skills.

Q. You are right. The "blue" personality is by far the easiest personality to recognize. But the "red" personality - what would be some quick clues to look for to know the prospect is a "red" personality?

A. Here is an easy clue.

If you are talking to a prospect, and the prospect says:

"Stop the chit-chat. Get to the point. How many people do I have to sponsor to make \$1,000?"

Now, that's "red"!

Some clues and traits of the "red" personality are:

1. They are "bottom line" people. They want you to get to the facts, especially the facts about money.

2. They are "all about the money" - they use money to measure their success in business. So when you say "big money" - you are speaking their language.
3. They are great organizers, and that's why you need "reds" on your team. Who else would organize the meetings and the trainings?
4. They like to be the boss. They are at their best when they are in charge. "Reds" make lousy followers. They love telling other people what to do.

Got the clues?

Okay, now go back and watch this video of what to say to the "reds" and you will see why we are talking their language. Go watch it now. It's less than 3 minutes long. Go to:

<http://youtube.com/watch?v=IQH9MfFaePQ>

Makes sense now, doesn't it?

You will want lots of "reds" on your team because the "reds" make the most money in network marketing. Why? Because they are all about the money. That's how they measure their success.

The "reds" will have their own system, their own team, their own campaigns - and your job is to stay out of their way and support them any way you can.

They are going to do it "their way" because they know exactly how they want their business to be duplicated in their downline.

Q. I used the "green" script, and it was easy to get "greens" to come to the opportunity meeting. They loved the invitation. But, once the opportunity meeting was over, the "greens" seem to want to think it over. What can I do so that the "green" personalities will make an immediate decision?

A. "Greens" are the best of all the personalities. Why? Because I am a "green" personality :) Okay, just kidding. remember the description of the "greens." Well, you aren't going to change their personality. They will almost always want to think it over. Even if you give the "greens" your best "5-Minute Presentation," they will want to ask you question after question.

"Greens" are thorough. They want to make sure they will make the right decision. On the plus side, once they make a decision, they will stay with that decision. You will have a loyal, long-term worker on your team.

So use the information technique you heard on the CDs. That's the best, most comfortable way for the "greens" to make a decision. And you want them to make their own decisions, so don't try manipulating or forcing them to make that immediate decision to join.

And, forget about motivational techniques too. :)

Here are two things you can do now to become better at speaking the "secret language of prospects."

1. Find a "red" personality and just listen to that person talk. Notice words in that person's conversations such as:

control, charge, money, boss, power, image, etc.

Then you will start to understand the vocabulary you need to communicate your ideas to "reds" so they understand you.

Q: I am beginning to understand exactly how to recognize "red" prospects. The keys you give make it easy. But what about "blue" personality? What are some good examples that I can give my downline so they can quickly identify the "blue" personality?

A: The "blues" are the easiest of all the personalities to recognize - because they are always talking. :)

They talk from the time they wake up in the morning until they go to sleep, and they even talk in their sleep!

When you get on an elevator and a stranger is standing next to you, and just starts talking to you about his life, that's a "blue" personality.

Do you know somebody who is always talking? Chances are that person is a "blue" personality.

These are action people. They love to have fun. They have lots of energy. They love to party, travel and try new things.

But the easy giveaway is that they love to talk, and talk, and talk.

I bet you can think of a "blue" personality in your life right now.

Just remember the "200 miles an hour" principle for the "blues" and you will be able to communicate with them using the "blue" script.

So look around. Notice all the "blue" personalities in the world.

It's just that easy. The hardest part is done. Now just use the "blue" script when talking to them.

What do I mean by a script? If you don't have the CDs on the "Secret Language of Prospects" - just go watch this short 3-minute video. You will see the script for inviting the "reds" to an opportunity meeting. Now, "reds" are completely different, but you'll enjoy the video, especially if you are a "red" personality. :)

Just go to:

<http://www.youtube.com/watch?v=IQH9MfFaePQ>

Here are two things you can do now to become better at speaking the "secret language of prospects."

1. Find a "blue" personality and just listen to that person talk, and talk, and talk. Notice words in that person's conversations such as:

fun, excellent, awesome, travel, new, etc.

Then notice how they are not listening to you! :)

Now, get ready to use your "blue" script really, really fast!

2. If you don't have the two-CD set, "How to Speak the Secret Language of Your Prospects" already, then decide to learn the language now. Simply go to:

<http://www.fortunenow.com/products/item13.cfm>

SKILL #2: How To Do A 5 Minute Presentation

In 1970, people did not have:

- * Cell phones
- * Cable television
- * SMS messages and texts
- * Hundreds of afterschool activities
- * Facebook messages
- * Email
- * Smart phones

In 1970 you could go to someone's home and say:

"Give me 20 minutes so that I can show you my business."

They would reply: "Woo-hoo! Excellent! There is nothing for us to do in 1970." :)

But what year is it now?

Do your prospects have all these things taking up every second of their time and attention? Yes!

How long does it take them to send or delete an email or SMS text message? A second.

So if you go to someone in today's world with ancient 1970s dinosaur techniques and ask them for 20 minutes for a presentation, they are going to laugh until they herniate both sides. It will be the funniest thing they've ever heard. We will become extinct, just like the dinosaurs.

Prospects aren't going to give us 20 minutes of their undivided time to listen to our sales pitch. Plus, we haven't even mastered the commercial talking skills necessary to hold their subconscious attention for more than a few seconds. It's going to be ugly.

Think of it this way. Which would you rather receive?

1. A long, boring 20-minute sales presentation, or
2. A 5-minute presentation that correctly answered your three basic questions?

The answer is obvious.

This "5-minute presentation" will give our distributors instant confidence that they can do a presentation anywhere without rejection.

Cool, eh?

SKILL #3: Ice Breakers

The scariest part of a distributor's career is when they have to change the personal conversation to a business presentation.

Why is this so scary?

The new distributor:

- * Hates rejection.
- * Doesn't want to appear to be making money off his friends.
- * Doesn't want to take advantage of his relationships.
- * Doesn't know how to turn the conversation to business.

The easiest way to eliminate these fears is to tell your new distributors:

"Never make a presentation until they ask you for one first!"

Now, your distributors aren't going to starve waiting for prospects. Instead, you are going to teach them the skills of how to get prospects to beg for presentations.

Makes sense, doesn't it?

We need to give the new distributors the phrases and sentences guaranteed to bring eager prospects to them.

There is a huge difference in these two sentences:

1. I am a distributor for XYZ Company and we have the finest products and research. We are patented, trademarked, copyrighted ... and our company founder knew an old movie star that we gave money to, and now that old movie star endorses us ...
2. I show people how to "fire their boss" and start their own part-time business.

Which sentence do you think will get more prospects to ASK for a presentation? :)

There are at least a hundred types of "Ice Breaker" formulas, and we should teach a few of them to get our new distributors started.

Once a prospect asks for a presentation, it gets easier from there. That's why we need to teach "Ice Breakers" quickly to new distributors so that they have some immediate success in their business.

SKILL #4: Super-Closing – The Decision Making Part of Your Brain

What do top networkers know that ordinary distributors don't?

Great question.

The answer is: "A lot." :)

One of their secrets is that they understand how decisions are made in the human brain. Think about it. Isn't that our job? To get decisions?

Now, if we don't understand how this works, how can we even begin our job?

SuperClosing is a more advanced skill, but it is based upon the timing of the decision, and the triggers for the decision.

Let me show you something that might change how you look at your presentations.

A television advertisement might last 15 seconds.

After seeing the advertisement, you might buy that product in the future. Pretty normal.

But let me ask you these questions:

- * Did the advertiser know you?
- * Did the advertiser know your "why"?
- * Did the advertiser know your dreams, goals and ambitions?
- * Did the advertiser listen to your problems and drama?
- * Was the advertiser a good listener?

No!

And yet the advertiser got you to make a decision in just 15 seconds - WITHOUT a long presentation or proof.

Interesting, eh?

If you can change your beliefs on how decisions are made, you can make your first step towards become a pro. This is a big step.

So consider this. The decision to join your business happens before the presentation begins. And that is where using SuperClosing skills make the difference.

SKILL #5: Needs –vs- Wants

The very first "talk" we should have with our new distributors is about "Needs vs. Wants." This is huge.

If our new distributors fail to understand this crucial difference, they will quickly become discouraged and quit. And even if they stay, they will constantly be taking us to the wrong prospects.

We have to instill this viewpoint in our new distributors:

"Everyone NEEDS our products and opportunity - but our business is only with the people who WANT our products and opportunity."

Once they understand this, they won't be discouraged when someone tells them "No." They will simply realize this person still needs what we have to offer, but doesn't WANT it.

To get this lesson into our new distributors' belief systems, we will have to use special stories to bypass the filters of their subconscious minds. Once successful, our distributors will put us in front of highly-qualified prospects who WANT what we have to offer.

Why waste time talking to people who don't want what we have to offer?

The small investment in time it takes will pay off big with our new distributors. They will love the feeling of freedom and no more rejection.

SKILL #6: Word Pictures

I love this skill. The Word Pictures skill is way above the other 24 skills. I think Word Pictures can help us mold and manipulate the world to our will. :)

Think about it. How do people think? Do they think in words? Do they see the words you say printed inside of their brains? Of course not.

People think in pictures. We communicate in pictures. And that is the key to super-communication.

We want to use a special language that will create vivid pictures and vivid movies inside of our prospects' brains. And if we can do this, our income will jump immediately.

Let me tell you a story. Would you have liked to sponsor me into network marketing? You would have earned a lot of money. I joined because of a word picture!

In 1972, my wife and I went to our very first opportunity meeting. We answered an ad in the newspaper that said: "Part-time business. Small investment."

We came to the Saturday morning business opportunity meeting and it was three hours long. There were a bunch of anti-government Communist hippies, talking about strange things coming out of their colon, and a lot of cheering by a bunch of weird people.

At the end of this three-hour meeting, my wife and I looked at each other and said, "Let's get out of here. The armed guards are gone from the back door."

So we're sneaking out of the back of the room. Just then, the person who ran the ad recognized us because we were the only guests. He said, "Aren't you the people who answered the ad?"

We said, "Yes, but it looks like it's not for us. We are not interested and we are much too busy."

My sponsor looked at me and gave me a little 30-second word picture which was more powerful than the three-hour meeting. This word picture earned my sponsor a lot of money. Would you like to hear the word picture my sponsor told me? I think if a great word picture can earn you a fortune here, a fortune there - pretty soon it adds up! Here's what my sponsor said:

"Big Al, when you join our business here is what happens. Six months from now you walk into your boss' office. You sit down in the chair, you put your feet up on his desk and you leave little scuff marks with your heels. "You put your hands behind your head and you calmly tell the boss that you can't fit him into your schedule any longer. You've enjoyed working there, but if they have any problem after you leave they can call you any Tuesday morning at 11 o'clock at your normal consulting rate. Then you get up from the boss' office, walk out to the main office desk, pick up your personal belongings, wave good-bye to all your fellow workers who said it couldn't be done, hop into your brand-new bonus car, drive down to the drive-in teller window, deposit this month's bonus check, and say to the bank teller: 'Oh, I don't know. Put this bonus check in savings or checking. It really doesn't matter. I get these checks every month.' "And then you drive home and relax, having a nice glass of your favorite beverage."

That was his word picture. At the end of that word picture, I said: "So how do I join?"

I joined based on that 30-second word picture, not because of the three-hour opportunity meeting. My sponsor was able to get me to see "what he saw" in the business. My sponsor created a vision in my mind because of that simple 30-second word picture.

SKILL #7: Understanding The Programs Of The Subconscious Mind

This is huge.

The subconscious mind is our work space. This is where we talk to the prospect's accumulated programs.

** In fact, any time you spend talking to the prospect's conscious mind is probably wasted time. All that information about the company, the products, the compensation plan, the testimonials ... all wasted time to the conscious, thinking part of the prospect's brain.

You see, unless you are working in the subconscious mind, you're lost. The subconscious mind is where the decision-making part of the brain exists.

Now this is a huge subject, but let me give you an example of why our presentations are almost meaningless to the conscious mind.

Information!!!

Amateurs spend their whole time giving information to the conscious, thinking part of the brain. They tell about the company's founder, the research, the uniqueness, the wonderful opportunity ... and nothing happens.

Why?

Because the mind of the prospect doesn't decide or act on information. Weird, eh?

But think about this. Are there fat people in the world? Yes! We fat people got the memo, we have the information, we know exactly how to lose weight. But we don't act on information.

If the mind acted on information, we would all be skinny and fit.

So the next time you see a fat person, just think: "There's proof that information doesn't work."

Our mind works and acts on programs. Here are just a few examples of the hundreds of programs in our prospects' minds:

"Salesmen are evil."

"I don't want to spend money."

"I don't want to take a chance or fail."

"I'm okay just as I am."

"Rejection is terrible."

"What will people think?"

"I tried change once, and I didn't like it."

"Everybody has an agenda."

"You are just trying to get money out of me."

"It's too good to be true."

"What's the catch?"

Yes, our prospects have a lot of programs going through their minds when we talk to them.

We have a choice:

1. Learn how to talk to these programs and get our prospects to act, or
2. Give our prospects information ... and fail.

SKILL #8: What is our job description in network marketing?

It's not to make friends or build relationships. We don't get paid for that.

Our job description is: "To get prospects to make a decision to either join our company or to be a customer."

That's what we get paid for, right?

Simple, isn't it?

So if the decision-making part of the brain resides in the subconscious mind, we had better start learning how to talk to that section of the brain.

As we learned in the last lesson, any time spent reciting information to the conscious mind is ... wasted. No wonder we get so frustrated when our prospects fail to act.

So how do we talk to the subconscious mind? The subconscious part of the mind doesn't "think." It only reacts to the programs that already reside there. Our job is to actually talk directly to the programs and activate them.

Will this take a bit of time to learn? Sure. But the option of "not learning" means we are on a path to eternal frustration. That's bad.

So let me give you an example of how this works.

I have a program inside of my mind that says: "I love donuts. Pizza is great too. I love the taste of food. I hate going to bed with an empty stomach. I like eating food with my friends. Sugar puts me in a good mood. Saturated fat puts me in an even better mood."

Okay, that's my program. :)

So, if you come to me with a diet program, a chart, a book of testimonials, the research papers, etc, you WILL convince my conscious, thinking part of my brain that I should diet. But this part of my brain has no authority. You wasted your time. Because as soon as my stomach grumbles, my subconscious mind says one word: "Donuts!" - and I'm running to find something to eat.

But if you wanted to talk directly to my subconscious mind, you would of course start with a word sequence such as: "Well, you know how ..." to de-activate some of my harmful programming.

Word sequences are our keys to enter into rapport with many of the subconscious mind programs. They are fun, beginning steps that can give us immediate results.

SKILL #9: Commanding The Prospects Brain To Listen

We all say great things to prospects.

But the prospects aren't listening!

So do we need more good things to say ... or do we need to learn how to get our prospects to listen to the good things we are already saying? :)

It is obvious. All of our talking is wasted on deaf ears.

The prospect's conscious mind can only hold one thought at a time, and trust me, it's not our thought.

When we move our lips to talk, our prospect's mind starts thinking:

"How long will this take?"

"Will I have to buy something?"

"Can I trust this person?"

"How do I know this is true?"

"He is going to ask me for money!"

"Did I finish my work at my job today?"

"Will the children call me when they come home?"

"Should I think of excuses now?"

"Who fed the dog?"

"Will Survivor 13 get off of Island 14 tonight?"

"Why did I agree to talk to this person?"

"How are we going to pay the MasterCard bill on Friday?"

And all the prospect hears from us is mumble, mumble, mumble. No wonder prospects say they have to think it over!

Talking isn't the key. Getting our prospects to listen should be our priority.

What we have to do is to command the prospect's brain to freeze, to come to a complete stop, and to totally focus on what we are about to say. Advertisers do it. And they get most of our prospects' money. If we want to compete, we too will have to command some programs in our prospects' subconscious minds.

Want an example of how this works? Well, I could give you a killer example, but ... there is a catch.

See what happened?

Most people have a sub-program (under the survival program) called: "Watch out for the catch."

They are always thinking in the background:

"Watch for the catch. It's probably too good to be true. There's always a catch. Guard the money. Don't commit. Watch for the catch." And when you say: "There is a catch:"

This program takes over and says: "SHOWTIME!"

And shuts down the brain's chatter and totally focuses on what you are about to say next, because it is programmed to look for the catch.

So you could freeze a prospect's mind and get in some good information with a simple command statement like this:

"Mr. Prospect, with our program, you can earn a big part-time income. While this sounds good, there is a catch. Once you start getting these part-time bonus checks, you might start considering your boss's commands as simply ... suggestions."

SKILL #10: Getting Prospects To Believe The Good Things You Say

We all say good things to prospects. We tell them about our wonderful company, our wonderful products, and our wonderful income opportunity. So think about it.

Your prospects want:

- * To be with wonderful company.
- * To have wonderful products.
- * To have more money.

And then you offer:

- * A wonderful company.
- * Wonderful products.
- * More money.

And at the end of the presentation, the prospects say: "No!"

Let's review... Your prospects want these things. You offer these things. And the prospects say: "No!" Doesn't that strike you as a little bit strange?

Here is what is happening. *** Your prospects don't believe you! They don't believe they will be successful, they don't believe they know enough people, they don't believe people will pay that much money for your products, they don't believe you can show them the way to success, etc.

So what are you going to do about it? Are you going to become a victim and say: "Oh I tried hard, but this business just didn't work." Or, are you going to learn the skill to fix this problem and stop blaming the prospects? You see, we don't need more good things to say ... what we need to do is to learn the skill to get prospects to BELIEVE the good things we are saying already.

Let me repeat, because this is your career:

"We don't need more good things to say ... what we need to do is to learn the skill to get prospects to BELIEVE the good things we are saying already."

This means we don't need another video prospects won't watch, or another expensive brochure that no one reads or believes.

We need to learn how to talk to prospects correctly so that they instantly believe the good things we say. So don't follow the path of distributors that buy more and more "tools" to give away. Instead, learn the skill of speaking so that your prospects instantly believe all the good things you say.

Let me give you a quick example of how quick this decision to believe, or to not believe is with your prospect. What is your "instant decision" if I started off my presentation with these words:

"Trust me, I'm from Texas." Or "I'm from the government and I'm here to help you."

Funny, isn't it? Those opening few words almost guarantee that prospects won't believe us. Ouch.

So work hard on learning the right phrases and methods to create instant belief. Why waste a career of chit-chatting with prospects who don't believe you?

You want to give your message and have prospects join.