

The Top 10 Key Questions to Ask in a Sponsoring Presentation

OK, so you're at the table with your prospects to give a formal presentation hoping to sponsor them into your business. Here are the key questions that will give you control of your presentation while completely honoring your prospects.

1. Motivation Question

You need to know why your prospects decided to look at Premier in the first place. You need to know what their hot buttons are. And, you need to know something about your prospect's world before you can present any benefits to them. Although the Motivation Question does not usually reveal the TRUE motivations of your prospects, it is a good starting point for finding out what their real needs are.

Here's the key question:

"Folks, I'm just a little curious, why did you decide to take a look at Premier?"

Listen very carefully to their answer because you're going to repeat it back to them in just a minute.

2. The Permission Question

You need to ask several key questions throughout your presentation. If you start asking powerful questions without their permission, it will sound as though you're interrogating them...not a good idea.

You can easily get them to give you permission to ask your questions by simply asking permission to do so. Just ask: "It would be helpful to me if I could understand a little more about your situation. May I ask you some questions?" They always say yes.

3. The Exploratory Question

Prospects seldom reveal their true hot buttons when you ask them a simple Motivation Question. However, if you can get them to elaborate on their answer, in the process they will usually describe their true motivations for looking at your program.

A simple Exploratory Question like this will usually do the trick: "You said that the reason you decided to look at Premier was because...(repeat what they told you). What did you mean by that?"

Tip from the Coach: Listen for them to reveal (and elaborate on) their dissatisfactions regarding their finances, their freedom and their jobs.

4. The Financial Problem Question

Financial problems are one of the big three reasons why people get into Direct Sales. To find out if this is a concern (motivation) of your prospect, ask this question: “Are you completely satisfied with the amount of money you’re making right now?” If they say no, ask them another Exploratory Question to get them to elaborate. Try: “Why do you say that?”

5. The Freedom Problem Question

Another reason people get into Direct Sales is because they don’t have enough freedom. To uncover this motivation, ask this question: “How do you feel about the amount of free time you have to do the things you’d like to do with your family?” If they are dissatisfied, get them to elaborate by asking another Exploratory Question. Try: “Would you explain what you mean by that please?”

6. The Job Dissatisfaction Question

The third major reason people get into Direct Sales is because they hate their jobs. If it’s a concern of theirs, here’s the question that will bring to surface: “Are you totally happy with the kind of work you’re doing now?” If they say no, (well you know what to do). Try: “Would you give me an example of what you mean?”

7. The Solution Question

You can get your prospects selling themselves on your business opportunity by getting them to tell you the benefits of having solutions to the problems they told you about. (Now we’re getting in to the heavy-duty stuff)

Playback (summarize) to your prospects the specific problems they told you about regarding their financial, freedom and job dissatisfactions and then ask this question: “What would it mean to you and your family if you found a business opportunity that would solve all of those problems for you?” Stand back and let them tell you about all of the wonderful things your business could do for them. (Powerful stuff, huh?)

8. The Basic Qualifying Question

This is the granddaddy of all the questions. A yes to this question and your deal is practically done. You need to ask this question just before you show your jewelry, services and marketing plan:

“Folks, if I can show you that Premier’s business opportunity could solve all of the issues you have expressed to me today, are you ready to make a serious commit-

ment and get started?”

The odds of them saying yes to this question are extremely high and if they do, the odds of them joining Premier (if you want them to) are extremely high too.

9. The Specific Benefits Question

As you show the benefits of Premier’s products, services and compensation plan, be sure you show them how your business will help with the problems they expressed to you earlier. Then ask this question to make sure you met their needs: “Now that I have explained the entire program to you, do you see how it could meet your needs to satisfaction?”

10. The Test Question Close

Don’t change a single word in this question. Get the husband and wife to respond separately. Look them directly in the eyes and ask: John & Judy _____, do you see how you could benefit by being a part of Premier?”

If you have asked the other nine questions properly, they will say yes to this question too. And when they do, you simply take our contract and tell them to read over it and pray about it and write down their questions. Tell them you’ll call them in the next day or two to answer other questions.

Be sure to call them, answer their questions and say what do you think? Let’s get started.

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