

THE COFFEE SHOP INTERVIEW

Thank you so much for taking the time to participate in the webinar. I promised you two of my secret weapons and here they are!

First we have the 7 steps I live every day of my life by. Those steps guide me in every relationship I have. If you implement them into yours I am confident you will achieve the same results!

1. I am not the center of the universe. Other people are.
2. Came to realize that paying attention to other people's lives is the secret to success.
3. Understood that in conversation it's far better to be interested than interesting.
4. Made a commitment to "contact map" literally every person I come into contact with each day.
5. Made a conscious decision to move my emphasis from what's in it for me to what's in it for them.
6. Realized that the more I contribute to the lives of others the more will be given to me.
7. Made a vow that in every meaningful interaction I have with another human being that they will leave feeling better about themselves than they did when they got there.

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The goal here is to build a relationship first, because with building a relationship comes trust. And the only way to do that is to get related.

The purpose of the interview is to find out what is missing in the life of the person you are talking with. It's going to probably be at least one of these three things. Money, health or time. Most people want and need all three but only one of them is popping their eyes open at 2:00am in the morning. It's your job to figure out which one that is!

It is my job to show you how to do that. Here we go...

No matter where you meet your prospect, make sure you have nothing on the table with you but a blank sheet of paper and a pen. Leave all your brochures and your TELEPHONE in your pocket or briefcase. All that stuff is nothing but a distraction. The MOST important thing we want you to leave at home is your AGENDA! If you do the interview right, they will be begging you for additional information. Know that this is NOT an effort to close a sale during this call or meeting. If you try you go from a concerned friend to a crazed salesperson!

During this part you are nothing more than a talent scout and a tour guide!

If you have no idea where you are going, you are never going to get there...in the interview OR in your business. During the interview you will learn:

Who they are.

What is important to them.

What is missing in their lives.

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You will know that you have been successful in your interview if you are able to answer the following questions:

1. Do you know your prospect better than almost anyone in his or her own life?
2. Do you know the reasons why your company will be a perfect fit for THEM?
3. Do you know what their dreams are?
4. Do you know if they are willing to achieve those goals?
5. Do you know what is missing in their lives and why?
6. And do you know if YOU want to partner with this person?

The first step is to “chat.” But you are chatting with a purpose. Your goal is to get your prospect talking about themselves, their lives, their passions and their dreams. We are all passionate about different things. You need to help them find THEIR passion. Out of the conversation you will construct why you think your company is a perfect fit, based on what you have heard them say. Some questions you want to ask are:

What do you do for a living? Do you like your job? Are you married? What does your spouse do? Do you have children? Ages? Do you have a college fund? What are your hobbies? Do you exercise? Eat healthy? Do you own your house? Do you like cars? Like to travel? What about retirement?

Just be engaging and CHAT! And jot down notes, nonchalantly. Pay attention for things that they will love about your company! And listen to what they don't like! If they say they don't like something, write it down...and remember NOT to mention it in your presentation.

Find out about their opinion about MLM. Their experience with it. What they like...what they DON'T like. Then when you are doing your presentation you talk about what they love and don't talk about what they don't. It's so logical!

THEN you say.... “Can I ask you a few questions?” Even though you have been asking questions the whole time they will feel this “shift” in the conversation and say yes. Write the answers down (short notes.).

EXAMPLE: This is based on a unilevel comp plan with each person in the 4 x 6 matrix buys \$150 per month. You can work this with your comp plan and come up with how much they will make based on hitting certain levels. REMEMBER...You HAVE to tell them it's hard work. That most people don't make it. That even though you are building a leadership team that the business grows by sales of product and customers. No money is made just signing people so do not do that. It's a bad idea!

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YOU WANT TO KNOW WHAT THEY WILL DO WITH MONEY. IT'S IMPORTANT!

1. What would you do with an extra \$48 per month? They will probably say dinner. Ask them where. Write it down. No matter what the answer is.
2. What would you do with an extra \$240 per month? Write it down.
3. What would you do with an extra \$912 per month? Write it down.
4. What would you do with an extra \$3,216 per month? Write it down.
5. What would you do with an extra \$12,432 per month? Write it down.
6. What would you do with an extra \$61,684 per month? Write it down.

You now have chatted...you have an idea of their money situation...you have their goals...you have their dreams...all in about 20 minutes. You know who they are, what is important to them, and what is missing. And they think you had a great talk...and all you did was listen!

Now...get off the phone or go home!

As soon as you can...CONTACT MAP THEM in writing. So everything they told you is now down on paper. It's very important!

Remember when we said "Interview two and 3-way one each day"? You just did the interview! Congratulations! Now it's time for the easy part!

You call them back on the phone...say: "I've been thinking about you and our conversation and I think I know someone (or something) that can help you." Remember...you are a talent scout or a tour guide!

So...you can tell by your interview if they are a candidate for being one of your leaders or not. If they are leader material you HAVE to do a three way call no matter how good you think you are or no matter how well you know them! Trust us on this! That third party validation is EVERYTHING!

If they are going to do ANYTHING but your BUSINESS BUILDER package (in your mind) you need to let the TOOLS take over immediately. Send them where they want to go. You are not the tool. Send them to a call or a website so they can do their own research! Don't you be the expert. Send them to the information. They wouldn't believe you anyway!

Say... "The reason I wanted to talk to you was because YOU told me you had. (Whatever it is your company has that they truly need). Get them to the tool as fast as possible and SET UP A FOLLOW UP after they have reviewed it.

Here is an example:

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"You said you love nutrition. That is so great. I work with a company that has some of the best supplements on the planet. You said you worked out a lot and love basketball...well several professional love our product for hydration and muscle rebuilding! And money...you said you need to save for your down payment for your first home. This company might be perfect for you. You can start YOUR business and get in to my training system right away!"

FOR LEADERS AND POTENTIAL LEADERS you have to do a three way call! You have to have an outside expert. Even if you could do it better. Send your outside expert your notes on the prospect so he can speak to your person instead of AT your person.

To get the person to agree to the three way call just tell them you were talking to your expert about them and you felt your expert could maybe help them solve whatever problem they brought up in the interview...usually either something to do with time or money.

Remember...you have to EDIFY the prospect and the expert and then shut up. The expert will go back around and edify you. The interview and the edification are the most important parts!

THEN YOU GO BACK TO THE PROSPECT AND SHOW THEM HOW YOUR COMP PLAN WILL GET THEM TO THEIR GOALS.

"Let me ask you this...if you were to partner with me and joined my training program, what would success look like to you after one year? How much money per month?"

Get a realistic number.

Here's what you commit to if you want to have success in this business:

- You commit to working 15 hours per week.
- Agree to partner with me.
- Agree to do what I do.
- Agree to go on a \$150 monthly product order.

Next you work it backwards with YOUR compensation plan. I am using that 4 x 6 matrix example I talked about above. Remember....this is only the leadership part of your earnings and business. You should (and better) have a ton of CUSTOMERS in there too!

"So how much money does success for you look like?" (This answer will tell you so much. You are hoping for an answer between \$4,000 - \$20,000 per month.) When they tell you, ROUND UP THE NUMBER to a number divisible by four. So they say \$5000 per month...you say, "lets make it SIX." And then you say..." Together we can get you there from here...all you need to do is find FOUR top line people who want to earn at least \$1500 per month and help them do it. If they each make \$1500, YOU make approximately \$6000! And all they need to do is exactly what I do and then teach their people to do the same thing.

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- So it looks like this. You make sure you are set up with your monthly product order of at least \$150. And then we work together to bring in your four leaders the same way. You will have four people in your business and your check will be \$48 and that allows you to _____(whatever they were spending the money on it the interview. Make sure you tie their efforts to THEIR dreams.)
- Then you teach those four people to find their four. You now have 20 people in your business and you just made \$240 in your business, which buys you the _____.
- And now it's starting to duplicate! Isn't this cool! The people you taught are now able to teach the same thing, and they have all found their four! And you now have 84 people in your business, your check is \$912 and you now have paid for the _____. And remember you only brought in FOUR people and trained them right!
- Here is where it gets exciting! Everyone does what YOU did again. You now have 340 people in your business and you are making at least \$3216 per month and you were able to buy the _____. And you only brought in four people and trained them to do what YOU do!
- Financial freedom has hit! Those four duplicate and now you have 1396 people in your business! Sounds like a lot, but remember, you only brought in and trained four! And your check is \$12,432 and you were able to _____. Wait until you see the money on your 6th level!

So how about it? Partner with me. Let's go get this done. Who are the four people who you think will want to partner with you and let's call them! I will come with you and do this presentation until you are comfortable enough to do it by yourself!

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