

Quick TIPS

Prospecting
with people you ...
Know, Like & Trust

Approach with a Smile Building Relationships = Building A Business

Always remember that people are more likely to do business with people they **Know, Like & Trust**

Get to Know Your Prospect

During the first conversation ask focused questions and listen carefully. Be an active listener and ask for clarification on anything that you don't understand. Follow the 80/20 Principle - you listen for 80% of the conversation and speak for 20%. Avoid a sales pitch at all costs!

Be Likable

People like people who they can relate to. The quickest way to build a relationship is to understand their dreams and aspirations. If you are too busy talking about how great your opportunity is then you'll never get to know this sort of information and your Prospect will never feel as though you truly know and understand them. You can find examples of *1-to1 Scripts* at www.myganoinfo.com under the FORMS section.

Build Trust

Position yourself as an expert and leader. If you can help your Prospect understand aspects about Gano Excel and the Evolution of Coffee, they will be more motivated to work with you. People are looking for leaders and people that can help them get what they want, not a company or product! You can find a *Fact Sheet* at www.myganoinfo.com.

NOTE: *Keep detailed notes about your conversations. Your prospects will feel valued when you remember details about their dreams, their spouse and their children. This is one way to build trust and have people like you. When you remember details about people they feel important and everyone likes people that make THEM feel important.*

