

Treasure Hunting-- The Importance of Asking Questions

By: Darcy Hoffman

The purpose of the game-plan interview is to "treasure hunt" -- to find every gift, talent, skill, contact base, experience etc. At the end of the "treasure hunt", AFTER LISTENING TO THE PROSPECT AND UNDERSTANDING WHO THEY ARE, you will show them, based on what they just told you, how LegalShield can help them reach their dreams personally, professionally, and financially in a way that fits who they are.

It is extremely rewarding when you approach your business this way. People want to feel valued, and this is how you do it. This will also help YOU determine whether they have the skills and burning desire to succeed. This is a two-way discovery process.

When I'm sitting in front of an 'interested, but not committed' prospect, these are the things I ask. I have a blank legal pad in front of me as I listen to their answers, writing down all the information that would help them succeed in LegalShield! Use all this information at step 5 when I come back with a plan of success based on what they told me. This is how the interview goes...

1. How did you hear about LegalShield?

I want to know all the tools, meetings, etc., they experienced to spark *their* interest so I know the extent of exposure they've had. I also want to know how they know the person who invited them.

2. Tell me about your background and what other activities you have been involved with?

I want to know the career path that they have chosen so I learn what environment they are used to and what kinds of thinking they have acquired from their past working environments. It will also tell me what kind of skill sets they have, if they have done any selling, team building, presentations, customer service, coaching, training etc and the kind of CONTACTS they have.

3. What interests you most about our company?

I want to know what motivates them. Is it the mission to help people (driven by the heart), is it that people shouldn't be treated unfairly (driven by principles), is it the money (driven by money), is it the timing (driven by opportunity to strike while the iron is hot) or is it the time and money freedom (driven by the desire to live free). As they answer these questions, you will begin to understand how THEY see LegalShield as a benefit. Very key! This is the central theme that you will work around later.

You then reiterate or rephrase their "hot buttons" back to them making sure you fully understand ALL the benefits of how they see LegalShield as a service AND as a business. You can add benefits they are not seeing if you want, but if they don't "jump for joy" at what you see as a benefit of LegalShield, don't focus there. The goal here is to **take off our glasses and see through their eyes, through their heart, for the purpose of developing a game plan that is designed to work with their existing skills, talents, and experiences.** This is the most effective way to recruit the RIGHT people with the RIGHT motives.

4. How would you go about developing a successful business with LegalShield?

This question is asked to gain an understanding of how on-or-off they are to the correct way of doing this business. If they say, "I'm going to buy radio ads and wait to get rich", you know you have some work to do on their thinking. The key here is to search out all the ideas they have that WOULD work, and increase their understanding from there.

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The more they see that they're naturally thinking right on how to succeed, the more comfortable they become. Our job is not to teach them from scratch, but to take the skills, talents, and understanding they already have and add to them. If you present business building ideas that are easy to you, but difficult or unfamiliar to them, they will smile at you, but inside they are thinking -- No way, I can NOT do this!

5. What kind of income would you like to earn with LegalShield?

This is where you get a reality check on how big or little they see the opportunity. If they say, "\$1,000/mo", say great. If they say, "\$10,000/mo", say great. People can earn whatever they want, that is the power of our business model. KEY: If you are making \$1,000/mo and you are recruiting someone who wants to make \$10,000/mo, you need to connect them with someone like them so they get the big picture! Do not try to be all things to all people. On the other hand, if their answer is off the wall, ask them a question like this ... Have you ever earned that kind of money before? If not, then ask... Why do you feel you could earn that kind of income with LegalShield? This is done to bring them back to reality. Ask for them to validate their statements. You are a professional, building an international sales and marketing company, you need to find out if your prospect is a talker or a doer. This is business, not a popularity contest. You have a position to fill and you have to determine during this treasure hunt whether the prospect is a fit for our business.

6. Where have you had the greatest success in life and how did you achieve those successes?

This tells you whether you are working with a philosopher or a realist. This is where the rubber meets the road. Listen to see if their past successes were built with skills or ideas that would work in LegalShield. Do they have a work ethic? Do they understand the price for the promise principle? Are they willing to do what it takes? What are the character traits that produced their past successes? You're treasure hunting here. You're looking for every skill or talent that has brought them success in the past.

KEY: Don't just accept what they say. You must see if their words match their actions. Investigate with questions to find out the *specific ways* they achieved their past successes. You are looking to see if those specific ways would work in LegalShield and whether they are self-disciplined and self-motivated.

Also ask ... What kind of money, time freedom, quality of life, etc did you earn from these successes? Were you happy with those results? What would you want to be different? These questions will reveal their "pain" buttons. You will be showing them how LegalShield is a solution to that "pain" at the end, when you present their game plan.

7. Ultimately, what would you like to accomplish by doing our business and how many years would you invest to accomplish that?

This will tell you whether you are dealing with a short-term or long-term thinker and their ultimate WHY.

8. How do you see yourself getting started and how fast would you like to be earning _____ (insert the money they said they want to make monthly)?

You will now discover the "price" they are willing to pay to achieve the "promise." You want to know whether they will start PT, FT, what hours they would commit to their success, etc and whether they are realistic in their expectations.

*****NOW IT IS TIME TO GIVE THEM THEIR SPECIFIC GAME PLAN: This is where you paint them into the picture (or out of it!) based on what you heard...**

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Use ALL the information you have collected on how they have succeeded in the past, with the skills they have *already* used, with the work experiences they are *already* comfortable with, and with the contacts they *already* have, and map them out a success journey on how THEY can succeed in LegalShield with the potential they *already* possess.

This is so FUN, FUN, FUN!!!! Your prospect will be so excited. Their eyes will be bulging. Their minds will be racing with ideas. KEY.... This is also the time that you hook up into your database (your brain that has 100's of stored up testimonials from all the people in LegalShield you have met at all the events and asked, "How long have you been in LegalShield, what is your background, what is the greatest success you have had with LegalShield, and how did you do it?") and share the testimonials of every kind of person who had jobs, or who have the skills or talents that they have, and how they achieved great success with LegalShield. MAKE IT PERSONAL!

Remember, you are sharing like-minded stories with the prospect. Stories THEY will relate to based on THEIR background, stories about people JUST LIKE THEM that have succeeded in LegalShield.

Are you getting this? It's about having fun!

Happy Hunting!!

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Treasure Hunting- Interview Questions at a glance

The purpose of the Game Plan interview is to "Treasure hunt" - to find every gift, talent, skill, contact base, experience in your new associate and marry those existing gifts to LegalShield. Then at the end after listening to the prospect and understanding who they are, show them based on what they just told you, how LegalShield could help them reach their dreams, personally, professionally, and financially in a way that fits who they are. Write down all of the information that would help them succeed in LegalShield.

1. How did you hear about LegalShield? (Tools, Meetings, etc)
2. Tell me about your background and what other activities are you involved in? (searching for Experiences, Skill sets, Contacts)
3. What interests you most about our company? (What motivates them: driven by heart, principles, money, timing, freedom)
4. How would you go about developing a successful with LegalShield? (Search out their ideas to see how on-or off they are to the correct way of doing business)
5. What kind of income would you like to earn? (reality check, PT interest or Big-time interest)
6. Where have you had the greatest success in life and how did you achieve those successes? (philosopher or realist, looking for character traits and principles they build life on)
7. Ultimately, what would you like to accomplish by doing our business and how many years would you invest to accomplish that? (short term or long term vision?, WHY)
8. How do you see yourself getting started? (PT, FT, Bigtime, hours, investment, office, etc)

Take this info on how they have succeeded in the past, with the skills they have already used, with the work experiences they are already comfortable with and map them out on a success journey of how they would succeed in LegalShield with the potential they already possess. Share testimonials of others in LegalShield who have similar backgrounds and how they have been successful.

HAPPY HUNTING!!!