

## The Interview

The interview should be an exciting time of relationship building. The interview process may take five minutes...or a year. Some prospects make quick decisions while others need lots of information and lots of time. When you forget about yourself completely and focus totally on getting informed about your prospect and helping him/her get informed about your company, you will arrive at a decision that is right for both of you! Getting good at interviewing takes time and practice, but it's worth the investment! You can become a great interviewer!

### Begin a Get InFORMed Sheet

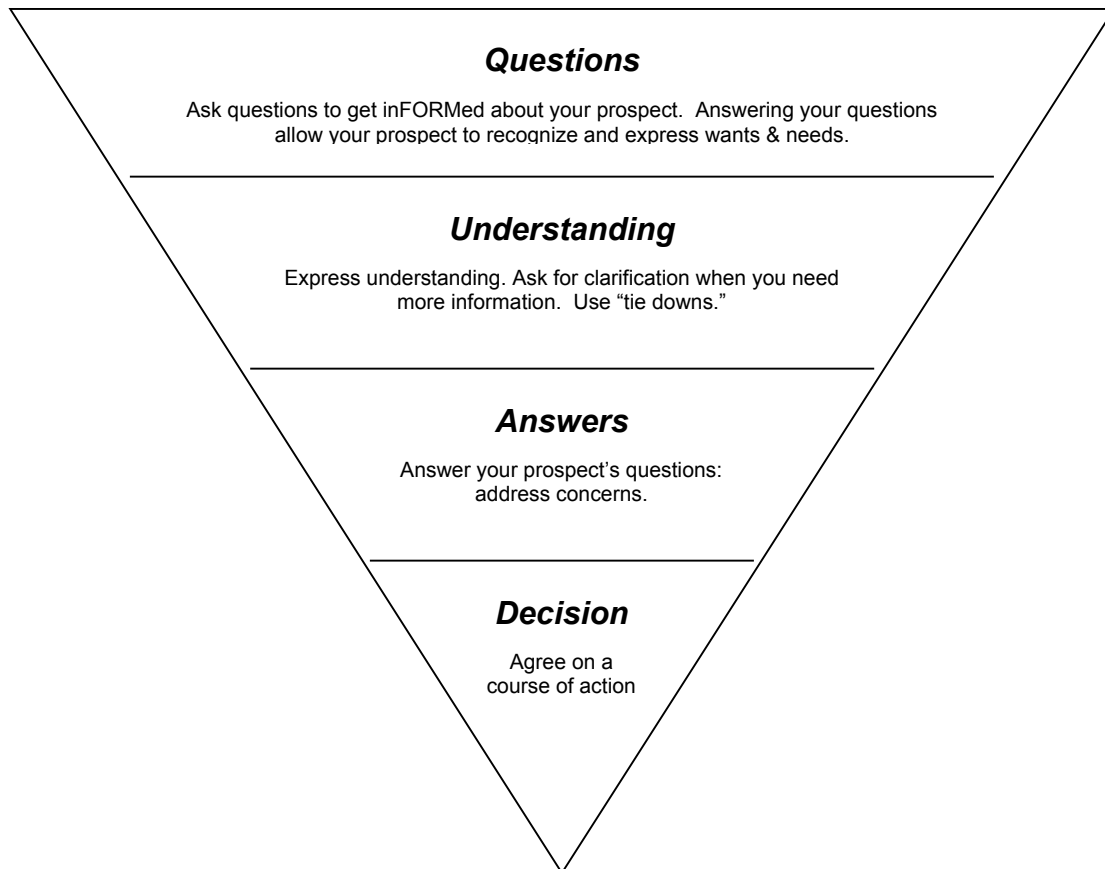
Use this page to make notes after your first contact and each time you talk to you prospect.

Key elements on the sheet:

- Contact information. (Be sure to note the best number and time to reach your prospect.)
- Space to keep track of your prospect's answers to "discovery questions" you ask about family, occupation, recreation and motivation.
- Space to make notes as you identify your prospect's needs and wants.
- Boxes to check as you discover qualities/circumstances that give your prospect a natural "edge" in the business.

### Picture this visual to QUADruple your results!

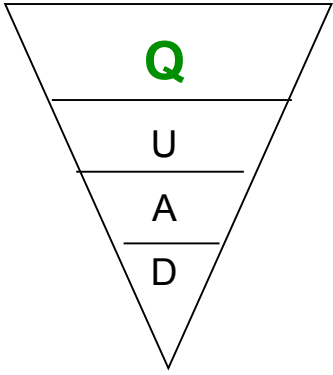
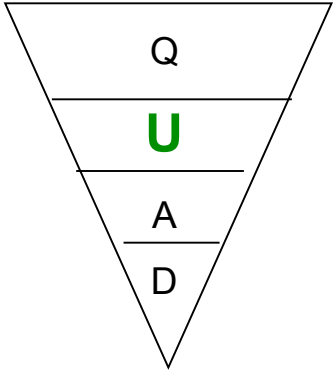
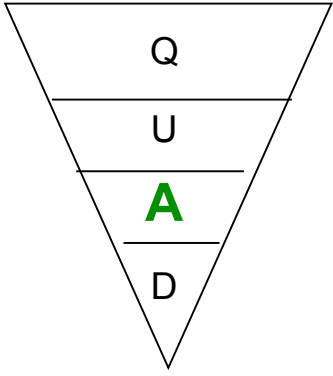
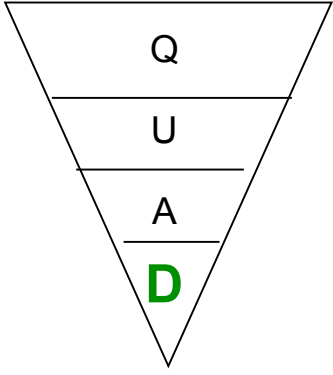
When you spend the majority of time relationship building, you and your prospect will both feel good about the results. Picture the QUAD to keep you on track.



## Anatomy of an Interview

|   |   |
|---|---|
|   | <p><b>Get inFORMed about your prospect by asking “Discovery Questions.”</b><br/> <i>I didn't have the opportunity to get to know you well. I'd like to ask you some questions so that I can customize this opportunity to fit your needs.</i></p> <p>Sample questions:</p> <ul style="list-style-type: none"> <li>&gt; <b>Family:</b> <i>Tell me about your family. Do you have children? How old are they? Where do you live? How long have you lived there? How do you like it?</i></li> <li>&gt; <b>Occupation:</b> <i>Do you work outside the home? What do you do? What do you like about your job? Is there anything you would change? Have you ever run a home-based business before?</i></li> <li>&gt; <b>Recreation:</b> <i>What do you enjoy doing with your free time? Do you like to travel? What stops you from _____, time or money...or both?</i></li> <li>&gt; <b>Motivation:</b> <i>Is there a big event coming up in your life? Is there anything you've been putting off because you need to save up the money?</i></li> </ul> <p>As you talk, ask the next logical question. Keep the spotlight on your prospect.</p> |
|   | <p><b>Express understanding. “What I hear you saying is...”</b><br/> <b>Use “tie downs” so your prospect learns to say “Yes!”</b></p> <ul style="list-style-type: none"> <li>• <i>From what you know so far, what appeals to you most?</i></li> <li>• <i>How does that sound to you?</i></li> <li>• <i>Would you find that helpful?</i></li> <li>• <i>Is that something you would like more of (less of)?</i></li> <li>• <i>Does that sound appealing?</i></li> <li>• <i>Can you imagine yourself...?</i></li> <li>• <i>Have you begun thinking about who your first hostesses will be?</i></li> <li>• <i>Would you find that amount of money helpful?</i></li> <li>• <i>From what you know so far, is this the kind of company with which you'd like to be associated?</i></li> </ul>  |
| <p><b>Edge:</b> Reflect your confidence that your prospect would be good at what you do. Be specific.<br/> <b>Trial close:</b> <i>Do you have some questions about how the business would fit in your life, or do you just want to know how to get started?</i></p> |   |
|   | <p><b>Answer Her Questions</b></p> <p>Let your prospect know that it's natural to have questions. Most people do! The most common questions are:</p> <ul style="list-style-type: none"> <li>• <i>What does the business involve?</i></li> <li>• <i>How much can I earn?</i></li> <li>• <i>How will I learn to do this?</i></li> <li>• <i>What does it take to get started?</i></li> </ul> <p><i>Did you wonder about that?</i> Answer your prospect questions; don't go on and on about your favorite benefits.<br/>         Ask another closing question: <i>Do you have any other questions or shall we get the paperwork done so we can begin your training?</i></p>   |
|   | <p><b>Decide on your next steps:</b></p> <ul style="list-style-type: none"> <li>• <b>Yes!</b> <i>What does it take to get started?</i> <ul style="list-style-type: none"> <li>○ Get the agreement filled out!</li> </ul> </li> <li>• <i>I need to think about it.</i> <ul style="list-style-type: none"> <li>○ That's fine. I'm curious...what's holding you back? If your prospect just needs time, ask <i>Do you need to sleep on it, or do you need more time than that?</i> Agree on a time to follow up!</li> </ul> </li> <li>• <b>No.</b> “No” like never, or “no” like this isn't the right time?             <ul style="list-style-type: none"> <li>○ <i>This isn't the right time.</i> When shall I follow up with you?</li> <li>○ <i>I'm not interested.</i> Ask for referrals.</li> </ul> </li> </ul>  |

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|  <p>Q<br/>U<br/>A<br/>D</p>   |  |
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|  <p>Q<br/>U<br/>A<br/>D</p> |  |

# Get InFORMed

Name \_\_\_\_\_ Phone (day) \_\_\_\_\_  
Address \_\_\_\_\_ Phone (eve) \_\_\_\_\_  
\_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_ Best time to contact \_\_\_\_\_

Date/place of 1st contact \_\_\_\_\_

Follow up contact dates \_\_\_\_\_

***F*amily**  
***O*ccupation**  
***R*ecreation**  
***M*otivation**

Spouse \_\_\_\_\_ Children \_\_\_\_\_

Current \_\_\_\_\_ Past \_\_\_\_\_

Enjoys \_\_\_\_\_

What change would s/he like? \_\_\_\_\_

**Notes** (Why would the business be good for her/him?)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Edge** (Why would s/he be good for the business? Mark all that apply)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> People skills     | <input type="checkbox"/> Large circle of influence | <input type="checkbox"/> Hard worker       |
| <input type="checkbox"/> Sense of humor    | <input type="checkbox"/> Organized                 | <input type="checkbox"/> Self-starter      |
| <input type="checkbox"/> Self-confidence   | <input type="checkbox"/> Good listener             | <input type="checkbox"/> Marketing skills  |
| <input type="checkbox"/> Leadership skills | <input type="checkbox"/> Teaching experience       | <input type="checkbox"/> Loves the product |