

Prospecting & Promotion Language

*Most advisors change their prospecting language based on how they feel the meeting went, or what type of career or industry the client is in. This leads to highly ineffective and inconsistent results. **Language mastery** takes time and effort, but the return for that investment will be **significantly better prospecting results**. I liken it to the professional golfer who spends 10,000 hours per year working on their putting game. When you get to a point of mastery where you don't have to think about WHAT you are going to say, you can then focus your attention on HOW you deliver - your tone of voice, your posture, your level of energy and enthusiasm. Most importantly - language mastery boosts your confidence which in turn impacts your beliefs and creates a more empowered mindset around prospecting.*

As you know, I work on favorable introductions. If it were not for your good friend [name], I would have never met you. My team and I have taken the time to do a little research and we've identified 3 people that we are pretty confident are in your network and that we are excited about meeting. So as I show you this list, I simply have two questions for you: 1) Do you know them well, and 2) Will you introduce me?

.....
Thank you so much - I really appreciate that. I've learned that in my business, if I call these people and catch them off-guard and just drop your name, I have about a 50% of meeting them. However, if I can get you to give me an introduction - providing you say great things about me 😊 - I've got about 90% chance of meeting them. And I like 90% much better than 50%!

I am going to have my assistant send you an email that is how I like to be introduced. Read through it - make sure you are comfortable with it - and then send it to these 3 individuals. CC me on the message and then I will follow-up within 48 hours with a phone call. Can I count on you to do that?

5 Ways to Practice Your Language

- 1) Write it out.
- 2) Record yourself and listen to/watch it.
- 3) Role play with another advisor, or a friend, or your spouse.
- 4) Say it out loud every time you are in the car.
- 5) Don't wait until you have it perfect - use it with your clients every day!

Objections

***Remember that the most common objection by far is “I can’t think of anyone.” Using a feed list takes this objection completely off the table!*

She’s all set. / She’s already working with someone.

I can understand and appreciate that. Based on the caliber of individual Mary Jones is, I would be shocked if she weren’t already working with someone. But let me share how this typically plays out. I will take Mary through the same process you and I just completed – and at the end of that, one of two things will happen. The first is that I confirm, as an outsider, that all her I’s are dotted and T’s are crossed. And if that happens, she will feel that much more confident in the advisor she is working with. The second thing that can happen is that I may uncover a blind spot that she was not aware of, and if this happens, she will be very glad to have met me. I feel either outcome is positive – would you agree?

Let me talk to her first.

Thank you so much. Here’s what I’ve found. If you don’t talk to her first, I have about a 50% chance of meeting Mary. However, if you do talk to her first – and give me a powerful introduction – I have an 85-90% chance of meeting her. And with the caliber and quality of Mary Jones, I like 85-90% much better than 50%.

But here’s also what I know. Although my clients have the best intentions and they want to help me, they are busy. So we’ve found a way to make it simple for you. When I get back to my office, I am going to send you an email. Read through it – to the extent you feel comfortable with it, copy and paste it into a message to Mary. CC me, and I will take it from there. Can I count on you to do that?

I am just not comfortable giving referrals.

Note: My philosophy with this objection is that when you are a masterful prospector, and you do it the right way, consistently – you will get plenty of great referrals so that you would never have to cross the line and make an uncomfortable situation more uncomfortable.

I can understand and appreciate that. Let me ask you this: If we work together on an ongoing basis, will you give me permission in our annual review once a year to ask you for favorable introductions – on the agreement that you will never give me a referral until you feel completely comfortable?