

Essential Conversations

RECRUITING | SALES | LEADERSHIP



HeartfeltTM
network marketing

*You don't need anyone's permission to be a **success!***

Shauna Ekstrom

Action Guide



Essential Conversations

Conversations are essential in our business but have you asked yourself these questions?

"I don't know what to say!"

"I don't know how to talk to people!"

"What if somebody asks me...!"

Don't become paralyzed by these questions. You have this!

We want conversations to be natural, normal.

Your "So...What Do You Do" Conversation

Start with a buffer sentence. A sentence that gives you time to think. An example would be *"You know, it's really interesting what I get to do."* Your statement shows your interest in them.

Listen to your audience and identify their pain point.

Write down a pain point for your audience:

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

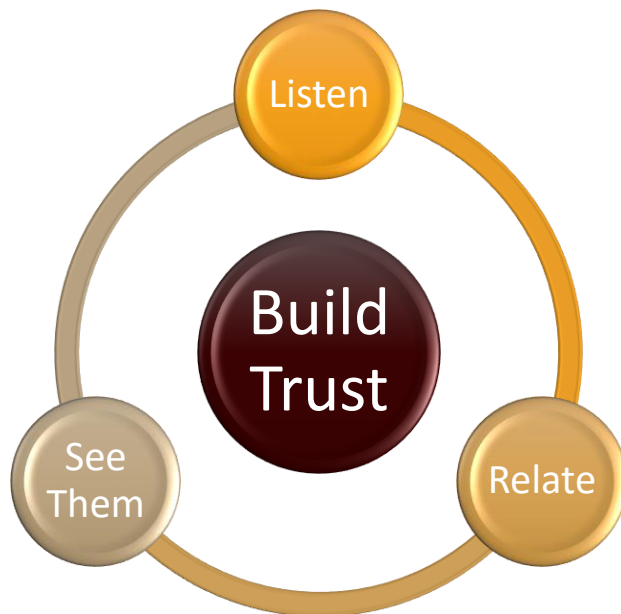


How can your answer help them?

Compose an answer to address the pain point:

Practice your answer. Practice in front of a mirror, practice with a friend, practice! Then rinse and repeat for different pain points.

Build Trust



Some questions being asked could include *“What do you want?”* and *“Is there anything you don’t want?”*

Share valuable, pertinent information that brings value to their need. Be willing to have more than one trust building conversations.

Watch that the conversation in your head does not trump the real-time conversation.

Shauna Ekstrom

The Dawn of “Heartfelt” Network Marketing



If you are not passionately excited about what you are doing then probably **the business is not for you!**

Build Curiosity

It really is not about closing the deal but opening a conversation. Use your “Build Trust” factors and then tease with a 2nd meeting. Make them curious about what you are about.

How can you use this approach for your next networking event?

Shauna Ekstrom

The Dawn of “Heartfelt” Network Marketing



Build Opportunities

Always leave your options open to anything! If an opportunity is presented to speak, even for 2 minutes, have something planned that you can say. You never know who will be in the audience that will be a valuable contact for you.

Talk to people and make sure they know you are interested in them.

Have you had a **backdoor opportunity** present itself? How can that be mindfully duplicated?



Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing



Your “Story” Conversation

Get permission to tell the story. Start the conversation with an intro like, *“Do you have a minute? I would love to tell you my story. Can I share it with you?”*

What is your story?

If you don't have a story borrow a story while you create your own. That comes into play here. It's so important - **essential conversations**.

Shauna Ekstrom

The Dawn of “Heartfelt” Network Marketing



Have a Plan in Mind

What are 4 different things that you can tell by just listening if your client is truly interested in wanting to know more?

1. _____

2. _____

3. _____

4. _____

Key Tip: When people are really interested in something they do what's convenient. **BUT**, if they're really more than interested, if they're committed then they're going to do what it takes. **Then we're going to have a different conversation.**

Find Out Expectations

What are the expectations? How much money would they like to make? How many hours do they have available? How long do they have to reach those expectations?

Encourage them to dream but be realistic. What are their passions? How would they feel to achieve that dream?

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing



Your Negative Conversation

What conversation is holding you back?

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing



Respond With Humor and Research Objections



RESOURCE: [This short cartoon lists](#) every single objection that you've ever heard about why networking does not work. It's non-confrontational because it's done in cartoon form. It's going to answer all those questions such as somebody that's like poor and doesn't have anything but they're negative about what you're doing and they want to steal your dream. Just basically it's saying 'Is that the guy you're going to listen to about your future?'

Don't argue with people!

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing



Your “You Can’t Do That” Conversation

Sometimes you have a partner, spouse or non-supportive parent who feeds you negative thoughts.

“You can’t.”

“It’s not going to work.”

“It’s not a good model.”

How do you end the negativity conversation?



Be sensitive to where they are coming from. But, **be true to yourself.**

Let them know if you had doubts. **What made you change your mind?**

Give them small bits of information at a time. **Don’t overload them.**

Use third party validation. **Educate them.**

Show them the benefits. **“Show me the money...”**

Make sure you remember your “why”!

Shauna Ekstrom

The Dawn of “Heartfelt” Network Marketing