

# How to do a 1-on-1



## **CONSIDER THE FOLLOWING:**

- 1) When two people with rapport come together, the person with the most confidence always persuades the other.
- 2) The person asking the questions in a conversation is the one who is in control.
- 3) The #1 topic a person likes to talk about: Himself/herself.

**Bottom line:** *ASK LOTS OF QUESTIONS! You are actually conducting an INTERVIEW, not a PRESENTATION.*

**1. SET THE TONE & LET THEM KNOW WHAT TO EXPECT:** “I’m really glad that we were both able to carve out some time to meet. If this works out for you, like it has for me, this can be life-changing. So, here’s what I’d like to accomplish in 30 min: First, I’ll share with you why I decided to start my business. Then, I’m going to show you exactly what we’re doing via a short video. Finally, I’m going to “try” to introduce you to one of my successful business partners on the phone for a minute, whether you have questions or not, because you really need to hear his story. Does that sound fair enough?”

**2. ASK QUESTIONS OUT ABOUT THEM:** “But before we do all of that, tell me a little about yourself...Your work background, your family, where you’re from, what you like to do when you’re not working.” Take a genuine interest and ask questions about them: Family, Occupation, Recreation. A great interview question here is “If you had all the money you needed every month, what would you be doing with your time?”

**3. SHARE YOUR WHY:** Craft a quick (<2 minute), compelling story about why you are doing this. Practice it with someone to make sure it sounds good. If you go more than 2 min on this, you’re boring!

**4. TELL THEM WHAT YOU’RE LOOKING FOR:** “I’m very selective about who I bring onto my team in this business. I don’t like to waste their time...or mine. I look for committed, hard-working people of integrity: People who want MORE out of life. Not lazy, complacent people who have no desires or aspirations.”

**5. FIND OUT WHAT THEY WANT...** so you can show them how to get it. This is the MOST IMPORTANT STEP, because therein lies the motivation necessary for them to take action and do something substantial with this business.

- a) ***“Let me ask you a serious question: If you could own your own business on a part-time basis, and the total start-up cost for training & development & franchise fees was only \$429...and working 3-5 hour per week with me, without interfering with what you’re doing now, you could create a monthly income that surpassed all of your expenses...would that be of interest to you?”***
- b) ***Would it be worth the \$429 investment, if it meant multiple thousands of dollars every month for the rest of your life?*** (Or a specific goal, dream or aspiration that they’d like.) Ask them what that amount of money would allow them to do, both short-term and long-term.

**[NO]** OK, so why don’t we do this? I’d like for you to consider having me become your own, personal consultant in the energy business. I’m going to make sure you’re always saving money. Would you allow me to do that for you?

**[YES]** “Great, let me show you how we can accomplish just that...together.”

**6. CREDIBILITY ARTICLES/MAGAZINE, VIDEO, ASK QUESTIONS:** (Pause at Free Energy & show examples.)

Can you see why I’m so excited about this? Does that make sense to you?

What did you like best about it? On a scale of 1 to 10..., Are you ready to get started? Or, do you have any questions?

**7. 3-WAY CALL:** Immediately or within 24 hours.

**8. MAKE THE RECOMMENDATION:** “Can I make a recommendation?” “I highly recommend.” (Board of Directors)