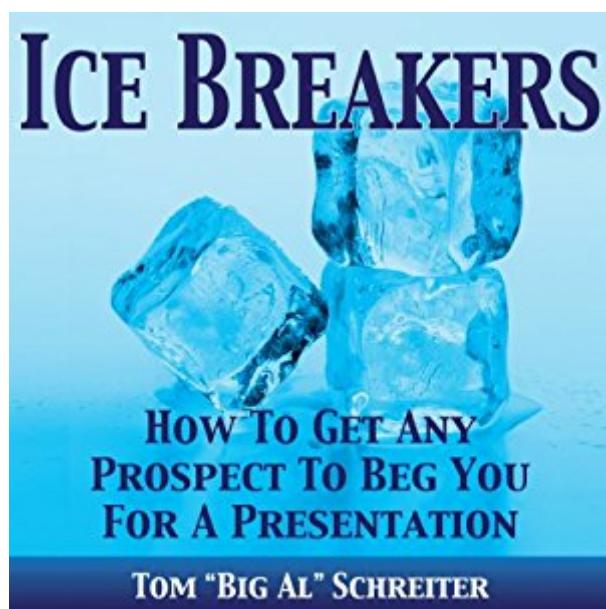


The book was found

Ice Breakers! How To Get Any Prospect To Beg You For A Presentation



Synopsis

Want to get your MLM and network marketing prospects to beg you for a presentation by using Ice Breakers? You can turn any warm or cold prospect into a hot prospect, wanting to know all about your business. How? By learning how to effectively introduce your business into a social conversation with an easy, rejection-free sequence of just a few words. Prospects want what you have to offer, but they are afraid of someone selling them. However, prospects love to buy and join. So why not use socially acceptable word sequences that compel any prospect to literally beg you for a presentation? This book contains several effective formulas with many examples of each formula that you can use or modify. Once we know how the formulas work, we can create unlimited Ice Breakers on-demand to use and pass on to our downline. Your distributors will no longer be afraid of prospecting; instead, they will love prospecting. It is much more fun when we are in control. Distributors want to work hard, but just don't know what to say. Their opening random remarks ruin their chances and they suffer bad experiences. That experience trains them to avoid prospecting. With trained words and phrases, everything changes. Quick and positive results. Prospecting is fun again. Enjoy learning how to prospect negative people, positive people, relatives, co-workers, strangers, leads, cold prospects....anyone, by using fun Ice Breakers that even the prospects enjoy. So if you need more prospects, if you need to give more presentations, then this is the book for you. Spend the entire week giving presentations, instead of spending the entire week looking for someone to talk to. And never again will you have to hear one of your distributors complain, "I just don't have anyone to talk to." Ice Breakers are the best way to energize your MLM and network marketing business.

Book Information

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Customer Reviews

You can actually use these ice breakers for many other selling situations, but the book is intended to help newbie network marketers to become comfortable bringing up their business opportunity or products in a way that they won't feel rejected. Al provides all kinds of examples and while the examples may sound cheesy or funny, depending on your point of view, they are just ideas meant to stimulate your own creative process, not necessarily to be used verbatim. He shares the "formula" and plenty of examples, like this one: "Hey Mary, I just found out how we can work three weeks out of the month but get paid for four. If you'd ever like to know how, I'd be glad to tell you. Meanwhile, let's watch the news." "I just found out how we can get fruit and veggie nutrition into our children without them knowing it." "Would it be OK if you had two paychecks instead of one?" If you encounter people who like to complain, Al suggests you ask them: "Would you like to do something about it?" or "Have you ever considered doing something about it?" That lets you discover whether they are a prospect for your offering or not, and he makes suggestions about what to say if they're not a prospect. If you find out that the person is not a prospect, instead of using NLP kung fu, he suggests you move on to a prospect that may be interested in what you're offering. If people ask you what you do for a living, you can mention how you can help them solve the problem. For example, "I show people how to remove stretch marks in 21 days." or, you could say "Well, you know how most jobs don't pay enough? Well, I show people how to get a second paycheck to make life a lot easier." The idea with Ice Breakers is that whether your prospects run away from you and never want to talk to you again or they're willing to hear you will depend entirely on the words you choose.

Most people do not know how to approach people. The 3 foot rule is bogus and scares most people. Ice Breakers allows you to know what to say to start a conversation without being a cheese ball. This book is excellent. I've made millions of dollars in commissions in Network Marketing and this is the part that causes people the most problems. Big Al helps solve it with real world examples that you can drill and practice. It is a very valuable book. Get it now!

Recommend all books by Big Al for learning to grow yourself and a business! He has been writing & in the business for 40 years. He knows what he's talking about. This book is for those who are not type A or outgoing. Always hesitant or unsure what to say when approaching or even starting social

conversations. Big Al will help you get past your fears and help & teach you what and how to say.

Learn great ice breakers for people new or struggling in network marketing or sales.

No nonsense, easy to understand information. Simple ideas and easy to read. Written in humorous manner and makes easy to retain what's being taught.

I'm am very new to MLM business model world, and I am not good at the small talk with strangers. I desperately want to succeed in my business but have no idea on what to say or what not to say. This book is definitely a great starting point if you want to learn how to invite people to see your product or opportunity. I'll be reading, re-reading and practicing the tips from the book until it becomes natural and automatic. Simple to read, entertaining and helpful!

I loved this book. I enjoyed reading it and was captivated from the beginning to the end. There are many tips about how to approach prospects that I wasn't aware of. Great conversation starters!! Man, does this guy have a sense of humor. I laughed almost all the way through reading this book. I can't wait to start using some of these conversation starters to get my business off to a great start. Thanks Tom "Big Al" Schreiter. I recommend it to all those who are shy like me. I enjoy talking to people, but when it comes to prospecting I freeze. I will read this one a second, third, and fourth time.

I chose 5 stars because the words we speak can help or hinder us, sometimes unknowingly. This book introduces us to everyday word usage fundamentals, giving the reader another tool, one that creates rapport quickly. Most salespeople are interested in creating rapport. It has been said that in Relationship Marketing, to be at ones best, depends on developing rapport. Most people reading this book would like to have examples, because everybody knows that examples are the best way to learn. This book is full of examples. And everybody says that just a few examples could get us thinking creatively. If you are working with the public in any way, this book can be a big help in communicating and getting your point across.

I love how it addresses the root of my problem and then actually gives me solutions on how to fix it! I love talking to people about what I have and do but with zero yes's I was getting majorly concerned about what I might possibly be doing wrong. I suspected it was my words and this confirmed it. I will be recommending it to all those who are starting out or thinking of starting out in network marketing.

I am a shy person and hate saying too much to try to get the person interested, this will serve me SOOO much better.

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