

## Interviewing

Becoming an excellent interviewer is the secret to building a large, thriving sales organization. During an interview, you have the opportunity to get the “inner view” of your prospect. As you find out about your prospect...what she values, what she wants more of, what she wants less of, you can identify why your company would be a good fit for her. You also have the chance to answer her questions about your company so that she can make an informed decision about joining you.

### Getting the interview

The first step in securing ENOUGH interviews to get ENOUGH recruits to keep your team growing is ASKING EVERYONE if they are interested in finding out more about your business. Practice different questions until you find words that are comfortable for you!

- Questions to assess interest:
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  - 
  -

Always end with a question! There are three possible responses your question:

- “Yes!”
- The “Yes...but No” response.
- A firm “No!”

“I know you’ll have questions. Let’s get together and talk about it.”

### Make an appointment to follow up!

Practice getting comfortable arranging a definite appointment to follow up.

- Try one of these or come up with your own:
  - “Let’s set aside a few minutes...”
  - “I know you’ll have questions...”
  - “What usually works best...”
- Confirm your appointment with an email. Try saying something like: “It was great to meet you! I’m looking forward to hearing what you think and answering your questions. I have us scheduled \_\_\_\_\_. Should you need to rearrange our appointment, please let me know as soon as possible.”

### Important Follow up tip:

When you follow up, you will be tempted to start by asking, “Do you have any questions?” Don’t do it! Rather, start by determining a possible “heart tug.”

- Ask something like:
  - “From what you know so far, what appeals to you most?”
  - “If you decided to do this, what would your biggest reason be?”
  - “On a scale of 1-10...with 10 being ‘Where do I sign?’ where are you?”

## The Interview

### Key points to remember:

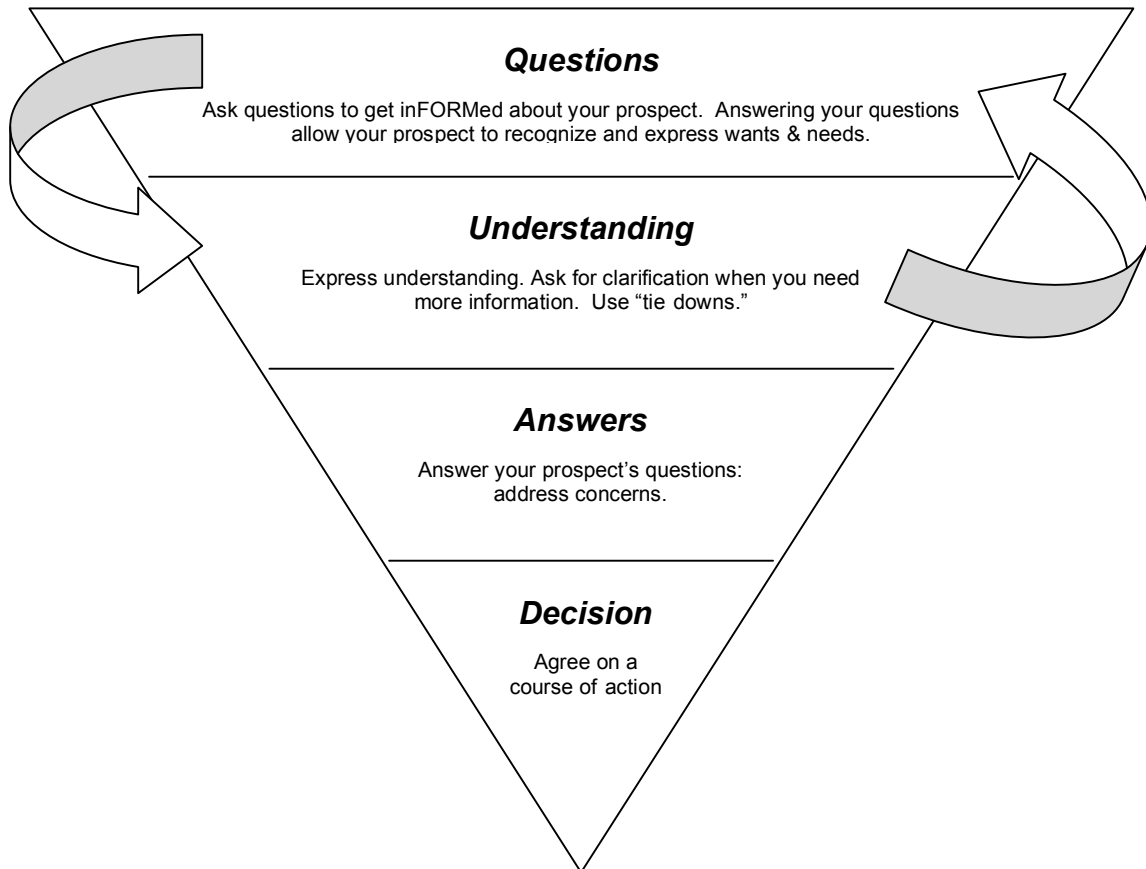
- The interview is a relationship-building time.
- People join people – not companies.
- Some personality styles make quick decisions; other styles need more time.
- When you get good at the interview process, you can teach it to your team! (CD 2)

### “How to” Tips

- Begin a *Get InFORMed Sheet*. Use this page to make notes after your first contact and each time you talk to you prospect. Be sure to include:
  - Contact information. (Note the best number and time to reach your prospect.)
  - Answers to the “discovery questions” you ask about family, occupation, recreation and motivation. Take notes so that you remember the answers!
  - The qualities/circumstances that give your prospect a natural “edge” in the business.
- Listen more than you talk!
- Use “tie downs” to get your prospect used to saying “Yes!”
- Ask a “trial close” question when you know that your prospect “sees herself in the picture.”

### 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. Imagine the “Questions and Understanding” portion as a dance during which you get to know your prospect.



## Anatomy of an Interview

	<p><b>Get inFORMed about your prospect by asking “Discovery Questions.”</b> <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><b>Sample questions:</b></p> <ul style="list-style-type: none"> <li>➤ <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>➤ <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? What did you enjoy about it?</i></li> <li>➤ <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>➤ <b>Motivation:</b> Use the Benefits Sheet to explore motivation!</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> <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. <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! Get comfortable with the most common questions:</p> <ul style="list-style-type: none"> <li>• <i>How much time will it take?</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>Answer your prospect questions; don’t go on and on about your favorite benefits. 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>

## Get Good At It! – CD 1 Workbook

On CD 1, The Interview, you hear three different examples of interview outcomes. People generally join you for one or more reasons which fall into categories that I call the “5 Ps”.

- ❑ Product
- ❑ People
- ❑ Purpose
- ❑ Profit
- ❑ Personal Growth

As you listen to the examples, see if you can identify how many of these reasons influenced Barb’s decision to say “Yes.”

### Example #1

In this example, my prospect immediately indicates that she is very interested in my business opportunity. She sounds so interested that I ask a closing question after only a couple of minutes of conversation.

What closing question did I ask? Why did I do a trial close so early in our conversation?

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ABC – Always Be Closing! When you hear that your prospect “sees herself in the picture,” ask her to join you! The interview is over when she is ready to say “Yes!”

Tools that I used in Example #1:

- Get InFORMed Sheet

### Example #2

In this example, my prospect is more guarded at the beginning of the conversation so I do not ask a trial close question right away. As you listen to this example, the “Anatomy of an Interview” (page 3 in this workbook) will help you keep track of the order in which I ask questions.

Pay attention to how I:

- Ask Barb for permission to ask her questions so that I can find out more about her
- Position my goal for our conversation
- Use “tie down” questions to get Barb used to saying “Yes”
- Introduce the *Benefits Sheet* – page 6 in this workbook
- Use the bottom of the *Get InFORMed Sheet* to tell Barb why I think she would be a natural in my business
- Ask a closing question when I think Barb is ready to say “Yes” to joining me

What “tie down” questions did you hear me ask?

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Tools that I used in Example #2:

- *Get InFORMed Sheet*
- *Benefits Sheet*

### Example #3

This example is a continuation of Example #2. Instead of saying “Yes” when I invite Barb to join me, she says that she has some questions. Questions, concerns, hesitations and objections are normal! They are actually a good sign because they mean that your prospect is considering the business and attempting to determine if it could fit in her life. Once you learn to address the most common concerns, you will never be afraid of them again! Note that I listened intently, then chose the tools in this workbook to help me uncover and address Barb’s concerns.

Tools:

- *“Think you’re ready to work from home?” Quiz*
- *Benefits Sheet*

As you listen to Example #3, notice how I:

- Let Barb know that it’s natural to have questions.
- Ask her if she likes a lot of detail or if she prefers the Reader’s Digest condensed version.
- Invite her to voice all her concerns. You can’t address a concern you don’t know about!
- Ask another question to make sure that I understand her concern.
- Reflect back to her what I hear her saying and let her know how I will help her.
- Address her concerns one at a time.
- Use the *“Think you’re ready to work from home?” Quiz* to help both of us understand what she is thinking and feeling. This quiz is an excellent tool to clarify the attributes that you are looking for in an independent business person.
- Return to the bottom of the *Benefits Sheet* (page 7 in this workbook) to help Barb consider her time commitment. The bottom of this sheet illustrates the levels of involvement. I start with “Career Rep” so that I can paint the big picture first. Then I move to “Part Time Rep” and finally “Short Term Rep.” If someone wants to join your team and she wants less involvement than these three categories, she will let you know...you do not have to suggest it!
- Ask Barb, “What does ‘part time’ mean to you?” The more clarity that I can bring to Barb’s choice of commitment, the simpler it will be to customize the business to meet her needs. In training, I will help Barb complete a calendar to incorporate her new business into her life. You will find all the tools you need at my website, [http://www.getafreshperspective.com/Free\\_Stuff/](http://www.getafreshperspective.com/Free_Stuff/).

Concerns, hesitations and objections addressed in this example:

- “I don’t know if I could be successful doing something like this.”
- “I don’t know if I have the time to do this.”
- “I’m not sure how I would find the money to get started.”
- “I’m not sure that I know enough people to be successful.”

Always invite your prospect to join you in the business! Do not assume that she will volunteer if she is interested. Most people are not secure enough to volunteer! My favorite closing question starts with a statement: “I think we can both see that we’ve got a good match” and continues with a question, “Shall we get the paperwork done so we can start your training?” Most people want to get trained, and your prospect should decide “if to” before she learns “how to.”

**The next three pages contain the tools that I used as I interviewed. All of them are also available as separate pages on my website. [http://www.getafreshperspective.com/Free\\_Stuff/](http://www.getafreshperspective.com/Free_Stuff/)**

# Get InFORMed

Name \_\_\_\_\_ Phone (day) \_\_\_\_\_

Address \_\_\_\_\_ Phone (eve) \_\_\_\_\_

\_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Best time to contact \_\_\_\_\_

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

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

<b>F</b> <i>amily</i>
<b>O</b> <i>ccupation</i>
<b>R</b> <i>ecreation</i>
<b>M</b> <i>otivation</i>

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

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

Enjoys \_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 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 |

## Get Fresh Benefits

Get Fresh offers you the opportunity to build your business your way!

You can have MORE of the things you want and LESS of the things you don't!

Check all that apply:

### I would like MORE:

- Flexibility to choose when I work
- Financial security
- Bonuses for a job well done

### I would like LESS:

- Living paycheck to paycheck
- Time spent commuting to my job
- Office politics and stress

### I would also ENJOY:

- Deep discounts on products I love
- Earning as much money as I choose
- Starting my own business without having to leave my current job
- The opportunity to build a business at my own pace
- Recognition for my achievements
- Training and support to be successful
- Earning FREE travel and awards
- Personal and professional growth
- New and renewed friendships
- Fun!

You can also choose your level of involvement!  
Check the category that appeals to you most:

- Career Rep:** Sees this as a viable career alternative. Wants career income and is willing to work consistently toward that income
- Part-time Rep:** Wants supplemental income. Sees this as a flexible alternative to another part-time job or in addition to a full time job she loves.
- Short-term Rep:** Wants to earn money to achieve a particular goal or sees this as a bridge or transition to another full time job.

## Are You Ready to Work from Home?

Take this quiz and find out. Score each question:

Let me see...	Score 5 – That’s me! 4 – Mostly true 3 – Willing to learn 2 – Rarely true 1 – Not true
I’m certain that my skills and confidence can pull me through almost anything.	
I’m persistent. I don’t give up when I encounter obstacles.	
When I discover a great system, I use it. I don’t feel it necessary to reinvent the wheel.	
I like to work as a member of a team.	
Big tasks don’t intimidate me. I break a big task down into it’s component parts and tackle the parts one at a time.	
I’m prepared to spend some money building my business.	
I have a good sense of humor.	
I don’t expect immediate gratification. I’m willing to be persistent and consistent as I build my business.	
I don’t need a totally structured work environment. I can work in my jeans, take a break to exercise or run an errand and get back to work when I return.	
I believe in myself and my own abilities.	
I have a support system – spouse, friend or family – to lean on when I get discouraged.	
I like the idea of setting goals and mapping out an action plan to achieve them.	
I’m comfortable that I can manage my calendar – decide when I’ll work, when I’ll have personal or couple time and how I’ll handle child care (if applicable).	
I can cope with temporary financial insecurity.	
	<b>Total:</b>

Total your score. If you scored 42 or more, the odds are good that you will be successful working from home!