

ICE BREAKERS ~ by Tom 'Big Al' Schreiter

The purpose of business is to solve people's problems. We offer solutions. If people didn't have problems, there would be no reason for businesses to exist.

NOTE: With these questions, you don't mention product or opportunity. So you have zero chance of rejection.

"I JUST FOUND OUT..."

~ When Talking with Someone You Know

- **"Hey, Joe. I just found out _____ (name a benefit)."**
- **"If you would ever like to know how, I would be glad to tell you. Meanwhile... (then change the subject and talk about something else)"**

"WHAT ARE YOUR TWO BIGGEST CHALLENGES?"

~ Best for Positive People

- **"What are your two biggest _____ challenges?" (health or financial... you'll find the right words to use)**

When they tell you, then you say:

- **"Would you like to do something about it?"**

"I SHOW PEOPLE HOW TO..."

~ When Talking with Someone New

Begin with the usual introductory topics:

- What's your name?
- Where do you live?
- What do you do (for a living)?

Ask them *'what they do'* first.

Then when they ask you what you do...

- **"I show people how to _____"**
- Prospect: "Oh how does that work?"

- **"Well you know how... (name the problem)"**

OR...

- **"Well, what I do is ... (give the solution)"**

“WOULD YOU LIKE TO DO SOMETHING ABOUT IT?”

~ Best for Negative People

Listen to them talk about what’s not working in their lives. When they finally take a breath, say these exact words:

- **“Would you like to do something about it?”**

What are the two possible answers? Yes or No. If they say, “No I wouldn’t” then ask this question:

- **“And what else bothers you?”**

NOTE: You haven’t mentioned product or opportunity. So you have zero chance of rejection.

SUMMARY

- 1. I just found out...*
- 2. What are your two biggest challenges...*
- 3. I show people how to...*
- 4. Would you like to do something about it...*

These are only a few of the Icebreakers from Big Al’s book.
I highly recommend any book by Big Al. www.BigAlBooks.com