



Take a Look

Qualifying

Introduction

The Take a Look Series are short videos with instructions on specific topics to learn with instructions of doing homework in a practical exercise.

They are designed to help you understand exactly what needs to be done so you can apply what is learned and then go build your business.

As you gain an understanding of each topic your skills and ability will improve dramatically.

I hope you enjoy the series.



Reducing Rejection and NOs

Today I'm here to talk to you about reducing rejection about what you do and your business. We are going to explore how to stop getting Nos by finding qualified people versus non qualified people.

When you are finished listening, you should do your homework and then review what you have learned with your sponsor, then go out and really build your business.



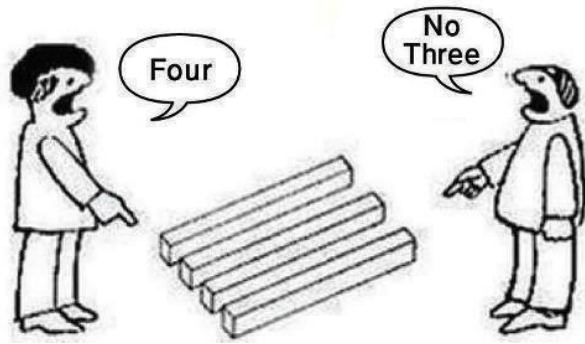
Dave Rolfe



**Are You Qualifying Those You
Talk With?**

Preventing Negativity

It is really confusing!!!



Your Perception is Important

When this topic came to mind I was thinking of how important being positive and enthusiastic is, to becoming successful in our business and Industry. Unfortunately not everyone wants to play or wants you to be successful.

There are a lot of barriers that need to be overcome. One of these is to understand the difference of talking to someone who is qualified versus someone who is not and what happens as a result, either way.

In today's take a look presentation, I want you to understand how you can reduce the negativity simply by how you classify the activities you do and how you evaluate the results of those activities.

You will see after today's presentation the best way to win and stay on top of your game.



REJECTION- WHAT IS IT

What is rejection? It is defined as the action of being rejected which is defined as not given approval or acceptance. How does this apply to our business and or products.

You walk down the street and you come across a man walking his dog. You ask him if he would be interested in giving you his dog and he says “are you kidding, no I wouldn’t give you my dog”

Were you rejected for what you asked for? Yes you were, but was he the right person to ask, if you wanted a dog for yourself.

If we examine this, maybe if you asked 1000 dog owners the same question, you might find one or more that would say yes and hand over their dog, right. The circumstances would need to be pretty unusual, I would think.



Are they Qualified ?

And getting there is going to be tough especially if you really want a dog, lots of rejection.

Does this sound familiar to what you are doing in your business. Now what if you had 10 dog owners standing on a street that were interested in getting rid of their dogs and they were looking for the right new potential owner.

Now you go and ask the same question. “Would you be interested in giving me your dog” What do you think the response might be? Do you think that the conversations would start and they would want to know all about you and you all about them?

If you really sounded enthusiastic and sincere and acted like you would be a loving caring and responsible dog owner, how do you feel the conversations would go?

Do you feel that you would find at least one owner that would give you his dog?



Requirements

Lets take a look at what you are after in terms of the requirements to build a successful Distributorship that gives you what you want. Let's take a look at what you are actively doing. Let's take a look at the various steps to get there.

What's the bottom line, interest, desire, agreement, know-how, application, willingness and lots of this stuff, right. How about attitude, belief and how you feel.

What if you only talked to retirees most of whom were not really interested in working. I mean there could be one or two that are but are you really going to get what you need or are you going to get lots of nos and possibly feel rejected or inadequate or not worthy or this doesn't work or I can't do this, negative thoughts.

How about talking to people who don't like to talk or who don't communicate well.



Qualified

If I look back at all of the jobs I did that involved sales, there was something they all had in common when I evaluated the results. Those that got involved or bought something were interested in doing so, wanted what was offered and understood that by getting involved there were potential or real benefits to be had.

What they saw was a benefit that was or became interesting and they wanted that benefit, for whatever reason. For some it was need, for some it was greed, for some it was emotional and for some it was survival.

But the common denominator; **they were qualified and by that they had a need or want for what I was representing.** My job was to then “find them” and then make sure that once I did find them get their understanding of what they would need to do to get the benefits being discussed and if those were important, wow it was real easy.



Qualified- Definition

What then is meant by qualified? The definition; fitted for a given purpose, eligible, suitable, able. Let's take a look at this in terms of other things in life.

You are 13 and you really want to drive a car but are you qualified to do so? No, because of the laws.

You want life insurance and your in good health and in your 30s and don't have a hazardous job, are you qualified to get Life Insurance, probably yes.

You want to buy a car that cost \$250, 000 but you don't have a job or any money, are you qualified, probably not

Ok I think you get the point. Now lets look at how this applies to what you do. Now as I had learned this in previous ventures, it was second nature to me, as a result I didn't waste time talking to the wrong people but **focused solely on qualified people**. Let's look.



Necessary Qualifications

What would be the main qualifications? **Need and or Want** right. If you are talking to someone that doesn't need or doesn't want what you have then it's kind of a waste of time, yet distributors do this all the time, I know I did this.

Now if I look at all of those that came into the business and did something, made it work and got what they wanted, where did it start?

It all started when the person that initially spoke with them, presented an idea that when done created a result that was actually needed or wanted.

Now what was also evident, or at least appeared to be, was that not everyone needed or wanted what was being presented.

Or was it that what was presented was not done correctly or poorly or with little if any plan or strategy so the apparency of no activity occurred.



Communication Skills

If I look at my history of this business and industry there were some very unique characteristics that successful leaders had, certain skills and certain abilities that were very responsible for their success.

All leaders had an ability to communicate the opportunity well and explain it to others so that they could see and understand what it was all about. Now why is this such an important ability? Because this is all we do, **communicate with others** and the more you do the bigger your business.

I have found that if you communicate to enough people about anything you are trying to get them involved with you will eventually find enough people who are **“Qualified”** for what you are promoting or selling. In other words they need or want what you have.



Some Don't Know Until You Ask

On this thought “**some don't know until you ask them**” became a very important aspect for creating success and what I mean is this, you can help someone become qualified by presenting the right information, the right understanding and the right perspective to what you are speaking about.

Let's take a look at an example of this. You need to earn \$5,000 per month. Your choices are based on what you know and understand, and for most that is get some kind of a job.

However getting a job to earn \$5,000 per month probably requires some kind of qualification/required knowledge/required skill or maybe even special education.

Therefore if a job requested certain requirements to be hired and you didn't have those then you weren't going to go far and probably shouldn't apply because you are not qualified per the request.



Don't Judge

Some assume that the person they speak with is not qualified based on their assumption of that person or what they think based on their views and considerations

Also some of the people you speak with immediately throw up the

NO answer before they even know what the deal is, based on how you present the idea and they too make an assumption but they are most likely not qualified anyway.

Here I found that a lack of the correct information, procedures, processes, know-how, plans and strategies, was the main reason for this; no understanding really.

So back to the need for \$5,000 per month. If that is what is needed or wanted then what would be required to get them to look at you and what you do ? What could you present that would cause them to want to join you? What do you need to know about them? Most importantly ARE THEY QUALIFIED FOR WHAT YOU NEED AND WANT ?

Know What Questions to Ask



Ask the Right Questions

The bottom line is that you have two main activities that you must do. The first is you are looking to talk to and present to

qualified individuals and those are individuals that need or want what you have or those are individuals that through your initial presenting of information become qualified.

From my experience I knew that the business was not for everyone and I knew that not every product was needed or wanted by everyone. Both were based on specific needs and wants.

What got things going was **when I ran into someone that had a need or wanted something that I could then provide a potential solution to fill that need or want.**

The first activity, find qualified individuals. When individuals don't move forward it's usually because they are not qualified, don't worry about them. Now when you put 10 qualified people through the process you are going to get very positive results and thus eliminate most of the Nos.



Focused

Another very important characteristic was that successful leaders were focused on getting what they wanted because they knew what they wanted and they wanted to get it, they were hungry. They knew somehow that if they work smart and hard they would get what they were after and they remained focused until they got the job done.

I worked with this life insurance agent who had a family and was real hungry to become successful and he was focused and went the extra mile. Now while I was bringing in 4 to 6 policies a week he was bringing in 15 to 20.

What was the difference? He wanted it more than I did or he was more focused than I was or he figured out a better method, or he worked harder. Who knows? The point is he did what he did and he was focused on doing that and as a result he was continually looking for ways to make it work for him.



Focused

What I learned from that was that when you talk to qualified individuals and they understand how this business works because you explained it or you showed them something and they then see a solution to their problem, watch out.

Get out of their way. You don't have to do much. So what is the lesson here, find qualified people and **show them how to get what they want by being involved.**

Don't waste your time at first on non-qualified individuals as they will take up all of your time and really not help you at all. Spend as much time as you can finding those that have a need or want what you are speaking about.

Once you have one it becomes easier and easier. I will show you more on this soon.

When you are successful you can help way more than you can if you are not.



It's all About Qualifying and Being Qualified

Simple

HOW
DOES IT
WORK



How Does it Work

Let's take a look at how this works and then reverse engineer to see what happened. So, you have a Royal Diamond Organization and you have 200 Leaders from 3 legs in 6 generations below you. You are producing 500,000 CV per month and you are earning \$30,000 per month or \$360,000 per year.

Very Well Done, nice job. How did this happen, well lets take a look.

You have 3 legs and each leg has 65 leaders down 6 levels

Each front line leader you have is probably earning at least 10K per month

You produce 500,000 CV or an average of 2,500 CV per leader in your organization

Each Leader probably has 15 customers and potential new distributors in their groups

This group influences about 80,000 people, an average of about 400 per leader.



How Did this Happen ?

How did this happen? It started with you and your desire to make this happen, then you found one who was qualified and on the same page, qualified

for what you needed and wanted and together you went to work.

Now here is the key question IS EVERYONE QUALIFIED ? NO.

This then sets the stage for what you are looking for and how to eliminate the majority of Nos you might get.

Lets' take a look at this.

It starts with finding ONE PERSON who meets the qualifications you need and that is what you then ask for and if you talk to someone that doesn't fit what you need then they aren't qualified, no big deal, simply continue to ask more until you find one that is. The key is, in order to play they must be qualified, if not NEXT.

Keep doing this until you get your first leg going. With one person you work together and help each other and you start to build a team below both of you.



Reality comes about by Agreements

It's amazing how when two people get together and decide on doing things how much better the results. My first real Leader was George and when

he found his first leader Jay, he was so much more motivated and this just kept on going.

When I got Howard involved and he found John, Howard was so fired up it caused him and me to play even harder.

Chuck came in and when he found Joe and Alma it was game over.

The same with Jim, Ralph and Geri and Michael

It's how the business works, when you see something going on below you as a result of your activities and when the team starts to develop, it grows because that is what you want it to do and the more agreement you get on this, the more it will grow and become real

This is critical to your success, just ask any successful leader because this is what happened to them.



Learn What to Say

The Skill to qualify is very important and it is the first part of the process. Now every circumstance will be slightly different but I had a method to what I was doing that applied across all the activities that I engaged in.

- 1. I was looking for a qualified individual.** This was someone that needed to earn money and or wanted to earn big money or was really hungry to do something that would create success. Example of Howard my second distributor
- 2. Next they needed to be able to communicate well** and they were quite overt in their speaking approach so there is a good chance they would talk to anyone and obviously based on what they learned to say. Example Chuck my third distributor.
- 3. They knew what they wanted** and could quickly relate this to what they wanted in terms of activities and results. In other words it was not too difficult for them to see that if they did this they could get a result. Example Ralph and Geri



Learn What to Say

4. **They asked lots of questions** and it was easy to engage in a decent conversation about this so that planning and strategies would work. Example Any of my six key distributors

5. **They want to learn as much as possible** and they are willing to listen to what you have to say. Best Example was Geri

6. **Further on, they go into action** quickly and easily after they receive a plan and understand the activities. Example All of them

There are probably more but these are the main characteristics that I would want to see or observe and it was then my job to bring this out or ask the right questions to find out.

So if I asked “would you be interested in an extra 5K per month” what I was really interested in was, how fast did they answer, and did they ask questions or was their answer a yes or a no. Could they be qualified, do they need or want what I have to offer.



Learn What to Say

Over time I then developed a skill of recognizing who was qualified and who wasn't and what questions to ask and how to get the answers I needed simply based on my experience which made it easier to build with others.

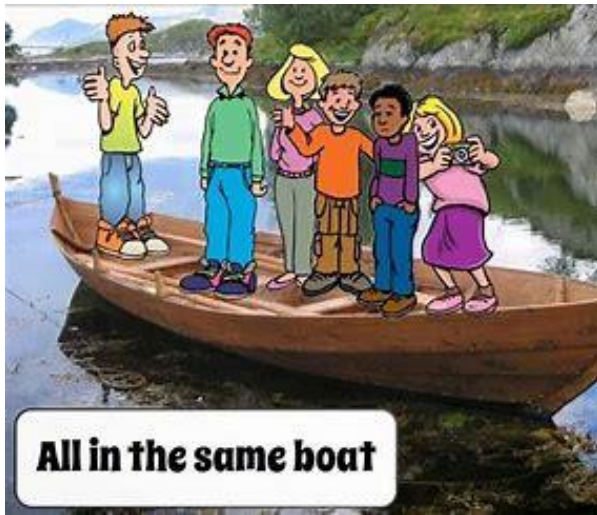
Now in looking over the results over time most if not all of the individuals that made this work saw the potential, wanted to earn money, if not big money, loved the idea of what the business represented and felt strongly about talking about it.

Now there is one more aspect to understand, even when someone seems to be qualified doesn't mean that they will actually get the job done or become a super star or even decide to join.

But if done right more than enough will, which makes this a very enjoyable experience and one where there are more wins than losses.

In the Same Boat

How many people out there do you think would like to earn \$5,000 per month or \$10,000 per month or an extra \$2,000 per month as an ongoing residual or royalty type income? Probably lots.



Again what if you were speaking with someone and they said that times were tough and they were looking for some way to earn more. Could they be qualified? What would you say?

Well That's how the business works and what you need to learn how to communicate.

By asking questions and using social chit chat, you can easily find out what people need or want and then once you know that, you can then present them with solutions, and answers.

Does everyone respond positively, **absolutely not**, but what I have seen and experienced in my career, is that **if you talk to qualified people and you provide real solid solutions to real problems and issues you will find what you need and build a successful business. Don't waste time on the non-qualified.**

Summary & Homework

This is going to be a very different homework assignment than usual. First you want to take a screen shot of this page so you can then print out the questions and instructions created here. You are going to do a survey. You want to call up people you know or can easily speak with. DO as many as you can and write down their answers

Instructions

You let them know that **you are taking a training course and you are doing some homework** which is to do a survey. Its 4 simple questions. Then ask them **“Would you help me by doing the survey with me?”** Even if you know the answers follow this exactly ad do the survey

1. What do you do ?(job, career, description of activity, ie; homemaker, investor)
2. What do you like the most about that?
3. What do you like the least about that?
4. What is the most important thing for you about your future?

Summary Conclusion

That's all, thank them, now do this until you feel very comfortable about doing this activity and you realize that all you need to do to get what you want, is ask questions and listen.

If you wish to take this further then create more questions that you want an answer to and repeat the drill. Remember that you are trying to qualify people and you can tell them this.

Sometimes I would call people up and tell them my story and what I was looking for and then ask them if they knew anyone who might fit the requirements.

I asked questions and described what I did in a very positive way, and every once in awhile I would get questions from them and conversations would start as they became curious.

The whole idea of what you do, what you ask and what you talk about is to get into a decent conversation about what you do with the idea of them getting involved, if they and potentially qualified and meet your qualifications. This is very important, really important.

Have fun, play the game, play to win, treat it like a business, go to work.



Thank You

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