



The WHY of Success! (3-1)

How do you get to the “WHY”?

Every person on planet earth acts and does what they do because of the “why” in their life. The Why is the reason behind all our goals and what we do every day.

An example of this would be - I want to earn \$ 20,000 per month. Why? I will use this money for charity. I will pay my bills off. I will spend more time with my kids. I will go to Paris. I will....

To get to your why, you must do some soul searching and thinking about your life.

To get to the “why” for others, you must be efficient at prospecting, follow-up, and communication. It is a numbers game to find those who will find their own why and make their why become reality.

You will develop your “why” as you work with others, prospect, recruit (if you are building a team), and help others succeed.

Because this is such a crucial part of your business, we have listed four basic steps to effective prospecting below:

1. **Use conversation and probing questions** to help the prospective client see their company, hurdles, and needs by listening to them. In other words, "how can you help them achieve success in their job and company?" Or, "do they like not having enough money in the budget to expand this department." Or “do they worry about how to meet payroll.” Or “are they worried about being terminated?”
2. **After these probing questions**, which can be depressing, you can offer hope. What does this mean? **Give them an example of what your solution can do for them** including an example of what you and your company did for another person and organization. If you do not have your own story, use another person's story in the team, as well as your organizations stories.
3. **Present the company, team, strategies, solutions, and your expertise as an answer.** Do not sell. Inform them. In other words, provide them with your website, brochure, and any other materials. Give them the overall picture. Let them know you will follow up with them to answer any questions.
4. This last step is where most people miss the mark. This is where you **take the solution and opportunity away**. This is where you require the prospective candidate to qualify as a client. What do we mean by this? If you are going to spend time, energy, and money providing solutions, you want to pick the right people. By picking the right people, **you**



want work with people that want what you have and want something better for their company. People that will answer their why! People that want to get to their goals, even though they do not know how (they will do what it takes).

When you follow the above steps, methods, and our system, those that become clients and partners will be coming to you, without you having to push people along. This places you in the category as the professional and the authority. This method brings you results.

It is true that business is a numbers game when it comes to sales, marketing, and building a business. You will need to treat your business as any business – you will need more people – more leads, appointments, and prospects.

Those who fulfill their goals do what it takes to get there with step-by-step, day-by-day, practical methods. These committed people always win at the end because they pay the price at the beginning. They believe in what they are offering for solutions.

Your job is to follow up with every person as an information giver until each person becomes a client and says no, or you decide that this person is not someone you want as a client.

Prospecting, sales, marketing, and the promoting process is an exceptionally good thing, because it allows you to get to know each prospective client enough to decide whether you want them as a client.

Keep in mind that **peoples' circumstances change**. When someone does say no, they are not necessarily saying no to you, but the timing is an issue. If a person says no to you, ask them if they would mind if you followed up with them six months down the road.

Keep contacting your prospects on a regular basis as you have outlined in your prospecting book.

Stay in Touch

In the numbers game of business, it is not that some people do not qualify. Many people will disqualify themselves for one main reason: The lie!

What do we mean by “The Lie”?

Many people do not know the why behind their life. Even if they find out the why for their goals, they need to pay the price.



There is a Price for everything!

Some people think they are just going to join something, have their business grow, and make money. This is an absolute lie!

Even if a person is willing to pay the price, you must have a belief in what and whom you are representing. If you do not have this belief, how can you start? Do your due diligence in studying what you have. Make sure you understand so that you can succeed.

You Must Have a Team

If you do not have a team, whereby anyone, given the willingness and determination, can succeed, you will probably lose. You must have support.

The above process is easy if you do the following:

- Write down your goals.
- Answer the question of “why” for your goals.
- Pay the price before you start.
- Be willing to grow.
- Be responsible for your success.

What is Your Why?

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30+ years growing people, procurement, and projects!