
Quality Interview 1

REMEMBER: The goal is to have a conversation. Ask follow-up questions where they are needed to develop the conversation.

By asking the right questions, we help people realize that it's more risky for them to stay on their current path than it is to make the necessary life changes so they can close their gap.

1. INTRODUCTION
2. CONNECTION QUESTION
3. SITUATION QUESTIONS (GAP & OBSTACLES)
4. CONSEQUENCE QUESTIONS (URGENCY/BIZ INTENT)
5. SOLUTION
6. COMMITMENT QUESTIONS (OPEN OR CLOSE THE DOOR)

STEP 1: INTRODUCTION (by the new IBO)

- Briefly introduce Prospect to Coach
- Properly introduce Coach
- Thank Coach for their time
- Turn it over to Coach

STEP 2: CONNECTION QUESTION

Ask them to share their story

- When you were talking with _____, what was it that prompted you to want to know more about what we are doing?

Establish Our position

- The first part of this call is fairly simple, I want to find out a little about your current job situation and what it is providing for you compared to where you really want to go. What that GAP looks like.
- Then if it makes sense, and I feel we can help you, I'll explain what that would look like and discuss possible next steps.
- Does that sound reasonable to you?

STEP 3: SITUATION QUESTIONS (MINING THE GAP)

Find out their current situation and GAP:

- Can you walk me through your what your current job situation looks like?
- What is it that made you want to potentially develop an additional income stream?

Dig a little:

- Do you like what your are doing? .. or.. What do you enjoy about it? (if you can't tell if they like their job)
- Is there anything you would change if you could? (if they seem to like it)
- What is the main reason you are looking for something outside your current income? (to further dig into their GAP)

Identify the reasons they haven't already changed (ROADBLOCKS)

What has held you back from moving forward in the past?

- Time

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- Money
- Lack of Expertise (Vehicle)

Consider sharing a story of another roadblock that could hold them back. (RELATE)

STEP 4: CONSEQUENCE QUESTIONS (URGENCY/BIZ INTENT)

This is getting to their emotional pull of the consequence of closing the gap or not closing the gap.

- Why is it important to you to do something more?
- How does it feel to have (whatever their GAP is) in your life? (Have them describe)
- What do you think will happen if you don't change anything to fill that GAP?

Seeking sense of Urgency:

- Why is NOW the right time for you?

TRANSITION: So based on what you've shared, I can see how what we do may benefit you. I can share some of how we can help you close that GAP, would that help you?

STEP 5: SOLUTION

Share a brief compelling story (relate to some of their GAPs or ROADBLOCKS and what caused your sense of URGENCY):

- In our business, we have a system that you'll follow... we really break it down into three pillars...

In each of the 3 Pillars, share the Feature, the Benefit, and the Problem it solves.

Our first pillar is mentorship.

- Skill development - events, resources, etc.
- Business strategy
- Personal development
- Accountability & Consistency

That way you can learn the skills you need to be able to profit in business and get yourself closer to (a goal they have).

Our second pillar is e-commerce

- Versatile & Fluid
- Little-to-no inventory or overhead
- Strong holistic product portfolio
- Zero barrier of entry

This provides the ability to grow a business from anywhere, around any time schedule.

Our third pillar is scalability

- Scalable business model - direct sales
- Learn a skill and then be rewarded for helping others model you.
- Leverage or Compound Time

You will see that you are not a timeframe away but a skillset away from your next goal.

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STEP 6: COMMITMENT QUESTIONS (OPEN OR CLOSE THE DOOR)

- Do some of the things I covered seem like something you might be looking for in business?
- Why is that?

Open the door:

- Based on what you have shared, I think it looks like what we are doing might be a good fit. I think it would be worthwhile to schedule a time to get into some specifics. Does that sound good?

Set up a time to hop on Zoom

- Okay great. Text me your email address and I'll send over the calendar invite for our Zoom call.
- **If they are married** - When we meet up for the Zoom call, I would like to speak with both you and your spouse to ensure we can all be on the same page. Is that fair to ask?
- In the meantime, I want to make sure that you are prepared for that conversation so I'm going to send a link to a book summary for you to read before we get back together.
 - it will only take about 15 min to read, but it will lay the foundation about what I will share in next steps
- Let me share some mindset with next steps:
- Our vetting process usually takes 2-3 weeks, depending on the prospect, which will give us time to...
 - Build rapport & trust for both you and me
 - Educate you & prepare you to successfully get started

Close the door (if they are not really connecting with what we do):

- I appreciated getting to know you a bit. I definitely wish you the best in your own endeavors as you move forward. I know timing is everything for everyone.

Don't miss the opportunity to transition to a customer!

- How would you like to look at how we could support you as a customer during this time? Then we can relook at business options later if it makes sense.
- Ask questions to discover what product lines would be best for them!