



## Why Some People Don't Make it in Network Marketing

The single greatest reason some people never make it in network marketing is... **they spend their time with the wrong people and consequently, they burn themselves out of the business.**

You can use the telephone to get your message in front of more people faster than almost any other person-to-person technique. But it's important that as soon as you begin your call to **make sure the person you called is a qualified prospect.**

So, how do YOU know if someone is a qualified prospect or not? How do you make sure you're not spending your time with the wrong prospects?

Simple. Very early in your prospecting call (or presentation), you ask a question that clearly reveals if they are serious and ready to take the next step with you.

You ask them a Basic Qualifying Question.

Here are some examples:

\* **'If I can show you a program that will provide you with an additional income, give you more free time with your family and you feel completely comfortable with it, are you ready to do business?'**

**'Suppose my company can meet all of your financial and freedom needs, what will you do?'**

**'Folks, you mentioned that you wanted to spend more time with your children and have the money to send them to college. If my program can clearly do that for you, are you ready to enroll in my program?'**

**'The company that I represent will provide you with training, products for you to use and immediate access to products to get you started earning money. The investment for that program is as little as \$156. Can you fit that into your budget?'**

The Basic Qualifying Question will quickly separate the good prospects from the bad prospects. Then, you can spend your time on the easy ones while other network marketers waste their time on the bad ones.

Asking the Basic Qualifying Question is the most important question you'll ever need to know. It will guarantee that you're focusing on only motivated and qualified prospects.

*Jimmy Smith*