

ERICK WORRE – INDIRECT APPROACH HOT MARKET

This is for friends or family, they are your hot market, people who know you too well. In some cases, if you try to recruit them, you will get walls of resistance. So instead, ask for a favour. Call them and start with a COMPLIMENT:

Example, Erick calls his brother Alex:

“Hey, brother, how are you doing? Yeah, I just want you to know how much I appreciate you. I just want you know how grateful I am that you’re in my life. I’ve started a business, and don’t worry, you’re not a prospect. I’m not here to try and recruit you.

Okay, this is my business, but I’ve just gotten started. And here’s my product. My product does this and this and this. And to get started and figure out how I’m going to build this business, my first goal is to get a few customers, and it would mean the world to me.

If you would be my customer one time, it would cost X dollars. I’ll make it really easy on you, and I think you’re going to actually like it. Okay, one time, not forever. I just want you to try it one time. Would you be willing to do that? Yeah, fantastic. Yeah.” (He’s supporting his brother.)

OR, you ask for permission to practise your sales presentation:

“But I’m nervous. I’m just getting started. I need somebody to practice on. Can I walk you through my little thing? I’ll make it easy on you. I promise. It only takes 10 minutes. Can I jump on Whatsapp/Zoom … and just read my little script, get my nerves taken care of? Can I practice my pitch with you? Can I just show you what I do? Can I show you what this thing does? Just so I get more comfortable…”

If I ask if somebody if I can practice on them, chances are excellent they’ll say yes. If I ask somebody, will you support me and mean the world to me one time, not forever, it’s like asking them to come to my little bistro that I just started down the street and check out the coffee. And tell me if they like it or not.

“If you like it, if you love it, let me know. I’ll show you how to get more if you like it and if it’s similar to something else you’re already using… I hope you’d pick me over somebody else. And if you don’t like it, don’t worry. I’m not going to bother you about it again. Fair? All right, fantastic.”

“And you know, the other thing, Alex, that would be great is, if you actually use the product that I that you bought. Would you just let me know if it worked for you? Yeah, let me know how you feel. Let me know how it worked. Let me know what the results are, because that would give me some feedback of how I can work in the marketplace, and having that little testimonial from my brother would be great. It would help me grow a business.”

Also, ask for referrals. Do you know somebody who might benefit from this?