

F.O.R.M. Method of Conversation



You can develop a relationship with each of your warm market leads or with any stranger by using the F.O.R.M. method of conversation.

- **F**amily
- **O**ccupation
- **R**ecreation
- **M**aterial Needs

You can discover a prospects needs, strengths and goals by asking information gathering questions.

Here are some samples of what you could say:

- What do you like most about your work?
- What do you dislike most about your work?
- Are you still working long hours at work?
- How have you and the family been feeling?
- What do you do for fun?
- Do you have any children?
- Are you looking for supplemental income or replacement income?
- Have you gone on any vacations lately?
- That sounds interesting. How long have you been doing that?
- I knew someone that worked in your field. They made good money but worked long hours. Do you?

Make sure you have the right mindset when making the initial contact so you can connect with your prospect and build trust. You do this by showing them you truly are interested in them and are presenting a real solution to their problem!

We are not about hype. We just need to tell them why we love the products otherwise we will sound like a "sleazy salesman" to anyone around us!