



Private Understanding

In any kind of relationship, there are pressures and conflicts that arise and must be dealt with. In the relationship between a recruiting networker and a prospect, the potential for conflict always exists. Managing this relationship, especially in the early stages, is paramount to having a positive outcome (i.e., new associate in your organization). The method we use to manage this relationship as the prospect goes through your recruiting process is called a Private Understanding. When properly used, a Private Understanding will remedy the problems listed below:

- **Problem:** The networker lacks a clear direction when taking a prospect through the recruiting process, and is never quite sure where to start.
- **Problem:** The prospect feels pressure, and is not honest.
- **Problem:** The networker feels uncomfortable.
- **Problem:** The networker follows up, but is not sure where the prospect stands.
- **Problem:** The networker loses control early.
- **Problem:** The networker spends time with an unqualified prospect.
- **Problem:** The prospect doesn't trust the networker and is uncomfortable with the process.

In a perfect world, the recruiting call would start with a clear idea for both participants as to what will transpire (i.e., a clear agenda based on the prospect's concerns, and not driven by the agenda of the networker).

By fostering an environment of trust and mutual respect, the prospect would feel comfortable, and provide the networker with all the information needed to determine if the prospect qualifies to work with them. The networker would also provide the prospect with enough information so that together they could determine if it makes sense to continue pursuing the relationship.

In summary, create the environment that will allow both of the participants to feel comfortable in exchanging all of the information needed to determine what, if any, next step should occur.

Eleven Reasons for Having A Private Understanding:

By using a Private Understanding, what we are attempting to establish is a clear, concise, enforceable, and understandable set of rules with the prospect. A strong Private Understanding accomplishes the following:

1. It gives the prospect and you the opportunity to ask questions.

“Don, let’s set some ground rules for our meeting. I’d like to be able to ask you some questions about what you are looking for, and I would like you to feel comfortable in being able to ask me anything you’d like about our opportunity. Is that okay with you?”

2. A Strong Private Understanding gives both parties the opportunity to say “no” if there isn’t a fit.

“As we ask each other questions, we may decide there isn’t a fit. We may realize it doesn’t make sense to spend any more time discussing this. If we reach that point, are you comfortable telling me that?”

3. A strong Private Understanding gives both parties the opportunity to say “yes” if there is a fit.

“On the other hand, Don, if you see that this opportunity makes sense to you, we can decide to move forward. Is that fair?”

4. A strong Private Understanding provides that we know what will happen after each phase of the meeting (no surprises).

At the end of each phase of the recruiting process, both parties have to agree to either move forward or abort. It is important that you come away from every meeting with a clear, concise, verbal agreement as to what will happen next - either to keep moving forward or to conclude. If you are going to move forward, what is the purpose of the next meeting? “When we are finished today, are you all right with setting up some ground rules for how we should proceed?”

5. A strong Private Understanding allows for enough time.

Have you ever been on a call where you instantly bonded with the prospect? You talked about everything except business, and suddenly they said, “I’m sorry to rush you, but I only have a few minutes – because I have some other things to do. Can you tell me about your opportunity in a couple of minutes?” A Private Understanding will establish a clear understanding of how much time will need to be allocated to go through your recruiting process. This can be accomplished by asking the prospect, “Don, how much time have you set aside for this meeting?”

6. A strong Private Understanding makes sure there are no interruptions.

Your call is going smoothly when out of the blue, the prospect's spouse walks in telling the prospect there is something that needs his attention. This could have been prevented by dealing with potential interruptions up-front: "Don, let me ask you this. I don't know if this has ever happened to you, but there have been times when right in the middle of an important issue, a phone rings, or something comes up which needs attention. When working out of the home, sometimes these things can't be avoided - but is there any way we can minimize potential distractions?"

7. A strong Private Understanding establishes the agenda for the meeting.

In order to make any meeting productive, you need an agenda. Whether you are meeting with the prospect in person or over the phone, the focus should be on what's important to them. What is the pain that they want to eliminate? "Don, I know our time together is valuable, and I don't want to waste it. What do you want to accomplish on this call, so you feel the time spent was worthwhile?"

8. A strong Private Understanding requires a decision be made at each meeting.

At the end of a recruiting call, you are either going to get a 'yes' or a 'no.' If you are in a multi-set recruiting process (the prospect listens to a recorded information call, or is invited to a group presentation, or is put on a 3-way call, or is sent to a presentation website, or a combination of all of these), this is where you outline your recruiting process. The outline then becomes a chess game between you and the prospect. You make a move, the prospect makes a move, and so on. If one of you should fail to make the proper move, or make no move at all, the game is over. Even though you may make multiple recruiting calls on this prospect, a decision to move forward to the next step is made at the end of each call.

9. A strong Private Understanding gives you the opportunity to deal with your biggest fears up front.

If there is a particular element of your recruiting process that is awkward, or incongruent with how you interact with the prospect (a 3-way call where a high degree of pressure is put on the prospect, or a website presentation which you feel is not very strong – but is all that you have), you must deal with it up front. "Don, before I get too deep into discussing the opportunity with you, I want you to know that there is a part of my recruiting process that makes me a little uncomfortable. The group presentation conference call does a great job of providing in-depth information about the opportunity. This still is more aggressive than mine, and at times I feel that it's a little too flashy. It's not a problem for most people, but I wanted you to be aware of it, and how I feel about it. I just want to make sure you aren't taken off guard by it, and are able to take away all of the valuable information that will be shared with you. Is that all right?"

10. A strong Private Understanding enables you to be invited in to meet with the prospect after an initial phone call.

Have you ever been caught off guard when you call a prospect after an initial conversation, and found that the prospect's mood has completely changed? Prospects will say one thing, and do another when it comes to following through on something you agreed upon. If this happens to you all of the time, make sure that you bring it up with the prospect. For example, if the next step in your recruiting process requires the prospect to watch an on-line presentation, and most of the time when you follow-up at the agreed upon time and date, they never visited the presentation website. Make sure you say, "Don, I know that in life things always come up. A good percentage of people tell me that they will view my on-line presentation, but when we get together again, they confess to me that they didn't get a chance to view it. Do you think we have allocated enough time between now and our next meeting to factor in any potential delays that could come along?" This is an indirect way of saying, "Don, will you please take the time to watch this presentation before we meet?"

11. A strong Private Understanding helps you handle a request for literature or samples.

One of the best ways to get rid of networkers is to ask for literature and/or product samples. When that occurs, you should say, "Don, I'll be happy to mail you literature and/or product samples. Do you mind if I ask you a question before I do? Sometimes when people ask for literature, as opposed to viewing my on-line presentation and company website, they really aren't interested, but are too nice to tell me because they don't want to hurt my feelings. Is this the case here, Don?"

If you do decide to send literature and/or samples, ask a question that ensures you will send the right material and there is enough time for them to evaluate it before your next appointment. You might say, "Don, there is a lot of different information I could send you, some of which may or may not be of any interest to you. I don't want to needlessly kill trees by sending you information you aren't interested in. What exactly are you looking for?"

Before you actually send the material, make sure you have an agreement on what will happen next. "Don, I'm going to send the materials. I'll send it priority mail, so it should get there in two or three days. How much time are you going to need to review it?" [the prospect responds] "You should have it by Thursday at the latest. Let's assume that you've gone over it by Tuesday. I'll call you on Wednesday, and here's what I would like to see happen, if you're comfortable with this. I'd like for you to be able to say you have some questions or that you are not interested. If you have some interest, I would like you to let me know what you feel the logical next step for us should be. Is that fair?"

The Four Steps In A Private Understanding:

- **Step One: Open with a subtle negative.**
- **Step Two: Pose an agenda question.**
- **Step Three: Gain permission to ask questions.**
- **Step Four: Define the intended outcome and progression of events.**

Below are several phrases that you can choose from, for use in your four-step Private Understanding process:

Step One: Subtle Negative

- I'm not really sure we have a fit.
- This opportunity is not for everyone.
- I'm not sure we should even be talking.
- This may not be of any interest to you.

Step Two: Agenda Question

- There must be a reason you wanted to discuss this with me...
- There must have been something I said (or you saw) that piqued your interest...
- Why are we talking...I mean, what is it that you are hoping to accomplish?
- What is most important for us to discuss?

Step Three: Permission to ask questions

- Do you mind if I ask you some questions about what you're hoping to accomplish?
- Would it be appropriate if I asked you some questions?
- Is it okay if I ask you some questions?
- Does it make sense if we ask each other some questions, so we can figure out if there's any reason for us to talk?

Step Four: Intended Outcome & Progression of Events

- At the end, we can decide if it makes any sense to continue.
- When we're finished today, I'm wondering if it makes any sense to decide if we want to continue or abort.
- What would you be comfortable doing after today?
- Let me tell you what I think makes sense, and you can tell me if this is comfortable for you...

In Step 2 (Agenda Question), it is critical to uncover everything you can about the prospect's motives. What's going to cause them to stop doing whatever they are currently doing and start doing something different? This is called their reasons for change.

One of the most important principles of human behavior for networkers to understand is that people resist change, even for pleasure. If a prospect is going to change, they will do so faster to avoid some form of loss or consequence, rather than to achieve pleasure.

Focusing your recruiting efforts on pleasure is very difficult. The best minds in marketing and advertising spend a tremendous amount of money and energy attempting to motivate people focusing on pleasure. It is even harder to succeed when you focus on pleasure in network marketing, although millions of networkers continue to try using the outdated feature and benefit approach.

If you question whether pleasure-based recruiting works, look how people are now being pitched to look at their opportunities:

- ✓ Our Completely Automated System will do the prospecting, presenting, and sponsoring for you!
- ✓ Our call center will close all of your deals for you! Never speak to anyone.
- ✓ For just \$10 you can make \$2,850 each and every week, just like me!
- ✓ Make \$100,000 per month, within 30 days! No Investment Required. We do all the work for you. Just sit back and relax...in no time at all you will be rich beyond your wildest dreams.

Okay, we threw the last one in, but as you can see, because the vast majority of networkers are using pleasure-based recruiting, their claims to gain people's attention have become more and more outrageous (bordering on criminal). It creates an environment where expectations are so unrealistic that even under perfect circumstances, expectations can't come close to being met. Pleasure-based recruiting is killing this industry, and making it almost impossible for honest networkers to succeed.

We have found, through our years of experience in this industry, that you can experience success in this industry faster and easier if you focus the early part of your conversation with a prospect on the pains and consequences the prospect will (or even might) experience in the absence of your opportunity. This is a quicker path to getting behavior change than if the networker attempts a 'pleasure pitch' by telling how much better off they will be if they join their opportunity.

The Pain of Change Vs. The Pain of Loss

As we transition into Step 3 (Permission to ask questions) and begin to uncover the root of their pain and consequences (which is their true motivation to change behavior), it is important to recognize the prospect's mindset at the beginning of the conversation. No matter what the prospect has said about why they are willing to talk to you, deep down in their heart of hearts, they honestly believe two things:

1. That they are doing just fine without you, and there appear to be no unbearable consequences associated with not joining your opportunity.

2. The pain of change they must go through to join your opportunity (i.e., money and time) is far greater than the pain of not doing anything.

If both of these statements are really true, you don't have a prospect. Therefore, your sequence of questions and the way you handle their answers to those questions will be critical to establishing whether or not sufficient motivations exists.

Summary

The most important part of any recruiting process is the first few steps. It's like a train that leaves the station. If the train is on the wrong track, it will never get to the intended destination...no matter how efficient...no matter how fast...no matter how experienced the conductor is. Wrong track = Wrong destination.

With the Private Understanding, we are beginning the recruiting process with us in control, rather than the prospect. Here's an important point:

If the prospect senses that you are trying to control him or her, they will move to Not OK, and opt-out of the recruiting process.

With this in mind, it is important that we keep the prospect OK throughout this part of your process.

Remember the four steps to a Private Understanding:

Step One: Subtle Negative

Step Two: Agenda Question

Step Three: Permission to Ask Questions

Step Four: Intended Outcome and Progression of Events

The difference between the Conversational Recruiting and the Traditional Networker:

The Conversational Recruiter:

- Responds with a Private Understanding (gains control)
- Focuses on the prospect, and is effective and efficient
- Is OK with leaving, if the prospect isn't saying the right things

The Traditional Networker:

- Allows the prospect to have total control
- Focuses on his agenda, not the prospect's
- Begins spewing out features and benefits before the ground rules are set