

Special Report...

ENDLESS PROSPECTS

The Go-Giver Way

An Easy-to-Learn, Simple-To-Applly, No-Fail System For Any Sales Professional Who Has Ever Asked Themselves the Question:

"Who Do I Talk to Next Now That My Original List of Names Has Run Out?"



Bob Burg

Introduction

Let me ask if this describes you:

You are either an entrepreneur and company owner, or in a sales position in which you represent a product or service that, quality-wise, is the best around. Maybe you lead a sales team.

Or, perhaps your product or service is simply a commodity, meaning that, while it's of very high-quality, it is similar or even the same as that of your competitors, providing you with neither an advantage nor a disadvantage in that regard. Regardless, it's really good, you totally believe in it, and you *know* it adds exceptional value to your customers or clients.

But, here's what you also know: It can be downright difficult to get in front of new, highly-qualified prospects who need, want, and desire your product or service. And, there's a lot of competitors out there who are also trying to get in front of the same people you're trying to get in front of. And, even when you do manage to get in front of them, well... these people can be difficult.

In other words, even though you can provide them with a great product or service that will totally meet their needs; they need it, they want it, and they can afford it, they don't necessarily go the path of ownership. Often, that person who needs what you have the most will end up saying "no." And, worse; they'll buy from your competitor who you just know won't provide them with the caring follow-up service that you would have.

Now, we can work on helping you have a lot more success in those actual presentations, but that's not what this report is about. First, I want to help you wildly accelerate the number of A-list, high-quality prospects you are able to get in front of and present to. That's a really good first step.

Fortunately, there's good news. And that is, "It doesn't really matter how many people could or might say no. There are lots and lots of people out there who are looking to buy what you are selling and if you find them by utilizing the correct methods, the odds are much greater that—when you present to them—they will say "Yes!"

"But, Bob, I can almost hear you saying, "now you're talking about prospecting and contacting people and, you know, that's just something that's always given me trouble. Frankly, I just don't like doing it."

I've been where you are. And, let me assure you, using the system I first learned, then reworked little-by-little, and refined until it was flawless, you will be able to meet an endless number of people who you can approach with confidence, with ease, and in a way that they will feel just as comfortable. They will be totally open to the idea of being in a conversation with you, and in time—if they have the want, need, and desire—become your customer or client.

They'll also be happy to refer you to others, as well. And, by the way, they don't even have to be your customer or client to refer you. You might sell to a certain niche market which they are not part of. Or, at this time they don't need what you sell (perhaps you sell something that people buy only every few years or so) but they might know others who would be terrific and highly-qualified prospects for you right now!

If this isn't something about which you feel confident right now, or even believe, that's okay. I totally understand. Again, it was the same for me back in my "early days" in sales.

After much searching, learning and applying, I developed the *Endless Referrals System* that would forever allow me to put as many people in front of me "face-to-face" as I so desired. For years, and through my books, audios, and live programs, I've taught thousands of others how to do the same in doing so, they never, ever again had to ask themselves that most dreaded of questions:

"Who do I talk to next, now that my original list of names has run out?"

Have you ever asked yourself that question? If so, then get ready to have your business enjoyment and financial future begin to change.

The information in this report will introduce you to a short, real-world, step-by-step, and profitable system that will put in front of you a never-ending list of new, high-quality prospects. You will find this information similar to a map that will lead you to buried treasure; the treasure being qualified and high-quality names, names, and more names.

The goal is for you to be able to help an unlimited number of people enjoy and gain from the benefits of owning and/or using your products or services.

Systems

A few paragraphs above I mentioned the word, "System." Since it's always a good idea to define a term to make sure we're operating from the same premise, let's do that now.

I define a system as:

"The process of predictably achieving a goal based on a logical and specific set of how-to principles."

The key word in that definition is "predictably." Predictability is the crucial element: a solid, proven system takes you out of the realm of chance and random trial-and-error, and puts you on a path to reliable results. In any area in which one might desire to succeed, whether it's building a business, losing weight, improving a relationship, or lowering a golf score, the key to success is to find a system that has been proven to work in that particular area, and then simply apply that system to your own efforts.

Again, a system is simply the process of *predictably* achieving a goal based on a logical and specific set of how-to principles. In other words, if it's been proven that by doing "A" you will attain the desired results of "B", then all you need be willing to do is "A" and you'll eventually have the desired results of "B."

In this case, "A" will be the information in this special report you are currently reading, based on what we call, "The Go-Giver Way." More about that in just a moment.

By the way, what a system can do *for you* is incredibly exciting. Here's how Michael Gerber, noted business consultant and author of the iconic *The E-Myth* series explains the benefits of using a system (paraphrased):

"Systems permit ordinary people to achieve extraordinary results, predictably."

None of this, of course, is meant to imply that anyone is "ordinary." What it does say is that if a person should happen to be ordinary in terms of their ability to prospect or obtain referrals simply, profitably and consistently (as I certainly was), then utilizing a system, as I learned to do, can help that person to achieve extraordinary results.

And that's what this information can do for you if you simply learn it and follow it. I'm excited for you!

What Do I Mean By The Term...Go-Giver?

The Go-Giver is a business parable that hit both the bricks & mortar and online stores back in 2008 and since that time has sold over 650,000 copies.

It's the story of a young, up-and-coming, ambitious, hardworking salesperson named Joe who—while reasonably successful—was falling far short of the success he and others knew he had the ability to achieve. What he discovered was that his focus was in the wrong place, and... over the course of the story he learned that:

Shifting his focus from getting to giving (and, when we say "giving" in this context we simply mean "constantly and consistently providing value to others") is not only a more pleasant way to conduct business, it's actually much more financially profitable, as well.

Exactly! More pleasant AND more profitable! That is how sales works in the real world and the majority of the consistently top producers understand this. To the degree that you as a salesperson can create and communicate value with a laser focus on your prospective customers and clients, that's the degree to which you'll have more A-list and referral-based prospects than you can handle (though it will sure be fun to try). And it all begins with where you place your focus.

After all, keep in mind the following:

- Nobody is going to buy from you because *you* have a quota to meet.
- Nobody is going to buy from you because *you* need the money.
- Nobody is going to buy from you because *you* are a nice person who really believes in your product.

No, they are only going to buy from you because *they* believe that *they* will be better off by doing so than by not doing so.

And, in a *free-market* based economy (meaning that no one is forced to buy from anyone else) that's the only reason they will—or should—buy from you.

What this means is that it's up to the sales professional (that would be you!) to take it upon himself or herself to effectively communicate that value through that laser focus.

You do this through building the sort of trust in which this person knows you are on their side and they develop a deep trust in you both in terms of your character and your competence.

I believe **The Golden Rule of Business** is:

“All things being equal, people will do business with, and refer business to, those people they know, like, and trust.”

And, there's no faster, more powerful, or more effective way to elicit those types of feelings in them toward you than by genuinely and authentically moving, or shifting, from an “I-Focus” to an “Other-Focus” looking out for your prospective customer's best interests; making your win all about THEIR win. (In *The Go-Giver*, we call this the “Law of Influence.”)

And, this actually begins with the prospecting process, which is what this special report is all about. Remember this:

“Money is simply an echo of value. It's the thunder to value's lightning.”

In other words, the value comes *first*, and the money you receive is simply a *result* of the value you've provided.

The end goal will be for you to have endless prospects and endless referrals. The more of those you have, the more people who will benefit from the magnificent value you are providing them through your products and services.

The result is what in *The Go-Giver* we call, “The Law of Compensation” which says:

“Your income is determined by how many people you serve, and how well you serve them.”

Serve a LOT of people and you will earn a LOT more money. You’ll accomplish this through endless prospects and endless referrals. And, it’ll be so much more fun!

Let’s get you started doing that here. And, it begins with understanding what your “inventory” really is. It’s not how many products you have in stock or how many different services you can provide. It’s how many people you’ve earned the right to get in front of and present to.

The Mindset (Your Only Inventory Is People)

Perhaps you began with a healthy list of names. Depending upon what you sell, maybe even the names of people you knew on an intimate or semi-intimate level; family, friends, lots of acquaintances. Or, if not, then maybe a list of leads or suggestions provided to you by the company, through a trade show, or by any number of other ways.

And, since you knew the exceptional value of your product or service, you knew (and you knew that you knew) that all of those people on your initial names list would be just as excited to hear about your product or service* as you were to tell them about it...**NOT!**

You made some calls and got some no’s. You sent out some really cool materials and got some more no’s. You approached others verbally at some local “networking” events and got still more no’s. You reached out to people online and got no response whatsoever. You went back to calling on the phone and received even *more* no’s.

It may even have begun to remind you of that hit song from the early 70’s that went something like, “No no no, no no nononono, no nono, nono no no, nono nono...”

Uh-oh. What a lousy feeling. What’s going on? Why aren’t these people interested? Are they morons? What is it they’re not interested in?

Let’s back up just a bit, to the very first words uttered in the previous paragraph. They were, “Uh-oh.” Uh-oh, meaning, “Uh-oh, if many more people continue to tell me ‘no’ I’m going to sooner or later (most likely sooner) run out of names of people to call. Then what will I do? I’ll be out of business!”

We know how important it is to keep exposing your services to people, right?

After all, the mega-successful salespeople and entrepreneurs always teach, “He or she who talks to the most people, wins. In other words, it doesn’t really matter how many people say ‘no’ as long as you find enough people who say, ‘yes’.”

*from this point on I’m going to use the words, “products” and “services” as well as and “customers” and “clients” interchangeably.

Secret of the Champions

Aside from my own beginnings in sales (and I'm still selling 35 years later), I've been privileged to have spoken at hundreds of sales leadership conferences. I remember when I first began, and whenever appropriate, I'd make it a point to always ask the very top producers:

“What is it that has made you so successful in this business?”

You see, I would ask, “in *this* business” because I got to speak to sales champions in so many different types of businesses. And, while I suspected the answers would be the same “across the board” (after all, success principles tend to be transferable) it was an excellent way to test my assumptions.

When answering, they'd talk about the things we've all been taught since taking our first sales training course, reading our first book on sales, or listening to our first audios on that same topic. Then, I'd ask, “Well, a lot of people in your company do all that, and some with a good measure of success. But what is the *determining factor*... **the reason why you are a top producer, an award-winning sales champion, while they are not?**”

Their answer, while in their own unique words, was always—now get this—*always* the same in principle: “We top producers have simply made presentations to more people than those who are not yet there. We've been told ‘no’ a lot more time, thus we've gotten a lot more ‘yesses’.”

Could that really be it? But that's so simple.

Ah, yes *Grasshopper* (remember the old Kung Fu television show?), *simple* but not necessarily *easy*.

Or, is it? Actually, it *is*, if you follow the system.

You might be asking yourself, “*But how do I find all those people to talk to? Because the way things are going right now, my list of names is running out fast and furious. And the more I try to talk to people I meet about my incredible products that I'm so excited about, the more they seem to be staying away from me, and even avoiding me... in droves!*”

How to find all those new people to talk to? That's exactly what we're going to address.

By the way, about those people telling you “no?” That was bad enough, but wasn't the worst part the fact that you could sense you were beginning to sound needy, if not downright desperate? As though you needed them more than they needed you? And, of course, people are interesting, aren't they? If they sense desperation, they are less inclined to be interested. And, that is definitely happening.

Have you noticed: **“Nobody wants to do business with someone who needs them too much.”**

Posture

That's where a concept called "posture" comes in. I define posture as "**when you care... but not *that much!***" In other words, sure, while you'd *prefer* they want to buy, you are not emotionally attached to that result. Your sense of happiness and peace of mind is not in any way affected if they don't.

What's interesting about posture is that the more of it you have, the more people respond to you in a positive manner.

When they sense you don't care that much whether they are interested, they suddenly become more interested. "Hmm, what does she have that's so good she doesn't really care that I'm not interested?"

And even if they're still not interested, it gives you more confidence as you move on to your next prospect. After all, if you can have posture regarding one prospect you can have posture with every prospect.

Of course, we're talking about *humble* posture, not arrogant posture. While you "care, but not that much" you are never less than totally polite and respectful. It's not about what you say but rather the energy you bring with you. Again, yes, you'd prefer that they be interested, and if they are, great! But, if not, that's also okay. It's totally okay.

That is posture!

And, that, by the way, is another commonality of the super high-achieving sales producers. They all have it. If someone isn't interested, they don't dwell on it, and they certainly don't take it personally. They just sort of move on down the road and get back to work. They are experts at saying, "N-E-X-T!" (Err, they say it to themselves, not out loud) 🤔

There are only two ways to own this type of posture:

1. Internal Posture

The first is to have faith in yourself as an unstoppable salesperson, combined with the belief that—ultimately—whatever is supposed to happen... will happen. That way you work with the realization that as long as you control your activity and perform the necessary actions, the results will take care of themselves.

Or, as one of my old mentors, Bill Gove used to say:

"You are responsible *to* people – not *for* people."

In other words, you are responsible *to* them in terms of making sure you give them the opportunity to buy; you are responsible *to* them in terms of you knowing your product; you are responsible *to* them with regards to doing all the work you can possibly do in order to help them to make the right decision for themselves. Yes, you are responsible *to* them in all of those ways.

However, you are not responsible *for* their life's decisions, including whether or not they ultimately buy from you.

This is a very empowering attitude to have because it means that so long as you have made the necessary effort in all possible ways, you never have to come away from a presentation feeling badly about anything. Of course, you can still critique yourself and learn from those things you did well and from any mistakes you might have made. But, you come away knowing that you did your very best.

With this attitude, it's easy to have posture! Again, that's the first way.

2. External Posture

The second way is what we are discussing in this report. And, that is to continually develop such a huge and ever-growing list of high-quality names that you know you can never possibly run out of prospects.

That will also provide you with an enormous amount of posture. After all, when you know you always have someone to speak with next, then you can feel very secure in the fact that no *one* prospect can keep you from growing a hugely-profitable and personally-fulfilling business.

Of course, the ideal is to have both of the above; both types of posture! The second type of posture will also dramatically help you with the first type.

Know You, Like You, Trust You

Let's go back to something mentioned earlier: what I call the **Golden Rule of Business**:

“All things being equal, people will do business with, and refer business to, those people they know, like, and trust.”

Think about it; isn't that how you are as a consumer? When you considered buying a home, a car, furniture, clothes, or anything else substantial, if all other determining factors were equal (or even close to equal), you bought from—and referred to—those salespeople you felt best about.

You felt as though you had a relationship with them (you *knew* them). You felt good about them (you *liked* them). And, you felt as though they had your best interests in mind (you *trusted* them).

And, you probably referred others to them as well, with pleasure, didn't you?

It's the same with your business and with your prospects, customers and clients.

Your job is to now take on the mindset of meeting new people, developing relationships with these new people, and cultivating relationships with these new people to the point where they feel GREAT about you. They know you, like you, and trust *you!* They want to be your customer or client (if that's appropriate). They want to see you succeed, they want to help you find new business. They want to be a part of your life. And, for good reason—you are the type of person who deserves those feelings toward you from another person.

In other words, you want these people to be your “**personal walking ambassadors.**”

You can do this on a daily basis... and have fun doing it!

We'll discuss how to consistently bring about those feelings toward you in others, in a way that is totally authentic for you and is simply a reflection of the value you are providing to them.

More importantly, we'll discuss specifically how to accomplish this with comfort, in a way that makes the process of prospecting fun. That's right... fun! No more stomach tension because you need to go out doing something you don't want to do. No more defensiveness as you approach someone who doesn't want to be approached, to talk about something they don't want to hear about. This process will make prospecting downright fun!

The Law of 250

Joe Girard was an automobile sales professional based in Detroit Michigan. “*So what?*” you might ask, “*what does that have to do with me?*” Well, the car sales part, maybe nothing (unless, of course, that's your profession). But the wisdom he imparts, a lot. You see Joe Girard, for 14 years in a row, was listed in the *Guinness Book of World Records* as the most successful car salesperson in the world in terms of numbers sold.

I would imagine you and I both believe that anyone who has been that successful for such a consistently long time, *probably* has some wisdom to impart to us that we can successfully employ, as well. So, what is that wisdom?

In his bestselling book, *How to Sell Anything to Anybody* (no, I don't like the title either, but the book itself is excellent), Joe explains what he calls *Girard's Law of 250*. This simply says that each of us has a personal sphere of influence (those we know *naturally*, i.e., immediate family, distant relatives, close friends, acquaintances, former classmates coworkers, our plumber, tailor, barber/hairstylist, our accountant, lawyer, etc.) of about 250 people. According to Girard, that's how many people will attend our wedding... and our funeral!

Even if his numbers for those two major events seem somewhat high, the 250 figure still works out. If you were to take a pencil and paper and write down everybody you know (and I mean *everybody!*) utilizing the job classifications section in your local Yellow Pages® directory as a memory prompt, as well as names of those in any of your social groups, religious or charitable

organizations, business association directories, etc., you would have a list of at least 250 people. You can even add some (not all, but certainly some) of your social media friends and contacts onto that, as well.

However, it isn't particularly important that *you* know 250 people. What is key is the fact that every new person you meet *also* knows 250 people. Do you see where this is going?

That's right; every time you meet one new person, and are able to establish and cultivate a relationship with that person, and develop that relationship to the point he or she feels so good about you—he knows you, likes you, and trusts you—to the point she wants to see you succeed, wants to help you find new business, wants to become your customer or client, and wants to be a part of your life... something wonderful happens:

Yes, every time you accomplish the above successfully with one new person, you have just increased your personal sphere of influence (i.e., your inventory—your names list) by a potential 250 people EVERY... SINGLE... TIME!

Do this with just one new person a day (or even more) and in practically no time at all, you will have developed an absolutely enormous, humongous, personal sphere of influence!

With that in mind, the only major question left is how to do it. How do you put yourself in a position that allows you to add people to your names list—your inventory—on a continual basis, every day, 250 people at a time?

Find Them, Meet Them, Win Them Over

First we must ask, “where can we find good prospects?” The answer is “practically everywhere.” But I think you already know that. So, the next question is, “where can we find them in settings that lend themselves to approaching these people in a very laid-back, non-threatening manner (and this is important... non-threatening to them, *and you!*)? Only then is there an opportunity to meet them, and begin the process of establishing and cultivating a mutually beneficial, win/win relationship.

There's a very important reason why the situations/places/events in which you meet quality potential prospects must be conducive to your approaching them. A reason why *both* you and the other person need to feel non-threatened, and even *good* about the process. Of course, it's pretty obvious why the *prospect* must feel this way.

The reason why it is so vitally important for *you* to feel this way is that you need to see the prospecting process as being fun. And it can be. But, it's only fun when the nervousness (sick, nauseous feeling in the gut) typically associated with prospecting is no longer there. And this only happens when the situation for meeting someone you wish to meet allows for a natural feeling of comfort. Don't worry; those situations abound! It will never again be a problem for you. So where in particular do these positive prospecting situations occur? Let's list just a few places. One would be a social/business event such as a monthly Chamber of Commerce “Business After

Hours” event. Although these gatherings are typically worthless for most people—and you may have experienced that same result—they can be pure, solid gold for *you*. It’s only a matter of approaching these events and working them the correct way.

Another great place to prospect is a purely social gathering, such as a party. And, the more people you *don’t* know, the merrier. Don’t get nervous here; the prospecting process will be a breeze! I’m just helping you find situations in which there are people you don’t know, because those are the new people to add to your growing *inventory*.

Why? Because (besides the fact that you are supporting a charity) charity events attract successful people, which are the very type of people with whom you want to build relationships. They are also people with whom you have a similar interest. There are generally two types of people who attend charity events; those who are financially successful and those who, even if not, are still good connectors of people. Often, they are both. I’m sure you are willing to help them regardless.

Plenty of other opportunities to meet great new people on a daily business will take place as well. As you become more comfortable with the prospecting process and discover how fun it truly is, your antennae will go up and situations you never recognized before (possibly because you didn’t want to) will regularly appear in your life. Ball games, PTA meetings, the health club, you name it. Again, these *situations* are not new; only the way you will *see* them and *handle* them.

Here’s An Example

Let’s begin by pretending you are in, what would be to many people, the *worst* situation for prospecting you could possibly be in. You’ve just joined your local Chamber of Commerce and they are having a big “Business After Hours” event (or pretend it’s any event with well over 100 people attending). At this point, you know *absolutely nobody* there. Bad or good? Good ... very good!

“But Bob. You don’t understand, I’m not like that. I’m not smooth. I can’t just walk into a place where I don’t know anyone and start talking to people.”

Good, then you are like I am. Because nothing would scare me more than to think I have to approach a bunch of total strangers and begin talking to them about my business.

So let’s back up a moment and, before we meet anyone, systemize this process.

Prepare to have a lot fun while building your very profitable, successful business!

Beginning The Endless Referrals System

Step 1: Adjust Your Attitude. Adjust your attitude to the understanding that the reason you are attending this event is to work. To build your names list. To increase your inventory. Again, that doesn't mean you won't have fun. In fact, this type of prospecting is some of the most fun you will ever have. But you are there to work.

Step 2: Prepare to “Be Comfortable with the Room.” How? Simply recognize the “lay of the land,” so to speak. Where are the people standing and/or sitting? Where is the hors d'oeuvres table, the refreshments table? Where are the restrooms? Notice the people gathered in groups of four, five or six people who are conversing and relating to each other. Take a walk around the room and experience its feel.

Step 3: Locate Centers of Influence. Locate—not approach, just locate—several people in the room who are “centers of influence.” What do I mean by that term? Remember earlier we spoke about sphere of influence—the people you know? Well, centers of influence are those people who already have a very large, powerful, even prestigious sphere of influence.

They've been around for awhile now and know a lot of people. And those people are comfortable with them. They know them, like them and trust them. These centers of influence are the people you want to make a point of meeting at this event. Imagine making a personal connection with two or three of *them*? Connections of the “Know *you*, like *you*, and trust *you*” variety. Wow, talk about access to lots and lots of other quality people, each with their own 250 person spheres of influence.

But, how do you know who these centers of influence are if you don't know any of the people at the event? My good friend, and prospecting mentor, Rick Hill taught me a wonderful method to quickly and efficiently determine this.

Just casually observe the interactions of the small groups and you'll quickly notice that one person in each group is sort of the unofficial leader. This is the person around whom the conversation revolves. In other words, when they laugh, the others laugh. When they give a disgusted look, all the rest do the same. Nine times out of ten, this person is a center of influence, and well worth getting to know on a personal basis. With this in mind, let's move on to ...

An Easy Way To Meet

Step 4: Meet Centers of Influence. Meet one of these centers of influence one-on-one. But how do you do that if they are involved in a group discussion? After all, besides the fact that breaking into someone else's (whom you don't yet know) conversation is somewhat rude and will generally not accomplish what you want – good feelings toward you in the other person – it is also very awkward and perhaps even scary. So again, please don't put that kind of pressure on yourself. Not only is it counterproductive, it is totally unnecessary.

Then what *should* you do? Just wait patiently for one of the several centers of influence you've picked out of the crowd to leave their present group. Sooner or later, one of them will. Why? For a variety of reasons. Possibly, to get something to eat or drink. Maybe to use the restroom, move on to another group, meet new people with whom to network for their own business, and who knows why else. But eventually, they will move on. When that happens, be ready.

For example, let's say one of them, a young 30-something gentleman walks toward the hors d'oeuvres table. Well, head on over there as well. Stay calm, and have a genuine, warm smile on your face. Gently make eye contact with him. When he sees you, just smile and say hello. Most likely, he'll do the same. If he doesn't, then that's fine, as well.

Maybe he's got something else on his mind. Perhaps he's supposed to meet someone soon to talk and he doesn't want to get involved in another conversation right now. Or, he's wanting to take a moment to think about a personal challenge he needs to deal with.

For whatever reason, the timing might not be right at this point to meet him. Or, possibly he's just an unfriendly person. Who knows; who cares? If you're supposed to one day meet this particular person, you will. If not, you won't. No problem either way. Just say to yourself "NEXT" and wait for another center of influence to leave *their* group.

With that said, however, let me share something with you. The chances are greater than 99 out of 100 that this person will in fact smile right back at you and say "hello." When he does, just extend your hand and introduce yourself. He will do the same. Now ask him what line of work he is in. He'll gladly tell you, and ask you the same. *Briefly* mention what you do. But please keep this in mind, as this is *crucial*; Here is where you... **DON'T TALK ABOUT YOUR COMPANY OR YOUR SERVICES!!!!** Now is not the time! (In other words, no elevator speeches or anything remotely similar. Please trust me on this.)

Your Initial Conversation

The *only* thing you are going to talk about right now is him and his business. Understand that he doesn't care about you and your business. Not right now, anyway. He cares about *himself* and *his business*. And, that's okay. It's understandable. It's... human nature.

Step 5: Create Rapport. This is accomplished by letting him do practically all of the talking. And you doing practically all of the listening. Powerful for two reasons: one is that it is totally stress-free for you. There's no pressure on you to be witty, quick, clever, etc. It makes for a very comfortable conversation.

Two is that it's *very* effective in terms of developing, in him, good feelings towards you!

Hey, isn't it true that the people we find most *interesting* are the people who seem most *interested*... in *us*? Sure. After all, how many times have you been in a conversation with someone who let you do practically all of the talking, and then afterwards said to yourself, "Wow, what a

fascinating conversationalist that person was!” And you felt really good about them. Absolutely. Again, simply human nature.

Step 6: Ask Feel-Good Questions®. Ask several—what I call—Feel-Good Questions.

A Feel-Good Question is simply a question that, by its very nature, results in your new prospect, or contact, *feeling good* about himself or herself, about the conversation and ... *about you!*

This part of the prospecting process is the key to unlocking the door to the new relationship. And, the nicest part about it is that you can sort of sit back and let this person be the star.

Asking questions designed to make your prospect feel good about himself or herself definitely “flies in the face” of some of the more traditional methods of prospecting. Often we’re advised to immediately “find his pain.” In other words, immediately discover and point out where this person is losing money or doing whatever it is that your product or service will cure.

Please don’t do that! Now is not the time!

Of course, depending upon your line of work there is a *legitimate* time and place to gently and tactfully do this (for example, in the sales presentation and when your product provides the solution to their problem). But, again, now is simply not the time. They don’t know you well enough yet. The “know you, like you, trust you” relationship has not yet been established.

Not to mention, this person might not even be a direct prospect for you, but rather a potential referral source who knows a ton of good people. So, trying to find his or her pain or need at this time might not only be irrelevant, it might elicit resentment, having the opposite effect that you desire.

Instead of finding their pain, **find their joy**. Help him or her to feel good about themselves. Keep in mind that everybody wears an invisible sign around his or her neck that says, “**Please, make me feel important. Make me feel good about myself.**” People gravitate to those who make them feel better when in their presence than when not. Isn’t that how you feel around the most successful and influential people you know?

One of my favorite sayings by The Sages is, “Who is honored? One who honors others.” Honor your prospect (and everyone else in your life) by making them feel genuinely good about themselves.

So what are some of these *Feel-Good Questions®*

I have ten of these in my arsenal. Please understand, however, that you will *never* have time to ask all ten during any one conversation. You’ll only have time to ask a couple of them. Ask two or three, at the most. Otherwise they will move from feeling good to... feeling *interrogated*.

Have no fear. You'll be able to sense it. And, you'll love the responses you receive after asking them.

The first two are actually the best, especially when first meeting someone, so that's what we'll share right here. (If you'd like all ten you may download them by going to www.Burg.com/10q.)

If you learned and asked just these two questions (and none of the others) in every initial conversation it would make a significant difference in your effectiveness with practically every new prospect or referral source you meet. From now on you'll notice others becoming very interested in you, and in your business, and very quickly.

None-the-less, it's good to know all ten so that you have the choice of asking whichever ones you deem relevant based on the individual person, situation and conversation.

The Actual Questions

Feel-Good Question® Number One: “How did you get started in the ‘widget’ business?”

I call this the “Movie-of-the-Week” question because most people love the opportunity to “tell their story” to someone; to be the star. This, in a world where most people don't care enough to *want* to know their story. They rarely get to do this so how refreshing and exciting it is for them to be able to do so now, and with someone they just met! Be sure and actively listen, and be genuinely interested in what they say. Please remember this:

*“The single greatest **people skill** is a highly-developed and authentic interest in the **other person**.”*

This first question—along with your genuine interest in their response—will immediately signal to them that you are someone special. This question, while certainly not slick or clever (nor need it ever be), is one of the most powerful ones you can ask.

Feel-Good Question® Number Two: “What do you enjoy most about what you do?”

Again, you are giving them something very positive to associate with you and your conversation. It's a positive question which elicits a positive response, and good feelings. This is much better than asking the alternative question, “So, tell me about the awful job you have... as well as this wretched excuse for a life you live.” (Only kidding but you get the point.)

This second question makes an excellent follow-up to the first, and communicates that your focus—unlike practically everyone else they meet—is on *them*, not on yourself. How many people do you think ask them either of those two questions? Most likely none, or very few.

But, it's this next one that's going to blow them away. It's actually not one of the **Feel-Good Questions®** but rather its own separate question. As I'll repeat in just a moment, it's to be asked only after the initial rapport has been established via the first two questions. I call this...

The One “Key” Question That Will Set You Apart From Everyone Else Your New Contact Has Ever Met

Yes, I realize that’s a very strong statement, but it’s really true. Not only have I noticed that in my own business when asking people this question, but the strongest emails I receive from those who have read my books, have listened to my audio programs, or have attended my live events, have to do with this question, and the accompanying results. It truly works, and you’ll see why.

As just mentioned, only ask this question once the initial rapport has been established. Here it is:

“How can I know if someone I’m speaking with is a good prospect for you?”

What have you done by asking that question? The answer is twofold. First, you’ve continued to separate yourself from the “average” person and affirmed to your prospect that you are interested in him, as opposed to just you. Most people are “I” oriented; I-focused; thinking only of themselves, and it is quite obvious to the prospect. You, on the other hand, are being *other*-focused; thinking of him, and his needs. That, in and of itself, is very appreciated.

Secondly, you have just given your prospect an opportunity to *actually tell you how to help them find new business!* Imagine that. The chances are, no one has *ever* done that for him before. Most likely, his own loved ones have never done that for him. But *you* have. And he’ll have an answer for you. Most likely, an answer you would never expect to hear.

For instance, let’s pretend that your prospect’s name is Gary. Gary sells copying machines locally for one of the major copying machine retailers. He knows ways to spot a good prospect for his product that most of us are not aware of. Thus, when you ask, **“Gary, how can I know if someone I’m speaking with is a good prospect for you?”**

Gary, after thinking a quick moment, responds, “Well, if you ever happen to be walking in an office and you notice a copying machine ... and next to that copying machine is a wastepaper basket which is filled to the very rim with crumpled up pieces of paper, that’s a really good sign that copying machine has been breaking down a lot lately ... and that would be an excellent prospect for me!”

So Gary has just told you how to help him; how to add value to his life. And, more than anything, he appreciates the very fact that you asked. He is very quickly developing very positive feelings towards you. He knows that you are in fact a person well worth developing a relationship with.

Important point: if someone you meet is not directly in sales, thus the One “Key” Question holds no value to the person in terms of who would be good *prospects* for them, please be assured that the *principle* of the question is still totally relevant.

Just slightly rephrase the question and ask, **“How can I know if someone I’m speaking with is someone you’d like to meet?”** or **“How can I know if someone I’m speaking with would be a good contact or connection for you?”**

There are other variations, as well. The important idea is that they know you are looking to add value to *their* lives.

I once received a large number of referrals just because I asked a person who told me his daughter had just graduated from college how I could know if someone I was speaking with would be a good contact for her. Yes, by showing genuine interest in helping him (or, more importantly, someone he loves), he was immediately interested in finding out more about me and my business. After a number of further conversations, and upon determining that my services could be of value to those he knew, he was only too happy to let them know about me.

Important Point: Though we don't offer to extend help to others with the sole intent of "getting something" from them (I'd have been glad to help, regardless, and I'm sure you would be, too), positive results like this are a natural part of the process and are bound to happen from time to time. Please don't misunderstand; it's not a matter of waiting for this to happen, **or** depending upon any type of luck.

There is also a 5-step follow-up/follow-through part of the Endless Referrals System that will allow you to powerfully cultivate the "know, like, and trust" aspect to the point that not only will you be positioned in their mind as the only logical resource for your services, but you'll be able to proactively ask them for referrals in such a way that you'll receive them.

I was just sharing the above example to show how powerful this One "Key" Question actually is. I've also heard stories from people who, while cold-prospecting, were told "no" in no uncertain terms. Rather than simply saying good-bye and walking away, they first said, "I always like connecting good people with other good people. How can I know if someone I'm speaking with would be a good prospect for you?"

Suddenly, the not-interested prospect became an interested prospect...and bought from them!

Yes, this question is a game-changer!

Another type of question you can ask anyone, and which will always bring about positive feelings toward you, are what are known as "FORM" Questions. FORM, or F-O-R-M, stands for Family, Occupation, Recreation and Message.

F is for Family. Ask your prospect about his or her family. Do people enjoy talking about their family? Usually they sure do. Their talented spouse, or straight A or athletic child. Encourage them to talk about those they love, and they'll love you for it.

O is for Occupation. We've already discussed that. Even if they're not in sales, per se, you can still ask the same Feel-Good Questions. ("How did you get started...?", "What do you enjoy most...?")

R is for Recreation. People love talking about their recreational activities, don't they? Does he or she ski, play tennis, bowl, mountain climb or something else? People are generally very excited

and passionate about their recreation? And, you can easily ask them how they got started, what they enjoy most about it, and other Feel-Good Questions which, again, you can find at www.Burg.com/10q.

M is for Message. What is it they truly value? What do they see as bigger than themselves? Are they involved with a charitable cause or organization to which they are very committed? When you find this out and ask them about it...well, I'm sure you can imagine how receptive to you they will be.

Step 7: Conclude the Conversation and Move On. End your conversation with Gary. It's time for you to meet another center of influence and begin another potentially great mutually-beneficial relationship. Before leaving Gary however, make sure you ask him for his business card. Only offer yours *after* he asks for it, and realize that your card will probably be thrown out after he gets home (along with the dozens of others he received at this event).

Even if your business card isn't thrown out, it will at best be relegated to his Rolodex® or contact management system (CRM), most likely never to be seen or heard from again. That's people, right? And, again, that's okay; that's just the way it is. What's important is that you received *his* business card, and now you are in position to follow-up and follow through with him until the point where direct business and lots of high-quality referrals can take place.

Step 8: Introduce Yourself to Your Next Prospect. Maybe another of the several centers of influence you noticed earlier. Or even someone else who happens to be where you are standing. Naturally, you don't want to limit yourself to just talking to certain people. After all, you never know if today's non-center of influence is tomorrow's mover-and-shaker. Or, if the person who doesn't seem particularly social and gregarious is simply a very humble, ultra-successful person.

The method for picking out centers of influence is simply a guide to help you. Don't feel as though you need to limit yourself regarding who you talk to. And one more thing; if you see a person who looks genuinely shy and bashful and as though they could use a friendly person to speak to, go out of your way to meet them. It's just a nice thing to do. And, interestingly enough, it'll never come back to *haunt* you. Often, just the opposite.

So, what do you do when meeting your next prospect? Well... nothing any different than you did with your *last* prospect. You smile, introduce yourself, and invest 99.9 percent of the conversation asking her about herself and her business. You do this via the Feel-Good Questions. And then you ask her the One "Key" Question, "How can I know if someone I'm speaking to is a good prospect for you?" Then you'll get her business card, and move along to the next person. No, not in some robotic, "I've got to meet everyone in the room" type of way. Not at all. Absolutely not at all!

This brings up another very important point: Please don't concern yourself with having to meet a whole bunch of people. Not one single bit. Just a few high-quality contacts will immediately create the environment for you to expand your list of potential prospects and referral sources to a very large degree.

Pretty simple, right? Just remember to have fun with this, and not put any undue pressure on yourself. You don't need to be perfect. Just keep doing this, and build on your small successes. **You'll be amazed by your results, almost immediately!**

By the way, the process of meeting a person, and the questions you ask, work regardless of whether it takes place at an organized event such as the one we just used as an example, or whether you met them in a totally informal setting.

In the latter case you simply move right on to the follow-up/follow through process (described in detail in my book, *Endless Referrals*). Since, in our current scenario we are at an actual event, you can add to the fantastic impression you've made thus far.

Continue to Communicate Value

Step 9: Remember Your Prospect's Name. It's 45 minutes later. You've met three, four, or maybe even five good people and are now standing by the hors d'oeuvres table, having a quick, enjoyable bite. Gary, the copy machine salesperson you met earlier walks over to also grab a snack. As you spot him, call him by name. "Hey Gary, good to see you again!"

He'll most likely be amazed, delighted, and feel highly complimented because, by this time he has probably forgotten *your* name. Nothing personal, and since we've all done that, it doesn't surprise us. But in remembering *his* name, you'll have again made a huge impact on him. (There are good, inexpensive books you can purchase on how to remember names, but the key in this case is that you haven't tried to focus on *everyone*; just a few people. Every so often, throughout the event, glance at the people you've met to remind yourself of their names.)

Very important: Re-introduce yourself to him by using **YOUR** name so that he doesn't feel defensive and/or embarrassed by the fact that he didn't remember yours. So, I would say, "Hi Gary, Bob Burg. We met a bit earlier; nice to see you again. Terrific food, isn't it?"

When you do this you totally take the pressure off of your prospect, who might even tell you, "Oh, of course, I remembered your name." Regardless of whether he did or not, you played it totally right by letting him "off the hook" and allowing him to feel good about himself.

Step 10: Introduce Those You've Met To Each Other. I call this "creative matchmaking" yet it has nothing to do with romance. It has more to do with setting up people to do business with each other, which will cause both to feel even better about you than they already do. (And, they already do!)

Let's pretend that while you are talking to Gary, Ann Jones, whom you met earlier, walks by. She sells telephone equipment to small businesses looking to expand their telecommunications abilities. Introduce her and Gary to each other first by name, and then by profession. Tell each one what the other one does for work. Now, do the ultimate in "people-building" by explaining to each how to know who would be a good prospect for the other.

Wow, you can bet that no one has *ever* done that for them before! You have honored them by remembering their names, their professions, and even how to know how to find good prospects for them. And no, you do not need a well-trained memory for that. A person's profession and how to identify a good prospect for them will come to mind very naturally.

Now you're on a roll! You are positioning yourself as a true center of influence, and people will respond to what you project. All this time you are just beginning to give them a hint of the fact that you're an *ace*, **a person they definitely want to get to know**.

At this point you can even politely excuse yourself from the conversation and leave the two of them talking to each other. They will talk about the one common element in their lives up to this point ... YOU! And how impressed they are with you.

Do You Now Feel More Equipped to Prosper in the Initial Prospecting Process?

Undoubtedly, you now realize that, providing you are willing to follow the basic outline we just discussed, the number of people you can find, meet, and win over is endless. Now it's simply a matter of taking it from there and through follow-up and follow through, positioning yourself as the "only" person in your line of work who should receive the direct business and referrals of your new contacts and friends.

Meanwhile, here are two things you can do right now in order to take your sales and income to the next level.

- If you have not already, read [*The Go-Giver: A Little Story About A Powerful Business Idea*](#). In this short, quick, and easy read you'll discover why shifting your focus from getting to giving (constantly and consistently providing value to others) is not only a pleasant way to conduct business but the most financially profitable way, as well. A *Wall Street Journal* Bestseller, it was listed #10 on *Inc. Magazine's* List of the *Most Motivational Books Ever Written* and named by HubSpot as one of *The 20 Most Highly Rated Sales Books of All Time*.
- Listen to the [*Sell The Go-Giver Way*](#) audio program. This one-hour, value-packed program will take you through the process of a sale so that when you have all these fantastic prospective customers in front of you, your odds of completing the sale will skyrocket. You'll...
 - * **DISCOVER** the one overriding and immutable aspect of human nature that all truly successful salespeople understand (and live by).
 - * **UNDERSTAND** the one thing that motivates every human being to action. And, the only reason why someone will buy from you.
 - * **BECOME** ObjectionProof.
 - * **NEVER** feel the need to discount again, but instead sell at full fee.
 - * **CLOSE** easier and more effectively than ever before (without stress!).

It's been my pleasure to share with you the information in this Special Report. I hope you'll take it to heart, learn from it, apply it, profit from it...and help a lot of others along the way.

Best wishes always,

A handwritten signature in blue ink that reads "Bob Burg". The signature is written in a cursive, flowing style.

Bob Burg

Additional Resources

- *The Go-Giver* by Bob Burg and John David Mann: www.thegogiver.com/the-go-giver/
- *Go-Givers Sell More* by Bob Burg and John David Mann: www.gogiverssellmore.com
- *Endless Referrals* by Bob Burg: www.endlessreferrals.com
- *Sell The Go-Giver Way* Audio Program by Bob Burg: www.sellthegogiverway.com
- On Your Way To Remembering Names and Faces: www.thegogiver.com/rnf
- Go-Giver Sales Academy: www.gogiversalesacademy.com

Coming April of 2018

- [*The Go-Giver Influencer*](#) by Bob Burg and John David Mann