

Essential Conversations

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Shauna Ekstrom

Transcript

Essential Conversations



Shauna Ekstrom with Scott Peterson & Carrie Wilkerson

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

Shauna: Hi, everybody. This is Shauna and

Scott: Scott.

Shauna: We are so excited you're here. We're here in Palm Springs.

We're just through with our New Years kick-off event and just so excited to be here with you guys tonight. We have Carrie Wilkerson - our own leader with this call -the Barefoot Executive. She is a great trainer so we're going to have a great conversation tonight about prospecting. Carrie, are you there?

Carrie: I am here, and I'm so excited to be here. The way tonight's call came about is we've been talking about basics. Last week we talked about essentials. We talked about essential follow-up. We talked about essential conversations and products you need to be using.

The more Shauna and I talked about it and looked at your feedback from the calls – which has been amazing and encouraging, and it's showing in your results, too, I would dare say -but the more we looked at the feedback we said - You know we could drill down even more on each of those essentials.

The one people tend to ask about the most is the conversation...the essential conversations. They say: *I don't know what to say. I don't know how to talk to people. What if somebody asks me...?* In laymen's terms, Shauna, they freak out, right?

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They become paralyzed and don't know how to have the conversation so I said: *Shauna, what if we just have a chat tonight about some of those really good conversations?*

I put them in a couple of different categories just because this is what I do. I said: People are having the conversation about 'Okay, so what's next? If they say this then what's next? –OR - If they say this then what's natural? If they say this what's normal? What doesn't make me sound like I'm spouting scripts or rehearsed answers?'

You need to look at the framework of the conversation.

We're going to look at what's natural and normal. I asked Shauna to remember some actual conversations and some actual stories so we're literally doing to jump right in. I hope you guys have pen or something to write with. I want you to hear me. It's not that you need to write down what she says word for word; it's that you need to look at the framework of the conversation.

Shauna, let me just put you on the spot and say that I think you're really great at conversation and really organic at conversation...at least it looks really organic to me. I've always thought so. I just wanted to ask you about a couple of different scenarios.

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You and Dr. Scott travel a lot. You play golf and travel to see your family. You just got back from Palm Springs. You go to events to speak and you go to conferences. What about the stranger (or an acquaintance of Dr. Scott's just meeting you) who says: *So, what do you do?* What about that conversation? Is it okay to start there?

Shauna: Absolutely. I think it's fun to just start out with 'You know, it's really interesting what I get to do.' It gives you a second to think about which way you're going to do with it. Then tell them – if it's a mom that you're talking to, maybe a single mom that you've listened to for a little bit and found out that she has kids at home that she'd like to spend more time with – start with 'It's really interesting what I get to do. I get to help moms stay home and spend more time with their kids even though they have a job already to be able to work toward a secondary income stream.'

In the beginning of any conversation it would depend on if you've listened to what...just trying to ask them questions so that you kind of know which direction to go. Asking that you're saying 'It's really interesting what I get to do...' I actually learned that from Kyle McCrash. He's just amazing with conversations as well.

He said to try to make yourself interested instead of interesting. That is so key. I just love that because we can have all this information and really have it all scripted out...at first there is

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nothing wrong with having a bit of a scripted conversation as long as it comes through naturally. You can practice in front of the mirror; practice with your mate, practice...but a little bit of a script can be okay.

Try to make yourself interested instead of interesting.

Something like...*Would you be open to learning*

about.... You could say: *If I could show you a way to* (whatever you want that conversation to go to...) *would you be open to learning about it?* Those are some opening questions, but if I could just give you a couple of examples I believe that's maybe the easiest way.

Carrie: I think what's key that you said that I want everybody to write in big big letters is 'listen'...not so you change your answers but so that you can use the right vocabulary so people can be more receptive. Go ahead. Sorry. Didn't mean to interrupt but I think that's so important.

Shauna: I think listening needs to be the top of the whole conversation. How do you know which way to go? One reason I know that it's that important because in doing hair for 34 years I learned that the most important thing before I ever picked up the shears was to really listen and learn what it was they wanted. If you don't listen you're going to cut their hair in a way that they didn't really want.

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You may be in an extremely short hair kind of mode for yourself, but if they want to keep their hair that's down to their waist and they just want a half inch trimmed off, and you're not listening, they say: *I don't know*. What would you like to do and you put those shears in there you have just lost a client.

Listening I learned really early on was so important. Also, their trust...they trust you after awhile because they know you listen to what they really want.

One of the questions I used to ask in the salon is: *What is it that you don't want?* After I'd listened to what they do

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want I'd say: *Is there anything you really don't want?* That would help me in my decision making process.

I continued to use that in prospecting. In the salon, of course, I could relate to that so some of you can put what I say into your own occupation or whatever it is you do, but I find that complimenting people, getting them to open up to listen to you...Really it's not a fake compliment.

Truly find something that you see about them whether it's just eye contact...anything about them that you notice. Be sure you compliment them and it opens them up. I can't think of anything

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right this second...maybe their dress or where did they get it...anything that will get them to talking. Ask them where their kids go to school.

In the salon our particular product is a visual product and so what I used to do (I didn't make it bold and put it on the wall that I was selling something with my name on it.) is very casually because when I first started I was borrowing someone else's story so I was developing my own story. I put a little picture of a guy that had had a weight loss from 30 days. I kind of covered him up. It was a before and after story that would tell itself. The client would see that, pick it up and say: *Is this for real?*

My conversation would go like this? You know, he's a friend of mine. It really isn't a touched up photo. I really know him and that did happen in 30 days. He lost 31 pounds in 33 days. That is a conversation that I was able to have that was really real and something I knew about, but I would quickly turn it around and make sure they really wanted to know.

If they didn't want to know they wouldn't ask any further questions so I would change the subject and go back to all about them. We talked about their hair. If you were in a different place then you could talk to them in another way...about their kids, what's going on in their life. It is truly just a conversation and so easy to do. It's much more fun than having it too well scripted out.

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Basically, ask them about what they do for a living if it's not a client but somebody you just met. It could be a waiter at a restaurant and they do an exceptionally good job. You don't have to tell every single person you meet but if you see something they're doing that you just really appreciate, ask: *You know you are so good at what you do.* Make sure it's a genuine compliment. Say: *You would be really good at what I do.* Then wait and listen.

If they lean in and say: *What is it that you do?* Then you can go into: *It's really interesting what I get to do. I get to help people with a secondary income stream. You keep your income options open.* Wait and really listen again. There are just so many different ways you can go about it.

One particular person that I was just thinking about we were having this conversation just before the call, Carrie, and Scott when I told him about it I was on a plane. I was in the mode of not really talking on this trip. *I'm not going to talk; I'm just going to read.* So I was sitting next to the window and the lady next to me – I really did. I wasn't talking. I got into my book. I'm usually pretty conversational, but I had determined to read this book.

I got up because I had to use the bathroom and of course I had to say hello. She said...she had this amazing tan...We were going to Phoenix. I said: *Oh, you must live in Phoenix.* She said: *No, I actually*She lived in the northwest, too. I said: *Oh, really? So*

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do I. I thought with your tan you must live in Phoenix. She's like: No. I work at a salon and it's like a fake tan. I'm like: Oh, my goodness; I'm a hairdresser, too.

To make a long story short, she was going to Phoenix because her husband was going to run in a half marathon. He was a stroke victim and he was going to do this half marathon for stroke victims.

Instead of really telling her about my product I was actually reading in the John Gray *The Mars and Venus Diet and Exercise Solution* book a chapter about our product. I was reading this and I go - You know what? It would be really unfair not to share this with her. This is a conversation in my mind, okay? I thought - Okay, so much for not talking; I have to share this.

I say to her: *You know, I can't help but share with you that I have this book and was reading how this might be something that might help your husband since you told me that he's just had a stroke. I'd be happy to loan this book to you but in the meantime could I give you my information and could you please call me and tell me how your husband does in that marathon?* (I was truly touched that he was a stroke victim that was going to go out and do a marathon. He was sitting next to her. I truly wanted her to let me know if he finished.)

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She called me and the next conversation was over coffee when we both got home a week later. It was truly about that. It wasn't about me selling her anything. It was about going to the next step with her. She's been a customer ever since...twelve years later...that's what happens when you have a good quality product. Mostly it was because I wanted to know more about her.

I could've completely shut her down had I been blabbing about all the information I knew. I knew the product inside and out by then, but the thing was I just really wanted to know about her husband. Truly we became friends over that. We found the commonalities.

Carrie: I love that. Can I point out something there, too? Something I see people doing that are really anxious to build and excited to build? They will get in either product or opportunity mode and they just plow through that one conversation in their head. If you had just done the whole dump about selling, selling, selling, or building a business over and over to her and not talked about the product or not shown the interest in her husband, that might have just totally turned her off for product, friendship, and relationship...everything.

I think that goes back to what we talked about the very first thing that is so important...listening. You have to listen to the real story and listen to when they start to push back a little. You have to listen to what they say their experiences were with this or that and not necessarily bulldoze. Shauna, that's something that I think you

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are brilliant at...not bulldozing but just kindly and gently listening with authenticity. I think that is really super smart.

I also love that you said while you were reading 'it wouldn't be fair not to share this with her.' Guys, you need to be sold out on your business and your product and story that you feel like you're depriving somebody if you don't share it with them. Do you have any other examples about that or how do you want to wrap that up before we move on?

Shauna: I totally agree with you on that. If you're not sold out and you're not super passionate about what you're sharing because network marketing is truly sharing the business and the product – if you're not excited about it probably the business is not for

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business is not for you.**

you. You really will have to have a passionate story and that will develop. Of course you can be just as passionate about the income opportunity but you do need to listen for the way to go in there and not just have it preset in your mind who you're going to blast.

We had a really fun time this week. After we came out of Celebration I've really been watching Scott do this. Last night we

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went out to a restaurant and it was kind of a quiet night there at the restaurant after the event and Scott asked our really good waiter at the bar: *You know I just saw that you have been introduced a lot this week. Tell me what was the most interesting introduction you've had.* We knew that over a period of 4 or 5 days a lot of people were coming in and a lot of times you get to meet new excited people and they're so excited about the product. Their eyes probably glaze over, but we knew he had had that.

I just love sitting back and watching the guy think about it. Scott said: *No, really, tell me what was the most interesting pitch that you've heard.* See we weren't trying to recruit him; Scott was really just gathering information. From that conversation I learned so much. Do you want to tell them what you said, Scott?

Scott: Thanks, Shauna. I liked what you said about opening people because this business really isn't about closing and getting people. Really I genuinely wanted to know from him. He'd probably been prospected by I would guess at least 30 or 40 or 50 people. He's the bartender. I really wanted to know what really stood out for him and who he'd connected with the most.

He said: *You know it was the people that weren't really selling that I was so connected to. They genuinely acted like they really wanted to know more about me.* There was actually one person that he spoke about that he said she had a nice crowd around her

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and she was genuinely sweet and she seemed very interested in him. She asked him questions so she opened him up. That's opening up people.

I think when people feel understood and when they talk about themselves...we all like to talk about ourselves so when the people feel understood you build trust faster.

Shauna: Basically what she said was she gave him a nice tip and said:

You know, you've done such an excellent job that I would really like to share with you what I do. Could I make an appointment with you after the event? Would you like to have coffee with me? She didn't really tell him anything. She figured he'd heard all about it. He loved that approach because by then he was very curious. Why was she so interested in him and truly complimenting him? That's all she did. It was a different approach.

Scott and I are having fun just collecting information about what it was. One of the things that was actually Scott's idea – we think it's fun for the team to try this.

Uber is an app that you download and probably everybody knows about it even before we did but we discovered that people that are working there are very open to having a secondary income stream. For most of them they work 2 jobs. We've taken Uber – we're together when we do it – and we have a conversation and basically just ask them if they keep their income options

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open...somewhere in the conversation not the minute you get in the car. You ask about them and then that simple question. *Well, you know what? It's really interesting what we get to do. We'd like if you have email address to share it with you.* Something simple.

If they're leaning in they may ask you more questions and maybe they can hardly wait to find out more. You don't even have to tell them then. Maybe you've got a 5-minute ride, but we have found that to be a really interesting way to prospect just because we know that they are trying to earn some extra money, and also their cars have to be 3 years old or younger. It's not your typical cab driver...not that there's anything wrong with telling a cab driver, we just haven't had as much success with those people as we have with this Uber situation. We're playing with that.

Always leave your options open to anything.

Always leave your options open to anything. When I came in the business I was working a 60-hour work week 12 years ago. There wasn't really a lot of time for me to do anything so I was thinking along the lines of hairdressers. I used to do booths at hair shows. The same hair shows that I was familiar with I would go and rent a booth and talk to people but that was who came up to the booth. I got practice talking to people, but over time I realized every day is

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a situation...every single day. You don't have to wait just wait for that.

Another thing that we have done and really thought out...Who is it that might be the most successful people? You can talk to people who are into marketing and into sharing – just anybody could be that person, but we decided to start going to real estate where people are investing and learning and where you have people learning a new way to have a secondary income stream.

Through a relationship with one of them we were actually asked to speak. Carrie, I know you've definitely taught us this, too. The power of microphone...anytime you can get the microphone you really have an audience. Let's say you only have 2 minutes on the microphone, people see you in a whole group and it gives you credibility.

We actually had what turned out to be a 5-minute talk and basically I just said something about what we do and Scott and I got on the stage. From that we had a group of about 10 people that joined us just for the product. We basically started a team with that. You never know. It's just basically letting them know and it turned into a very big income opportunity and that's what they were there to do...also another income stream.

We talked about how people talk about having multiple income streams for wealth creation. With our company we do have the 4

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solutions. We have the weight loss solution and we have energy and performance which is more for athletes and people who work out, and then healthy aging which is a big deal with the baby boomers and me. I'm really excited about slowing down the healthy aging. The fourth is wealth creation.

We have all these solutions so just open yourself up and get super comfortable and talk to people and become more interested in them rather than making yourself sound interesting. It's all going to be very comfortable and casual and you're going to figure out what they need.

I always tell people even if they're just interested in our product- to be open to the business coming to you in the back door because it does. When people see your results why not share it with people? It sort of comes to you in the backdoor. Anyway people are going to say: *What did you do? How do I get it?*

Carrie: I love it. So let me jump in here and tell you a funny backdoor story. I'd like to point out that we talked about an airplane conversation, somebody saying: *What do you do?* And we talked about targeting specific groups like just being mindful of the real estate professionals who are already open to the idea of a secondary income. If you're looking at the performance solution or if you're looking at the weight loss then of course at a gym or a sports competition I know there are people who set up booths at

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marathons and the mud runs and those kinds of things. Or some of those really organic conversations that come up from people that you're not having to educate about every aspect.

Sometimes with your family and friends you're having to educate them on all of it and see where they fall, so just be mindful that some of these conversations come to you and some you are seeking out, but in the category of backdoor we have someone that every week transcribes this training call. You guys know her. I've known her my entire life. She transcribes this training call and today we were talking and she said: *Tell me more about this company. Tell me more specifically about this cleanse.* Isn't that fascinating?

Dr. Scott, you've known Connie for years and have met her at several things. She's done some work for you and now she's transcribing this training. I thought – nobody is calling her or talking to her or saying: *Oh, you need this for that. You need to earn money for this or that. Oh, you need to get healthier doing this or that,* but because she's hearing some of these messages (this backdoor conversation) she is now initiating this conversation. I had to share that with you guys. I think you'd love that.

Scott: That's cute.

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Carrie: Isn't that fun? I knew you'd love that. That's another incident of the conversations that happen. I will tell everybody something that I learned years and years ago. If you keep your lips shut and your mouth closed out of fear or uncertainty then your business might as well be closed, too. When your mouth is open your business is open.

When your mouth is open your business is open.

You don't have to be around Scott and Shauna for 10 minutes before they're feeding you a bar or a square of chocolate or showing you how to warm up one of the bars or blending you a shake just because they love it and it fuels them. They're not at all pushing it; they're just using it and excited about it the same you might be with a big box of Valentine's chocolate. They're just sharing it.

You can cause a lot of great conversations just by having your mouth open. Shauna, let's talk a little more about the backdoor conversation. The person says: *Wow, you're looking amazing! What are you doing? Wow, Shauna, there's no way you graduated in that year because you look so young and amazing! How in the world do you have grandkids already? Tell me your secret.*

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Let's talk a little bit about the product conversation, the story conversation. Give us some examples of how to lead in talking about going back to the 3 points...What's next? What's natural? What's normal so that we don't sound like an autobot spitting out these rehearsed statements but yet we're comfortable enough to share. Talk to us the product conversation...Holy smokes what is up with you? Why aren't you ever working during the day?

Shauna: Okay, great. That's one of my favorite conversations because of course it is my personal story. I always try to say: *Do you have a minute? I'll tell you what happened to me. Do you care if I tell you my story?* I just ask for permission.

Interestingly, it's usually about weight loss even though I've been on the product for 12 years. Life still happens and sometimes people see you and they'll think you've lost again so you just tell them the first story. I literally lost 3 dress sizes in 28 days. I found a product, took it very seriously and felt better but people started asking me.

I was really looking at personally for me with a business in mind because I knew I wasn't going to be able to do hair that many more years. Sometimes if I can tell they're kind of interested in the business then I bring that around in a conversational way but I don't just put it out there. There has to be a real product involvement. That's my story.

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Is it okay if I tell you my story and what happened to me? I try to do it real quickly...that story I just told you...or if it's the anti-aging product - Our company did come up with a cutting edge anti-aging product that is phenomenal. I tell them a little bit about that and how I am actually doubling up on that product and now I'm not going to try to hide my age anymore. I try to brag about it because I am a grandma with grandkids and I'm super proud of that.

There's nothing to be ashamed of. We should use our age as we get older. As we start looking younger it really works to just share your age because I have more energy now than I ever had. My real goal is to be able to travel with my grandkids. We have lots of kids. Scott has 2 and I have 3 and 3 little granddaughters. We're super excited about the anti-aging part of our company. We're super excited about that.

With that comes a wealth creation side of that. How do we go enjoy our health with our kids if we don't have some wealth connected? One of the most exciting things for me is through this crazy fun share everything you know sharing I've been able to help my daughter be able to get a very healthy multiple 6-figure income just because I get to share it with people I love and get to work with people I love it is a beautiful thing.

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Carrie: I'm going to have to brag. You're too modest. Scott, you can tell them what Hall of Fame her daughter was just inducted into. Tell everybody what happened with Heidi.

Scott: Heidi was just inducted into the Isagenix® Millionaire category. She was the 125th Isagenix® Millionaire, and that means cumulative income since the time she started the business.

Carrie: As a young mother and a little bit of reluctant starter and also doing her art on the side...yes, she has a nice income because she's an Isagenix® Millionaire. I think a lot of people can lead themselves but I think Shauna is proving that with story and example and persistence you can also lead others to their amazing success. I know she takes great pride in that not just because Heidi's her daughter but also because she was able to introduce Heidi to product. Look at this freedom that it's also created for the grandbabies that their mom is doing all that. I just love that part of the story. Forgive me for bragging. I know you're humble and modest, but I had to brag and Heidi there for a minute. I love that.

Shauna: Thank you. I love you to brag on my daughter, too. I know you're a mom who has a fulltime family, too, and you work. You want that because you want the freedom to really be a mom and that's what my daughter wants but most people don't have that opportunity. I

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just love, love, love that part because it's truly become a legacy. It's so important that mom's don't get burned out in the process so she can truly work around her kids...maybe a 4-hour day when it's those days and sometimes less, sometimes more, but it's around her kids first and her husband.

I'm so excited about that because I don't really have to tell about my income because I've been in longer and my income might make people think that's easy for me, but they won't think they can relate. They can relate to a mom starting at a different level. It's all about stories and there are so many of them. It's so important for each one on the call to develop their own personal story.

**It's important to develop
your own personal story.**

Scott just said I might find a husband that way. That's how I found him. I told him a story. I truly did...just told him my story. He knew my story from my friend but I gave him the product, he got results, and said for sure he was not interested at all in the business. He wasn't and I knew in my mind he probably would be. He had some belly fat to get rid of and once he dropped that he was like - Hey, hey, maybe I am interested in this.

Carrie: *Maybe we should go to dinner?...*and the rest is history. I love it. That's not even the whole conversation or script covered on the

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call so all you single people don't get your hopes up. I'm not going to help you with all that....but sometimes that is the what's natural and what's next. You've just got to be open to those conversations, too.

We've talked about some of those conversations. We've talked about telling your story. Another thing I think that's really important – You just touched on it a little bit. I'm going to connect some dots for some people.

You said sometimes they can't relate to your income or your story but maybe they could with Heidi's or maybe they can't even think that big for themselves. This is when listening really helps. It may be that this person loves their job or thinks they love their job or loves that security but maybe you reach into your brain for the story of somebody on your team or on a cross line or an up line that really only makes \$800-1,000 a month. You say: we have a lot of folks who just do this part-time because of their product and they're still making mortgage money or car payment money.

I've worked with hundreds of thousands of small business owners and I'll tell the #1 reason people get into something like this is for car payment money or mortgage money – just that one thing that will make a difference. Then the momentum of that helps them think and dream a little bigger.

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We've spent so many years of our lives hearing 'no' and 'don't dream bigger' and 'be practical and reasonable and follow the plan' and 'don't think out of the box and get hurt' and 'protect yourself and don't be disappointed' that sometimes we can't think bigger than car payment.

When you're really listening to somebody sometimes they can't relate to Shauna's income or your income or Heidi's income, but maybe they can relate to the person who is just starting out and getting their products free and that really appeals to them. Maybe they're excited about the person who has been in 2 months and already paying their car payment and that's freed up that money or putting their child in private school or whatever story resonates with them.

If you'll think about a few weeks ago Shauna made a very clear point. If you don't have a story borrow a story while you create your own. That comes into play here. It's so important - essential conversations.

Let's talk about the essential conversation we talked a little bit about the person who says 'Okay, tell me about the business. Tell me how you're making money. Tell me what I have to do. How do you make money? Is this a pyramid?' Tell me about some of those bottom line conversations. Do you have some of those prospecting conversations that might terrify us because they're

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too honest or might make us nervous? Tell me about a couple of those business conversations, Shauna.

Shauna: I like to ask people...I want to find out maybe 4 different things but I can find out just by listening if they're really truly interested in wanting to know more. I don't want to just go on and on with the conversation just for hearing myself get ...I want to find out if they're hungry in the fact that they want either more about the product or business. I want to know if they're looking at maybe their income opportunities or looking to change the way their body is. Then I'm going to know how to have that conversation.

Pretty soon I'm going to find out if they're coachable. I'm going to ask in the conversation if they're really interested. What I find is when people are really interested in something they do what's convenient but if they're really more than interested, if they're committed then they're going to do what it takes. Then we're going to have a different conversation.

The conversation is going to be *'Wow. Hey, this is what we're going to do when you get your product. Call me. We'll take it out of the box together and talk about it and how you're going to have this...'* So that can lead into the wealth creation if they're open to that.

You just need to know a little bit more about how they're want to go about it and what it is that they want. I'm searching for those. I

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may not tell them being coachable and honest. Those are things I look for in the people I work with. I'm not going to ask them those questions but I'm going to find that out in the conversation.

Then I'm going to ask them when they have 10 minutes to get together on the phone. *When could you get on your computer and with me on the phone?* Just sending them off to a website and maybe look at a video...I want to hear that they're on that video. That way I'm going to be able to have further conversations. That's one way I like to do it because ...Scott has something he wants to say to that, too.

Scott: A lot of times what I like to do is also just to find out where we are. I mean, how much money would you like to make in this business? If you were to join me on my team how much money would make a difference? Would you like to earn \$500 a month or a thousand a month or fifteen hundred or ten thousand? What would make a difference? What would be expected?

What we're doing is finding out their expectations.

What we're doing is finding out their expectations. Again, it's just asking questions. Once I find out how much money they'd like to make...Let's say they say: *Well, a thousand dollars a month would*

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be amazing if I could do that. Then I might ask: *How many hours a week could you put towards earning that thousand dollars?*

If they can only do it 2 hours a week I know it's going to take a lot longer and we have to get realistic, but I'm just asking how many hours a week. They say: *Well, I could devote 10 hours a week.*

That's reasonable and I'm thinking - Okay, if they're doing income producing activities during that time then things are starting to line up.

Then I ask what expectation about how they think it might take for them to be able to create that \$1,000 a month working 10 hours a week. They might say 'Well, I think I could probably do that in 6-8 months.' Realistically I think that's possible. Then we can use our compensation plan to share that with them. That's one of the things I like to do just to find out where we are.

Carrie: Again, a huge component of that is listening, correct?

Scott: Absolutely.

Carrie: It's not you telling them what your goal is for them or what your goal is for you, it's listening to them. It's so important.

Shauna: And getting them dreaming a little bit...even ask them: What if in 2-3 years by sharing this with your friends – what if you could achieve these things that you've already asked them? What would

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their dreams be? *What would you do with that extra time or extra money?* In that conversation you're going to hear about what drives them or what their passion is about which is probably about their kids or Mom and Dad or whatever it is...new car, new house. What would it be like for you if you could achieve that?

What we're really looking for is someone that's a little bit into delayed gratification. They don't want to make a million dollar lifestyle in the next year. We want people to be realistic. This is a real program that really works over time. So we get them dreaming a little bit and talk about that there really is a lifestyle program that we have and how with transforming their life physically and financially how that we could be able to help them achieve this long-term success.

This is not a flash in the pan. The product isn't. It works. You put it in your body and people might say 'You mean I have to take it again next month?' Well, you only have to take it as long as you want it work, you know? Same thing with the income stream, if you really just don't...There are some people who luck out. There is a lottery. We're not talking about a lottery here. We're talking about a real business that creates long-term residual income. It's great.

Carrie: I love it. This is all so great. I know that everybody listening is just scribbling notes furiously about these conversations. I didn't

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prepare you for this one. We didn't talk about this before, but we have in the past.

I want to talk about the conversation that maybe holds us back the most...the negative conversation and maybe the conversation you decide that's not somebody you're sharing with again. Let's talk about the person in your family or the person you're close to who is unsupportive...the unsupportive conversation. Can you give the 2 or 3 tips before we move into our next section of training? I think people are so fearful of this conversation that it stunts them.

You and I have talked about having this issue before in several of my businesses with the conversation and who I could share dreams and goals with and who I couldn't. Maybe even it's your partner or best friend or your parents or an adult child...somebody whose approval matters to you. Tell me a little bit about that conversation, Shauna.

Shauna: I remember early on in my career of network marketing I used to get really intimidated by that and now I've just learned to recognize it right away. When I sense or see it in their eyes that they're not really that interested and they come up with a negative thing I know it's just that they don't have enough knowledge of what I really have to share with them and they don't want it anyway. I try to take it away from them right away with 'This might not be the right time for you. I just don't want to go there. I don't

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want to argue.' I really do believe that if it's their will they'll still be of the same opinion still so don't try to convince them.

We're not in the convincing business. We're sharing something like offering them a cookie and if they're not in the mood to have a cookie we can offer it to them later. I do not go there. I take it right away because I see that.

One of the things I think for people listening to this, the quickest thing I like to do is right away go to YouTube and get this under your belt. It's the cutest thing. Go to YouTube and put in 'Is this a pyramid scheme?' It's a cartoon and it's so well done. Every single objection that you've ever heard about why this does not work is in there in cartoon form. It's a fun conversation so send it to those people who you can to make it a joke saying 'This might answer the questions that you had.' That way you're not really giving it to them. It's funny and cute.

Please, everybody on the call go and do that if you haven't already listened to it and share it because it's cute. It's non-confrontational because it's done in cartoon form. It's going to answer all those questions such as somebody that's like poor and doesn't have anything but they're negative about what you're doing and they want to steal your dream. Just basically it's saying 'Is that the guy you're going to listen to about your future?'

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It's done so well and I love that. It's maybe 3 or 4 minutes long. It's really good. Don't argue with people. Let them have their own and know that ...I learned this from Jimmy Smith, one of my mentors. He always says that when somebody tells you no (I like to listen to that and really take it away.) he says: I don't spell no like that. I spell no k-n-o-w. They don't know what I know.

There'll be another opportunity. Don't try to cram it down their throat. Take it away. Do that in a very nice, not sarcastic way. Say it very

**Don't try to cram it
down their throat.**

gently. If they really want to know they will come back to you. If they don't it's just later not now. Not now is all it is. Does that answer kind of what you...?

Carrie, there was this little story I thought would be fun to share of the *interested* part instead of *interesting*. I read a little study that was done in The Psychology Today Magazine. Scott, just tell them quickly about that because I think it really fits in there.

Scott: So Psychology Today (one of the editors) wanted to run a test and they put (I may get some of the facts wrong. I don't have all the details in front of me.) a gentleman on a plane and said: wouldn't it be interesting to find out what would happen if you flew from the East Coast to the West Coast and did not speak about you at all.

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You don't talk about yourself. You can only ask questions to your seatmate. You can't answer questions. You have to ask questions. You can't speak about yourself or talk about you. You can only ask questions to your seatmate.

Anyway, he did that. That's a long flight from East Coast to West Coast and West Coast to East Coast. At the end of the flight what they did after they deplaned was they pulled the gentleman that had spoken to the editor (or had answered all the questions) and they took him aside and said: We're doing a little interview here and we'd like to ask you about your seatmate. Could you tell us about the person you sat with? He said: He was the most interesting person I have ever met in my life.

I'm thinking – Could he answer a question that asked what his name was or how many kids did he have? Nothing. He didn't have any information and he said he was the most interesting person in the world.

Shauna: I love that because it just proves that we have to be interested in them not interesting. It didn't even matter who that guy was.

Carrie: That's funny. I kind of have a reputation as an interrogator, right? Dave Leconte who is a speaker in the marketing circuit and actually gave me that little tag...we met and he had heard some things about me and we just sat down and I honestly didn't

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know...We were co-speakers at an event and I really did not know who he was, but I never meet a stranger. I started asking him questions. We talked about his kids and he was recently divorced and we talked about where he lived.

He was just like there was nobody else in the room. It was so interesting. Somebody walked up and said: oh, we see you've met Carrie. He said: *Wow! (I was still sitting right there.) She is delightful. She is my favorite person in this room but not that I think about it I feel like I've been through the most delightful interrogation. I don't think I know one single thing about her, but I could sit with her all day.*

Shauna: It worked.

Carrie: Exactly. I thought that was super funny. I did the same thing today. A medical person I came in contact with today...I knew so much about him and as we were walking out of the building he said: *Now tell me again what it is that you do?* I said: *I never told you the first time. We've been talking about you this whole time.* He cracked up and said: *That's why I like you. You've been my favorite patient ever.*

It's so fun how people do that but, Shauna, I want to circle back around to this one dreadful conversation because we haven't hit it yet. The spouse or the partner or the non-supportive parent that

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wants to keep circling back to the 'you can't' or 'it's not going to work' or 'it's not a good model'. How do we have the conversation? Do we have the conversation? How do we end the conversation?

Shauna: I think you have to be true to yourself. You're super excited.

Maybe you can tone it down a little but if you're really bouncing off the walls with enthusiasm maybe find someone else to share it with if they're really negative. Give them information that they can handle...something positive.

You have to be true to yourself.

In our particular case with our product that is so visual and emotional it's very likely that they're going to see a difference in you – moods...there are lots of things that they can. Sometimes we're just dealing with a negative spouse or a negative child because they want your attention.

You just have to be sensitive to where they're coming from. Sometimes they just love you so much that they want to protect you. They don't know what you know. It's not like they're trying to be negative but they are.

You don't want to douse your enthusiasm but sometimes you do have to be sensitive to them and maybe feed them a little bit of 'I thought the same thing but this is what I found out.' Give them a

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little bit of drips of information and don't overload them with everything about the product. 'Here's an article'... of say somebody like them. Robert Kiyosaki talking about the business. There are many other people today that are saying network marketing is the way for the average person to get an extra income stream and get them started dreaming again.

There are all kinds of things you can do to make it positive and turn around. It doesn't mean you have to quit but you may have to step it down just a notch. Sometimes we're like bouncing off the wall and some people...I know lots of people that through the years have had to be a closet user because their mate is so against network marketing.

Use a third party validation...somebody that was successful or there are so many people today that are endorsing network marketing. It can be done in a very classy way.

Our spouses many times are just trying to protect us from something that they heard. They don't know. That's again where I'll use that 'Is this a pyramid?' They're going to crack up and go 'Yeah, I was asking that question, too.'

You could even ask for permission. Say: You could just watch me. I won't take time away from our family; in fact it is for our family. That's the reason I'm doing this to help eventually for us to retire and spend time with our kids. Show them the benefits.

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If they're not ready to have that conversation don't push it.

Scott: Something else I like about this question, too, Carrie, it is difficult to have somebody who is a family member or a loved one who is not supportive. This happens quite a bit, I think more than anybody would like to admit. I think what has to happen is yes, we use third party validation and we use other tools to educate people, but also it's that you have to get back to the why which is what we did in the very beginning.

Maybe with the spouse we can have a shared vision or a shared why. You can go back to the basics and say 'Let me share with you why I'm doing this. This is why I'm doing this.' Then maybe together you can come up with another why and try to get the buy-in and get them to come along with a share why.

If that doesn't happen then you have to figure out what works for you. I think it's important if you can get them to come over to your side of the table.

Carrie: Exactly. That's perfect. I totally agree. I would add sometimes to get somebody to come over to your side use some of your profits and buy your way over. Take them on a trip and pay for it. Buy them a boat they've been wanting. Do a date night that you splurge on. Show them the money.

We can all remember in Jerry McGuire... 'Show me the money, Jerry.' Sometimes it just takes a little bit of success for somebody unsupportive to come around.

I know we planned to go into scripts and overcoming objections and the more I think about it, guys, the more I think it should be our entire training next time. I want to talk about scripts, overcoming objections, and follow-up conversations next week. With your permission we'll just spend the whole training call on those because I don't want to shortchange it with just 5 or 6 minutes to go. Will that work?

Shauna: Sounds good.

Scott: Great.

Carrie: It's a hot topic. I know it's very important. Some people firmly believe in scripts and live and die by them and some people just don't want to have to. Overcoming objections is a big topic. We got a lot of feedback on follow-ups last week, too, so I want us to share with you the best follow-up we've found for us. It's going to be different for all 3 of us, I imagine.

If you want, this week you can actually pop onto Shauna's Facebook page and tell us some of your favorite follow-up or better yet, ask us some questions you want us to address on the next call about objections, scripts, or conversations.

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There may be something we missed tonight, but I know you guys got a lot. I know I've got pages of notes and I was just asking questions. There you go, Shauna. It proves your point that when you listen and ask questions you get so much information that helps you guide the conversation.

As we wrap there are a couple of things I want to encourage you guys on. Jump into any team contests that you have going right now. Jump into a challenge and team contest. Be knowledgeable. Try a new product this week for yourself and create your own story.

If you haven't cleansed this year take yourself through a cleanse and take one or two prospects or partners through it with you. I believe it will change your outlook, your body, and your business.

The other thing I want to encourage you to do is to have your daily activity and your daily accountability. I'm so proud and I know Scott and Shauna have to be so proud of these people filling up week after week. Why don't you guys close us out tonight with some encouragement for your team?

Shauna: We love you guys so much. It's so much fun to have a team effort. We're all going to benefit from each other. Thank you so much for taking the time out of your busy schedule. We all know there are lots of places you could be but we're glad you choosing

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to tune in. We want to share this with you so share back and let us know how you like it.

Scott: I appreciate all the really nice comments. That just keeps us wanting to do more. Thank you so much.

Shauna: We really love our team. Thank you, guys.

Carrie: Don't show up to the next call alone. Bring your team and your customers with you. Maybe they'll learn something and want to grow with you.

This is Dr. Scott Peterson, millionaire maker Shauna Ekstrom, and Carrie Wilkerson, The Barefoot Executive wrapping it up for you guys tonight. Make it a great day and an awesome week. Bye everybody.

Shauna Ekstrom

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