

Coaching call – Eliciting the Floodgate experience Step 1 and 2

I will teach you seven different ways to get to the floodgate experience. And I can tell you if you will practice these that you will have more ways of getting to the floodgate experience than people will have of keeping you from getting to the floodgate experience. And so you will get to it most of the time. You want to have that floodgate experience as a major outcome of the overall conversation.

So the very first thing that I would do, particularly if it was a referral is to ask a good general open-ended question. “how can I help?”. And more people who come to you as a referral will open up just from that question alone than people that you might meet off the street or you might be prospecting on your own and get into your office. But even with those people you can, if they show up in your office you can get them to open up to that. And it may only work about one in eight or one in seven times. 12-15% of the time. But if the person is ready to open up just let them.

If they don't. If that doesn't work out. If you get a challenge to that and somebody comes back and says, “Margaret it said that we should meet with you so we decided to meet with you.” My response to that would be, “okay I appreciate that. But you know what I know that you get bombarded with messages from financial advisers on the TV, on the radio, in a newspaper all telling you every day. You probably get 10 or 12 messages saying you need to sit down and do an account review. And I know you don't listen to every one of those. What is going on in your life right now that this meeting made sense?” And I would only use that for challenge. And a challenge is “how can I help?” And they respond back, “Gee I don't know. How can you help?” Or “Gee I don't know Margaret suggested that I meet with you. You are supposed to be pretty good.” So if there is a challenge I would come back and say, “yes I know but you get asked every day to sit down and have meetings with people and you don't say yes to most of those people. What is going on in your life right now that saying yes to Margaret to meet with me today made sense to you?” So that's attempt number two. And again you will get some people with that, some people you won't and if you don't get anything there.

No problem we roll right to number three