

## Building a sense of urgency – The Moral of the story!

The moral of the story is virtually any client that you would sit down with and ask a good hyper open-ended question.” What in your life would you like your money to do for you that you haven’t addressed yet? Or haven’t addressed completely? Almost all of them could think of something that in the 3-5 seconds, 10 seconds, 15 seconds. You might have to ask them a second time in a slightly different way but something would come up in their mind. They literally cannot keep the thought from popping into your mind.

I mean you can do this experiment. And if you do it with other people the important thing is to say, “don’t share with me. I don’t want to know what it is. I just want to know when you have got it? And it doesn’t have to be the biggest answer; it doesn’t have to be the best answer just an answer. But if I was to do this things would be better.” No one that you do that exercise to, if you do it in the way that I have just done it to you. I have never had anybody say, “I can’t think of anything! My life in my relationship with my spouse is currently perfect! Nothing I could do, nothing he could do, everything is.” When you hear me say it that way and it’s like, duh nobody is going to say that.

But here is the question number one is your level of trust with that person is significant enough, high enough that our first construct that we want to think about, that they are willing to share it with you. Because it is a very common if you know, I was to ask you, “what did your husband do or what could you do with your husband or what could you guys do together or what could you stop doing? And tell me when you’ve got something.” And you say, “I have got something.” And I say, “what is it?” Particularly in that area there is a real good chance that the appropriate answer is going to be, “no offence it’s none of your business.” So you know it’s the level of trust and confidence and everything is not there so we need to make sure that we have got that up and it is different when we are talking to them about their money.

Obviously because talking to them about their spouse is out of context. So we need to have the trust there so they will share it but then the next thing is we have got to be able to get that, where the sense of urgency is are high enough that they will act on it.

Here is another thing that I believe within my sales system that if I sit down with you, if I had that conversation with Kevin or whoever and he says whatever he says that gets me to think, “I need to sit down and spend a little time with Katrina.” Particularly if it’s an appointment. A little bit different if it’s a drive-by but not really.

If I am sitting down and meeting with you. Here is one thing I want you to always remember, that every prospect that sits down with you, every prospective client, every client from B&A, every client that meets with you there is already an

existing client. They are investing their most and only non-renewable resource that they have, which is their time because once we spend an hour together that hour is gone. Gone forever and you and for me it needs to be a good use of our time because we will never get it back.

So your clients are not going to come in and meet with you. Your prospects are not going to come in with you if there is something going on in their life it is getting close. They don't like it and in some cases they don't know what it is yet. It may just be a feeling that you know there is got to be something better Out there? I am so sick and tired of this guy and him not returning my telephone calls and continually watching these investments go down and blah, blah, blah, blah whatever it is. At the very least I am thinking I need to do at least a little due diligence, and see what else is out there. But I would never have done the due diligence if I didn't have a thorn in my side that was bugging me or the glimmer of a dream sitting out there at some point in the future that is attractive enough to me. Or some combination of those.

So number one goal it is incumbent on us to do is to make sure that we are doing those three things in every meeting.

Number one gaining and maintaining a very deep level of rapport.

Number two is having the floodgate experience, get people to open up and tell you what it is that they really want. And have them tell you so profoundly and be so in the moment that you are just sitting there listening and watching and it is almost like a monotone. But they are just telling you, "Will let me tell you what is really important to me." And get them to open up and all you are having to do is say, "will tell me more about that?" "It is fascinating. What was that like? How did you feel when you were doing that? So that is the major goal that you want to have in your life. But would that be like? You know as you are

***And then the last part of it is. That sense of urgency!!!***