

Qualifying a Prospect

1. **ASK:** “Is this a good time?”

2. **F.O.R.M. your prospect.**

Family

Occupation

Recreation

Message

Learn about them first so that you know how to tailor your message. You will inevitably learn that they are facing troubles with one of three things: Money, Time, Health.

Use open ended questions if you are struggling: [Tell me what’s going on!](#) Or [Tell me a story!](#)

3. **Qualify your prospect. (The Fardulis Method)**

“Can I ask you a question?”

Are you completely happy with where you are at in life or are you looking for something?”

Another option, “Are you happy long term or do you keep your options open?”

“I don’t know if what I do is for you or not. Do you mind if I ask you a few questions to see?”

Assume they are willing to explore

“Do you want to own your time or do you want someone else to own it for you?”

When they laugh say “Hey, I’ve met people who are happy living pay check to pay check! Owning your own time is possible yet many don’t think it is. So I ask again, do YOU want to own YOUR own time?”

Assume they want to own their own time

“Do you want to trade hours for a paycheck or do you want to build something once and continue getting paid on it forever?”

When they respond with ‘DUH!’ you say “You’d be surprised how many people discount this possibility. I’m not saying it’s a get rich quick deal. It takes time and effort, however, it is VERY possible to build something once and get paid residually for the rest of your life. I am already! Do you want to explore the possibility of joining me?”

Assume they want to build something once

“What I do is help keep people as healthy as possible and avoid visits to the doctor. Do you have a challenge with that?”

Assume they are ok with people being health

4. **Get an Appointment!**

“It sounds like we may have a great fit!”

Edify your prospect. Why did you choose to call them? “I called you because...”

“You really need to meet a friend of mine.” *(Edify your up-line friend so that they WANT to talk to him/her)*

Edification of Scott Fardulis:

- Scott is a very humble guy. Great character. We are friends with his family. We love his wife and 3 kids.
- Scott and Juliette are in their early 40s yet have been financially retired since they were 25.
- Scott specializes in helping others become financially free in 2 years.
- He is helping us do just that!
- He is a great friend and mentor and all around fun individual. You do NOT want to miss meeting this guy!

"When in the next 2-3 days are you available for me to introduce you to my friend? "

"I'm new to the business and wouldn't do it justice. Plus they can answer your questions." (*Optional*)

- Invite to a meeting (*Mon 7pm in Windsor, Tues 7pm in Longmont, Thurs 7pm Greeley*)

- Invite to a 3 way call –*Find 2 options to offer, i.e., Monday or Tuesday, AM or PM? Adjust as needed.*

- Invite to meet your up-line in a special meeting (*coffee shop style*) – same as 3 way above

DON'T TELL THEM THE NAME OF THE COMPANY!!!

If they press, tell them it is not in their best interest because it truly
isn't!

If appropriate, ask them to trust you.