



10 Benefit Statements

A Benefit Statement?

Benefit statements that are in third person are 400% more effective than first person.

A benefit statement is a phrase or sentence that Strikes Interest in the prospect's mind. We call them 'fire-lighters' because they light the 'fire' of hope in the subconscious and engage the prospect's curiosity. A 'yes' must and always will follow, if you complete the frame properly.

Our 'plan, product or company' is not only of no interest to the potential prospect, [yet], it will 'raise the sales filter.'

If prospects are asking questions about any of those things, we've made a mistake and they are asking for the sole purpose of saying 'no.'

Less than 5% of those you get into Q&A's with, PRIOR to getting their subconscious '**deciding**' getting more information is a good idea, will **NOT** look at your information. Sure, they will take it, but they won't look at it. The subconscious has already decided it's 'selling,' and unless they love selling, our goose is cooked.

Ever had people ask questions, [you think they are interested, right?], and not look? Now you know why.

Here are 10 benefit statements I love.

As you read them over, pause after each one and imagine what it would mean to you and notice how fast your subconscious starts connecting other 'good things' to that benefit statement.

Example: How to pay for their kid's education with no loans and no stress.

Pause and think about what it would mean to you and your kids. Notice how your mind instantly starts piling on benefits. A 'yes' comes more often and more quickly when this dynamic is set in motion.

What prospects may instantly imagine may be different than yours or mine, but it does not matter. It's positive and far more likely to get a 'yes' when the prospect, on their own, is thinking positively rather than negatively.

1. How to pay for their kid's education with no loans and no stress.
2. How moms can make more money part-time from home than their husbands do full-time.
3. How to get a \$100 tax rebate every week.
4. How to get .58 a mile every week for every mile they drive.
5. How secretaries can make more money part-time than their bosses do full time.
6. [5A] How plumbers can make more money part-time than the owners do full-time [Notice a pattern? Easy. You just got 100s of them, eh?].
7. How to get relief from arthritis naturally [or whatever ailment your product treats].
8. How real estate reps can build a great paycheck without giving up their real estate career [Never knock their profession. Even if they don't like it, they will defend it. When talking to semi-self employed people, generally sales types, add the phrase, 'without giving up their XXXXXXXXX career.' This makes it feel 'safe' to ask].
9. How to retire in 3 years at full pay.
10. How people can put a large part of their taxes into a retirement fund.

These 'fire-lighters' simply work if they are **framed** properly and you complete the 'frame,' correctly. This keeps the sales filter down and their 'elephant,' [subconscious], charging forward for more information.

PROBLEMS?

Yes. Two of them.

ONE: It is so hard to trust that so much happens with so little effort that the temptation is to 'add' stuff in. Been there, done that. Everybody does. We'll help you avoid the mistakes I made 'improving' something that works perfectly.

TWO: When we get a 'live one,' the first few times we go right back to talking about the plan, product or company. Forgive yourself with laughter once it's over. For most of us, 'habits' are hard to break and any interest at all means, to us, 'tell them everything.' We forget something very critical to success – don't do anything unless you know why you are doing it.

Our job at Step 1 is to Strike Interest in the prospect about their life, not our deal. Just notice how fast people go from interested to 'polite.' Once they are being 'polite' and asking questions, we need to know we got in the way of the charging elephant and it is – drum roll – OVER. We blew it with our mouth.

Don't worry, just notice and, really, laugh. You will get better and Go90grow will accelerate the learning curve for you.