



Ice Breakers! How To Get Any Prospect To Beg You For A Presentation

By Tom "Big Al" Schreiter

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Want to get your MLM and network marketing prospects to beg you for a presentation by using Ice Breakers? You can turn any warm or cold prospect into a hot prospect, wanting to know all about your business. How?

By learning how to effectively introduce your business into a social conversation with an easy, rejection-free sequence of just a few words. Prospects want what you have to offer, but they are afraid of someone selling them. However, prospects love to buy and join. So why not use socially acceptable word sequences that compel any prospect to literally beg you for a presentation?

This book contains several effective formulas with many examples of each formula that you can use or modify. Once we know how the formulas work, we can create unlimited Ice Breakers on-demand to use and pass on to our downline. Your distributors will no longer be afraid of prospecting; instead, they will love prospecting. It is much more fun when we are in control. Distributors want to work hard, but just don't know what to say. Their opening random remarks ruin their chances and they suffer bad experiences. That experience trains them to avoid prospecting. With trained words and phrases, everything changes. Quick and positive results. Prospecting is fun again.

Enjoy learning how to prospect negative people, positive people, relatives, co-workers, strangers, leads, cold prospects ... anyone, by using fun Ice Breakers that even the prospects enjoy.

So if you need more prospects, if you need to give more presentations, then this is the book for you. Spend the entire week giving presentations, instead of spending the entire week looking for someone to talk to. And never again will you have to hear one of your distributors complain, "I just don't have anyone to talk to."

Ice Breakers are the best way to energize your MLM and network marketing business.

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Editorial Review

Review

"The key to network marketing is having an endless supply of prospects to show your opportunity to. If you've blown through your warm market and have been wondering how to approach people you yet don't know about your business this book is for you." - J. Blydenburgh, Amazon.com

"Big Al will help you get past your fears and help & teach you what and how to say. Learn great ice breakers for people new or struggling in network marketing or sales." - Sandi S., Amazon.com

"This was a quick easy read with plenty of ideas and really clear examples of things that we can say to easily break the ice and grab the attention of our prospects, especially the "cold market" pros. Just read it, you'll be glad you did." - Cory Suggs, Amazon.com

"This book is a concise yet comprehensive explanation of the effortless ice breaker conversations he teaches that result in prospects actually asking for a presentation, completely rejection free and embarrassment free." - Christine A. Sutherland, Amazon.com

"The reason most people fail with prospects is, they say the wrong things. That's easy to do, because there are so many wrong things you can say that will immediately get you branded as a SALESMAN, to be avoided at all costs. Tom gives the alternative - the RIGHT thing to say - to fly under your prospect's sales radar and get them to ask you for a presentation. " - Richard Dennis, Amazon.com

About the Author

Tom "Big Al" Schreiter has 40+ years experience in network marketing and MLM. As the author of the original "Big Al" training books in the late 70s, he has continued to speak in over 80 countries on using the exact words and phrases to get prospects to open up their mind and say "YES." His passion is marketing ideas, marketing campaigns, and how to speak to the subconscious mind in simplified, practical ways. He is always looking for case studies of incredible marketing campaigns that give usable lessons. As the author of numerous audio trainings, Tom is a favorite speaker at company conventions and regional events. His blog, <http://www.BigAlBlog.com>, is a regular update of network marketing and MLM business building ideas. Anyone can subscribe to his free weekly tips by going to <http://www.BigAlReport.com>

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Bernice Fugate:

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Presentation.

Suzanne Macdougall:

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Carolyn Walton:

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Carmen Dana:

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