

A Prospect's "incorrect perception" is a Round Hole, and
IF they perceive your business as a Round Peg
they think they KNOW what you're doing!



Learn to "Square the Peg"

Protect the Prospect from their incorrect perceptions by “**Squaring the Peg**”.

- ✓ Don't seem too eager to convince them of anything. Don't “sell” them.
 - “Something offered from free is perceived as having no value.”
 - Don't even sell them on the benefits of the business (even if they're true!).
- ✓ Do stay in control of the conversation...
 - Answer a question with a question, and
 - Never get into a Q&A Session
- ✓ Don't be “weird”, don't be evasive.... but don't give them any real information.
 - It may only underscore their incorrect “Selling/Recruiting” perception.
 - Instead, if you need to give them a name, use “Fratello Development Group”
 - And, if you need to describe what it is, say it's a “professional leadership training organization doing business development with 60 companies”
- ✓ Don't be an Amateur and respond “Oh Great!” when they agree to meet, etc.
 - Don't leave an appointment and say “Thank you!”. Let them Thank YOU.
- ✓ Bottom line... talk as if you were a 20 wide Ruby making \$125K/yr.
 - How would you talk and behave if that were true?!

Guide them to a MG-1 and the Process will educate them!