

Minesh: I was very impressed with what Bob had to teach us in this particular seminar. There were about 3,000 or 4,000 people in that. And, at the end of the program, I immediately went and bought this stuff, just like I'm sure, quite often, Bob, most people do.

So, we had a lot of fun there. But, the bottom line is, he has continued to maintain a good friendship, despite his books having sold so well. "Endless Referrals" has sold over 100,000 copies, and "Winning Without Intimidation" has sold over 100,000 copies.

I realize you have another book or another information source for us this time.

Bob: Yes.

Minesh: Okay, great. So, I met Bob a few years ago and he has been very, very successful in his books. I am so glad that he is willing to share some of his information with us today. I am sure he will announce some of the more upcoming programs he is doing which can benefit all of us, too.

Bob, thanks for joining us on the call.

Bob: My pleasure, Minesh. I guess what we are just going to really talk about is business networking, which is something that everybody on the phone is already doing. I have a feeling that what I talk about isn't going to be particularly new to anyone, but maybe it's just a few ideas of repositioning some of the ways we look at what we're already doing well.

So, what I am going to start out with is basically just giving the difference between what networking is and what a lot of people think it is. Because sometimes that little bit of a difference makes a significant difference in the way we do business.

I got a really nice letter from a regional manager of AFLAC Insurance. He had never heard me speak, but he had read my book, "Endless Referrals". Before then, what he wrote was that he was always approaching a prospect wanting 30 minutes of their time for his benefit. And he said after using the "Endless Referral" system from the book, he then realized that what he was doing was giving them 30 minutes of his time for their benefit.

That's one of the things, that's one of the differences, when we network correctly or when we network like 95% of the other people network. Because a lot of people think, I believe they still believe, that networking is really a stereotypical fast walking, slick talking sales type who sort of, what I call, glad hands, back hands, slaps hands, shakes hands and sticks a business card into the face of everyone they meet and says, "Hey, give

me a call. I'll cut you a deal." Or, "If somebody you know needs to buy a widget, call me anytime."

And that, of course, is not networking. That's really, in a sense, what you could call hard selling. But, even if not, it's definitely not networking.

Networking is simply, by definition, the cultivating of mutually beneficial deals and take win/win relationships. And the emphasis is on the "give" part. There is nothing Pollyanna about giving first. There is nothing "rose colored glasses" about giving first. Giving first is the way to get an abundance a little bit down the line, and even right away many times.

We need to do this in a way in which we are always taking into consideration the other person's needs, the other person's wants, the other person's desires. But, we also do it when following a system, a proven system that works.

Just to define, again, I define a system as a process of predictably achieving a goal based on a logical and specific set of how-to principles. So, we don't just re-invent the wheel or make it up as we go along. But, we tap into system that's been proven to work time and time again, and one that will work from place to place and situation to situation. Because while techniques may change, situationally, principles work all around and they work throughout.

Now, we mentioned what a system is, the process of predictably achieving a goal based on a logical and specific how-to principles. What's more important than what a system is, is what a system can do for you. And, to share this, I need to paraphrase Michael Gerber from his book "The E-Myth". What Gerber said in paraphrase is, "Systems permit ordinary people to achieve extraordinary results predictably. However, without a system, even extraordinary people find it difficult to achieve even ordinary results."

So, systems permit ordinary people to achieve extraordinary results predictably. And, what I want to do in the brief time together is to share the beginnings of a networking system that I've used through the years that have helped me and fortunately, have been able to help a lot of people in their businesses.

The entire system is predicated upon one basic rule. I call it "The Golden Rule of Networking" with which we are all familiar. And that is simply, all things being equal, people will do business with, and refer business to, those people they know, like and trust.

Now, if we understand this and we embrace it, and if we keep it in mind as we meet every single new person that we're about to meet, that is going to put us nine steps ahead of the ballgame. It's understanding that before they are ready to buy your product or service, they first need to buy you.

After all, regardless of how wonderful your product or service is, the chances are, and I don't mean this to hurt anybody's feelings, there are as many other products and services that are just as good, probably not better, but just as good. Let's face it, technology has leveled off the playing field. The chocolate chip cookies can be made as good as other chocolate chip cookies. Copying machines can be made as good as other copying machines. Computers can be made as good as other computers. Nutritional supplements can be made as good as other nutritional supplements.

The fact is, even if there are little differences, most things, at this point, are commodities as far as the public's concern. Now, there is nothing wrong with a commodity, by the way. A commodity is simply that which, in a free marketplace, is bought, sold or traded willingly between two or more people.

So, while we should have an excellent commodity, while we should back that commodity up with a money back, or even better than money back, guarantee, while we should service what we sell, the fact is, it's a commodity and that's fine.

See, some people think that's bad news. They don't have an advantage. Yes, you do have an advantage. You have an advantage because you understand that it's not the commodity that they're buying. First, they're buying what the commodity can do for them. But, they are also buying you. And, if they know you, like you and trust you, if they want to see you succeed, if they want to help you find new business, if they want to be a part of your business, a part of your life, what have you, they are going to be very excited and very helpful when it comes to referring lots and lots of business your way. So, that's the key.

How do we really do that? We do it by realizing, first of all, that instead of looking at a person as one prospect, we look at them as 250 prospects. Because the fact is that most of us, and this has been documented many times, most notably by Joe Girard in his book, "How to Sell Anything to Anybody", many times each of us knows about 250 people whether directly or very indirectly. Most of us have about 250 people somehow in our lives.

What that means is that when you're meeting a person, your idea is not just to look at this person and say, "Well, if they're a prospect, I'm

interested in talking to them. If they're not a prospect, what good are they?" First, that's not a very nice way to go through life. But, that aside, it's also not very good business-wise. Because the fact is, even though this one person in front of you might not be a prospect directly, they may know a lot of people in their 250-person sphere of influence who would be a good prospect for you. And those people will know people, and those people will know people. And, one thing about referrals, it's a lot like the principle of compound interest. It keeps growing and growing and growing.

So, what we want to do is, we want to ingratiate ourselves with people. We want to have a person, we want to cause by our actions a person to feel good about us, a person to like us. And the way we do that is by making that person feel good about themselves, not in a phony, manipulative way, but in a very nice way.

For instance, when meeting people, and anybody who's read my books or attended one of my programs, have heard me go through the "how to work a room" or "how to work a crowd of people" type of thing, very basically so that we can get on to other things, I'll just go through an initial conversation with someone where you see that person at the other tape. You look at them with a smile on your face. You attract their attention by just kind of making eye contact with them, which they will notice eventually. You don't want to stare at the person, but people know when someone is making eye contact with them.

As they look, you have a nice, pleasant, welcoming smile on your face. They smile and you introduce yourself. They introduce themselves. And, it's very legitimate, very simple to do, even for someone who doesn't really... And, by the way, with me, I'm really not a people person. I'm not a crowd person. I don't like parties and I don't really even like social events.

People say, "You don't like social events? How could you be a networker?" Well, that's why I became a good networker, because I don't like social events. It's not something I feel comfortable with, just making chit chat people and introducing myself to people I don't know. So, I had to come up with a system that was rejection proof, first of all, and secondly, made me feel very easy about the process as well as the person who I would be speaking with.

So, when you introduce yourself to somebody like that, what you are going to remember is, you've got to focus on them. I want to give you some tools to be able to do that. Because it's one thing to say, "Well, focus on the other person. Ask them questions about themselves." But, if you don't know what to ask, then that makes it difficult.

What I like to do is, first, just to invest 99.9% of the conversation with the person asking that person questions about themselves and their business. Because, let's face it, that's what they're interested in. They're not interested in you. They're not interested in me. They're interested in themselves. And, they should be. That makes them human.

But, we are going to be interested in them. And, you know, there is that old saying that the people we find most interesting are the people who seem most interested in us. It's like, if you've ever been in a conversation with somebody who let you do practically all the talking, you probably came away from that conversation saying to yourself, "Wow, what a fascinating conversationalist that person is!" That is because they made us feel good about ourselves. So, of course, we are going to think they're fascinating. That's what we want to do.

Now, the kind of questions we are going to ask I call, "Feel good questions". And the reason why is because these are not prospect-type questions. These are not intrusive questions. These are not questions which are going to make a person feel defensive. They simply make that person feel good about themselves, about the conversation and most importantly, about you.

I have ten questions in my arsenal. But, you've only usually got time to ask a couple of these questions. So, let's just go through a couple of them. And, by the way, if the next time you have a conversation with a stranger you ask these questions we are going to talk about, you will be amazed at how responsive they are to you now and how interested they are in getting to know you better.

The first question I simply ask is, "How did you get started in the 'so and so' business?" Understand, by the way, that once you introduce yourself to each other, you are going to ask the person what he or she does. And they are going to tell you. Then, they are going to ask you. You may be tempted to come up with a really cool, what I call a "benefit statement". There are elevator speeches. These are good and there is a time and a place for them absolutely. But, now is probably not the time.

What an elevator speech does or a benefit statement... A benefit statement, by the way, is simply a stockbroker, instead of saying, "I'm a stockbroker", would say, "I help people create and manage wealth." That's a benefit statement. It shows the person the benefits of what they would get by doing business with you.

Or, if you are a network marketer of a nutritional product, you might say, "I help people create health and wealth." Again, it's great. It's the benefit. Let's say you are selling legal services, you might say, "We help any

person to have immediate access to top quality legal advice for less than a cup of coffee a day.” Again, it’s great, but now probably is not the time. Use a sentence like that and the person is going to say, “Oh really, how do you do that?” And then, you start talking about yourself which is the worst thing you can do because the person really doesn’t care.

You might say, “Well, Bob, what if they really are just totally interested in that and they need it?” If that’s the case, it’s going to come up later anyway. Don’t worry about it. But, the chances are much better you are going to turn a person right off by what my friend, Rick Hill, calls fire hosing that person with what you do. They are not ready for it yet.

So, what you want to do is just give a very simple statement, “I’m in the ‘so and so’ business.” Now, you are going to ask them questions about themselves. And, again, these are feel good questions.

The first question I will simply as is, “How did you get started in the ‘so and so’ business?” “How did you get started in the real estate business?” “How did you get started as an insurance professional?” “How did you get started in marine biology?” “What made you decide to become a chiropractor?” Whatever it happens to be, you are going to ask them how they got started. That is what I call the “movie of the week” question.

Because, doesn’t everybody like to feel like the star, like the focal point of somebody’s mind? They get to tell their story, which nowadays, let’s face it, most people aren’t asking other people to tell their stories. I don’t know if they ever did that in any day. But, they are especially not now.

So, when you come right out and ask them how they got started, they’re going to give you 5 minutes of their best stuff. And you want to be actively listening, realizing that they are feeling really good about getting to tell their story and being the star.

Sometimes, I will be addressing a large audience and when I say that about everybody wanting to be the “movie of the week” in somebody else’s mind, the focal point of attention, I’ll notice a couple of people kind of shaking their heads in disagreement like, “Oh no. That’s not me.” My feeling is, “Great.” I understand that’s not you. But, you are the only one who it’s not. You are the only one who doesn’t want to be the focal point. I don’t say this out loud, but that’s what I’m thinking.

Now, here is what it is. Of course, not everybody does. But, most people do. 99.99% ad infinitum of the people would love to be asked a question about themselves that allows them to tell their story. So, just go with that principle.

That's a good question to ask. "How did you get started in the 'so and so' business?"

Next question I will usually ask is this: What do you enjoy most about what you do? Now, this is a totally positive, feel-good question which elicits a positive response. So often we are taught in sales to find a person's pain so we can cure that pain with our terrific products and services.

Well, there are a couple of things with that that might be counter productive. One, the person might not even be a prospect for you in the first place. They might be a good potential referral source, but they may not be a prospect for you.

Secondly, they don't know us well enough to tell us their mistakes and the things they've done wrong, and why their life is so terrible. Is that really making them feel good anyway and associating you with a good feeling? No.

So, instead of helping them find their pain, let's help them to find their joy. "What do you enjoy most about what you do?" It's so much better than taking the opposite track and saying, "What do you just hate most about what you do? While we're at it, how about this wretched excuse for a life you live?" That's not going to get us where we want to be with this person.

We want to just make them feel good about themselves.

Let's say you've asked a couple of these feel good questions and you can tell that a rapport is beginning to develop. Now, it's time to ask what I call the "one key question" that will set you apart from just about everyone else that this person has ever met, especially on a first meeting, but probably ever.

That is simply to ask this. Let's say the person we are talking to is named Gary. "Gary, how can I know if somebody I'm talking to would be a good prospect for you?" or "Caroline, it's really interesting what you do. Tell me, how can I know if somebody I'm talking to would be a good prospect for you?"

Now, what have we done when asking that question? A couple of things. First, we've continued to demonstrate to them that instead of being "I" oriented, we are "you" oriented. We are interested in them. We are wanting to know how we can help them, how we can make their life better, how we can put increase, and I really want you to understand this because I am going to talk about this a little bit later, into their life and making them aware of it.

The second thing we do, however, is we're asking them basically to help us to help them, which they will be delighted to do. Again, let's go back to Gary and he sells copying machines. We say, "Gary, I really don't know much about your product. I'm sure it's a super one. Just in case this ever comes about, how can I know if somebody I'm talking to would be a good prospect for you?" And, Gary probably has to think about it for a moment because he hasn't been asked that question before.

Finally, he says, "Well, I guess if you're ever in an office and you notice a copying machine and next to that copying machines is a wastepaper basket which is filled to the rim and overflowing with crumpled up pieces of papers, that's a great sign that that copying machine has been breaking down an awful lot lately. That would be an excellent prospect for me."

So, Gary has just told us how to be able to be on the lookout for him. If we can be, great, we will be. The fact is, the best way to get business and get referrals is to give business and give referrals. That goes again to giving first.

Now, the paradox on being a giver is that you can't give with the express reason to get. Because if you do that, it doesn't work, not just spiritually speaking, but there's a physical manifestation to that. If you are giving with the idea of getting, there is no way to really hide that effectively for too long. It comes across to people. And although people really like to do good things for people they like and who've done things for them, Dr. Robert Cialdini calls it "The law of reciprocity", they don't like to be indebted to people they don't like.

We always want to do this with an idea of giving because it's the right thing to do. It's a fun thing to do and then, you've got to have faith that it's going to come back to you. And, it will many, many times over. Now, we're not going to take a chance that it will. As part of the "Endless Referrals" system, we ensure that it will. But, for right now, we just realize that being a giver is very key.

One reason for that is something I just made reference to a moment ago and that is adding life to someone. We need to realize that as human beings, we are born and we are built with a desire for increase. That desire for increase is natural. It's a part of us. It expresses ourselves in different ways. But, we all have the desire for increase. We all want more of something. It might be more money. It might be more time. It might be more convenience. It might be more health. It might be more of whatever.

But, basically, we are built with a desire to increase. All life increases itself by its very nature. One of my favorite books was written by a guy in 1910. It's called, "The Science of Getting Rich." His name is Wallace D.

Waddles. I love what he says. On page 75 he says, "No matter what your profession, if you can give increase of life," now, in this case, maybe it's by helping this person with referral business or setting them up with somebody else who can help them, or introducing them to people or giving them information, the names of good books to read or whatever it happens to be, no matter what your profession, if you can give increase of life to others "and make them aware of this gift, they will be attracted to you and you will get rich."

What that basically means is, because we have this desire for increase, we are naturally attracted to people who we sense will give us increase in our life. And that is the whole thing. And that is why giving is such a key to success. Because the more people to whom you give, the more your reputation as a giver increases, the more people are attracted to you and want to do things with you just out of rational self interest on their part, knowing that by doing business with you, there is a good chance it is going to increase their life.

Now, that doesn't mean you go out and be a giver in the way that you allow yourself to be walked on. That's not it at all. Being a giver has nothing to do with that. But, it's being a giver in such a way that as Tim Sanders, in his wonderful book, "Love is the Killer" say, "You give intelligently." And you share your resources, which is basically your knowledge, your contacts, if you will, and so forth when it's appropriate. Again, not so that you are taken advantage of, but so that you can be continually setting up mutually beneficial give and take win/win relationships with people.

While you are at this event that we're talking about and you are meeting these people, let's say you've met 3 or 4 people, or 1 or 2 people, when you can, make sure to introduce them to each other and give them a good introduction of each other. Let each other know what the other one does and even how to prospect for that other person. Let Ann know what Gary had told you, and that if she is ever in an office and notices a copying machine with a waste paper basket next to it which is filled to the rim and overflowing with crumpled pieces of paper, it's a good sign that copying machine has been breaking down lately. That would be an excellent prospect for Gary.

You can let Gary know that Ann was just telling you something really interesting, that she sells telephone equipment to small businesses. And, if you're ever in an office with one or two people and you notice they are talking to each other through Dixie cups with a string attached, whatever a good sign is that they need to update their telephone system. Suggest to the two of them that maybe they should exchange cards with each other and network with each other.

So, what you are doing is, again, you are giving them increase in their lives.

Now, by the way, at the end of your conversation, just make sure you get the other person's business card. Notice, I didn't say make sure they get yours. What I am saying is, make sure you get theirs because you are the one who is going to be in a position to follow up and follow through and cultivate this relationship.

If they ask for yours, give it to them. But, realize your card is going to probably be thrown out at their earliest convenience. There's nothing personal in that. It's just that they don't care that much still. But, you are the one who is going to the reins and you are the one who is going to follow up in a very intelligent way using the "Endless Referral" system if you choose to. That's how you just establish a niche in that person's mind so that when they or someone they know needs your products or services, you are the only one that would ever come to their mind.

Minesh, it's about 12:30. Do you want to open up to any kind of question and answer? Did you want to ask me questions? Tell me how you want to do the rest of this.

Minesh: Great. I appreciate that. I would like to ask a few questions up front, and then, obviously, I would appreciate if other listeners can join in for those questions.

I know one of the things which helped me a lot, because when I transitioned from my computer programming career into building a business as a speaker and a coach, basically, your book was the mainstay for growing my business. I do want you to know that.

Bob: Thank you.

Minesh: One of the things which I loved about that was the way you talked about the postcard as a follow up system. So, can you tell a little bit more about the postcard that you have very effectively used, and I found to be of tremendous value.

Bob: I use it as a note card because I actually put it in a number 10 envelope and send it that way. All it is, is sort of a postcard looking letter. Mine is 8 ½ X 3 ½ inches so it fits exactly into a number 10 envelope. But, different people use it in different ways. Some people send it as a postcard. Some people have it a lot smaller. Mine is 8 ½ X 3 ½ inches so it fits right inside a number 10 envelope.

It's got my contact information. It's got a benefit statement at the bottom. And, on the far right hand side, it has a small picture. Now, by the way, on this, it's not a direct mail piece. You want this to have tons of white space because you're using it as just a thank you note. It's not a sales piece. So, you want to have your contact information on the far right hand side, not very big.

The main element in this is your picture, a small black and white, professional looking headshot. Because once you follow up with them, you are going to follow up right after the event or meeting is over. You write it in blue ink because blue ink has been proven to be more effective both business-wise and personally than black ink.

The note just simply says, "Hi, Gary. Thank you. It was a pleasure meeting you. If I can ever refer business your way, I certainly will." Then, sign your name, put it in a number 10 envelope. Don't put a business card in there. It's not necessary. And then, hand address and hand write the envelope in blue ink which you can do because you have their business card.

Put a regular hand stamp on it, not a meter stamp. And then, just send it out that very day. Don't wait. Take action now when you know it's the action that should be taken. It's going to get on their desk the very next day, which is going to impress them. They know it's not junk mail because it's handwritten in blue ink and it's got a stamp on it.

They open it up. They take it out. They see your picture and, immediately because people think in pictures, they process information three ways, visually, auditory and kinesthetically. But, we think in pictures. So, they are going to see your picture. They are going to know exactly who you are. The warm, fuzzy feelings are going to come back. And now, even in this note, you are not asking them for anything although you've got your benefit statement there so they will definitely know what you do.

They will be appreciative of the fact that all you have basically done again is let them know if you can ever refer business to their way you certainly will. Wow! What increase they are going to get from you.

Now, here's the thing. You could say, "Well, can't I just email them?" Of course, you can do anything you want. But, that personal, handwritten note...

Minesh: Bob must have gotten disconnected, so we are trying to get hold of him. But, in the meantime, some of you have received a postcard from me. He is talking about a similar one. But, he actually does an 8 ½ X 3 ½, which is

obviously much better than just a postcard. So, I think, that makes a huge difference.

That, alone, has been a tremendous help to me and I know he has covered a lot of ground in just a very, very short time. This is just amazing that Bob has been able to share so much information with us.

I'll give you a couple of points about his website so after this, you can to there. His website is www.Burg.com. I would love to have him talk a little bit more. I am sure he will be joining us in a minute here.

Bob is a very generous soul. He hardly knew me a few years ago, and yet, I remember him sending me....

Bob: I am very sorry. That was definitely on my end. I got cut off, but it was my fault.

Minesh: I'm sorry about that. I was just getting them caught up on your website and telling them about how wonderful your note card is.

Bob has a wonderful ezine called, "Winning Without Intimidation", which is also a book that he has and which really is a tremendous source of information. I remember receiving his note card and I was very impressed that somebody like Bob, who was already very successful and also has so many people around the country who listen to his stuff, takes the time to actually handwrite notes. I was very impressed right there.

Thanks, Bob, for being an example of preaching and practicing what you really embody as a model.

Bob: I appreciate that very much. Thanks, Minesh.

Minesh: You were talking about the note card.

Bob: So, when you send that, it is so much more impressive than just an email because, let's face it, we can all email. And again, there is nothing wrong with that. By the way, after this first note card, by all means, use email. But, there is nothing like this note, this personal, handwritten note, to really establish you in somebody's mind. That is my definite opinion.

I felt that way even before email. Even back then, it just made a world of difference. Now, with email, it makes even more of a difference.

Understand, the idea of this note card is not to get instant business although I've certainly gotten calls from people, and other people I know have had that happen, but that's not the idea. It's planting another seed.

Then, after that, you constantly want to add increase to this person's life. If you can know what some of their likes or dislikes are, especially some of their likes, you can always capitalize on that.

For instances, maybe Gary had mentioned he is an antique collector. If that is the case, you see an article about antiques, cut it out of the newspaper. Send it to him on your note card. Handwrite it. Hand address it. And that is going to be very appreciative. The same if you hear about a new office building opening, which might be a good prospect for Ann. Drop her a note too.

Be a giver of information. I'm always recommending good books to people. When I come across a good book I like, I'm always referring it to people. I'll just drop them an email. "Hey, you might want to read so and so." I buy books for people a lot of times. We all have our ways. Mike Litman, a great networker, calls it, "Bringing an asset of value to the table", becoming known for somebody as an information resource.

Fix people up whenever you can. If you know this person is looking for an attorney, introduce the two of them. If you know this person needs an accountant, introduce the two of them. Be that person, that center of influence, that person who always seems to have his hand in everybody's network in a good way. And, very soon, because of the type of person you are and because of the "know you, love you, trust you" relationships people have with you, when you're ready to call someone because you want to do business with them, or even ask them to sit down with you for referrals, they are going to be there. They are going to say, "Sure, absolutely" because you are you.

And then, it's a matter of knowing how to ask in the correct way so you can get them. Time permitting, we can talk about that too.

Minesh: Okay, Bob, I am at your website right now looking at it. And, I see here not only that you provide a free weekly ezine, you have come up with the "Success Formula; Three Timeless Principles That Will Turbo Charge Your Success and Dramatically Improve Your Life."

Do you want to tell us a little bit about that, Bob?

Bob: Sure. By the way, anybody who would like to subscribe free to the weekly email newsletter on Winning Without Intimidation, just go to my website which is www.Burg.com and then click the link that says, "Check out Bob's free weekly email newsletter."

My two books, “Endless Referrals”, and by the way, in the book “Endless Referrals”, it has an example of the note card that I send.

Minesh: On www.Amazon.com, when we look at “Endless Referrals”, I was checking that out and that note card page is a sample excerpt.

Bob: Oh, good. Then, go to www.Amazon.com to check it out because I don't have it on the website.

Also, when you are at my website, if you go to “Endless Referrals” or “Winning Without Intimidation”, that will take you right to order on www.Amazon.com. My tapes and so forth you can order right from Minesh.

The “Success Formula” is a new booklet I just wrote. It just came out today. It's 29 pages and it just boils down the three basic principles of success. What I am going to be doing is, I am going to put it up on the website, which is going to be www.TheSuccessFormula.com. That will be up in a few days hopefully. We will announce it in the “Winning Without Intimidation” newsletter.

We are going to actually put the booklet right on the website for everybody to be able to read it for free. Because my thoughts are, it's a small booklet and it's so inexpensive that I am planning on people buying hundreds of them at a time in order to give out to friends, family, and as gifts to their prospects and customers. We are putting it up there for free so everyone can see it and learn for themselves whether or not they think it would be a great investment to give away as gifts, especially with the holiday season coming up. It would make it a really neat one to do.

Minesh: Excellent. Thanks for sharing that. I appreciate that very much.

Now, I would like to make it open, actually, for other people to ask questions. Just announce your name and what company or business you represent, and you can ask Bob a question here. You have a wonderful opportunity to get any of the questions regarding networking in this area that you can ask Bob.

Dave: I'm not sure it was clear to me, your success formula. I was looking for this system that gave us a predictable result with your formula. I'm not sure I completely understood the whole steps, whether there were three steps, two steps, what that was.

Bob: The Success Formula booklet is actually three basic principles sandwiched in between two concepts.

Dave: I was asking about what you talked about today.

Bob: Oh, I was talking about the “Endless Referrals” networking system.

Dave: So, how many steps are in that system and did we get them all?

Bob: No. It’s a big book and it’s a 3 ½ hour tape series so I just kind of hit one area today. I was just really hitting the area about meeting somebody for the first time and being able to get them to now you, like you and trust you. Then, I worked on a little bit of follow up. But, there is certainly so much more to it that no, we didn’t get time.

But, basically, what you want to do, just encapsulating it, is when you can meet a person as I described doing it, you are going to immediately attract that person to be very open to wanting to establish and cultivate a relationship with you. In the follow-up that you do, just as I gave you a couple of quick follow-up ideas, again, it sort of carves out that niche in that prospect’s mind that they know you, they like you, they trust. They feel you are adding to their life. They feel value for you.

And then, what you want to do at that point is, then you can get together with that person and it’s a matter of discussing with them how you can either refer business to each other on a more formal basis, or, if that’s not the case, you can always, at that point, let them know, “I’m in the process right now of expanding my referral base business and I find it’s really helpful when doing so to partner with clients and/or friends such as yourself. Can we take a few minutes to go through some names of people I might be able to help?”

Because of the relationship you have established with them, they are going to be delighted to do that. Now, you’ve got to know how to ask. And, it takes a lot more than just saying, “Who do you know who...” or “Do you know anyone who...?” We’ve got to be able to funnel down their world into giving them people that can see.

Tom Hopkins did a great bit on that in his book, “How to Master the Art of Selling”, where he says when we ask a person, “Do you know anybody who...”, we all know plenty, we know hundreds, but we can never pick one out at the time because we can’t really see it.

So, what we want to do is help the person funnel down their world. So, you might be talking, again, to Gary who you know is a golfer and ask him, “Do you golf with different people or do you golf with the same people usually?” He is going to say, “No, I golf with the same people every time; Dave Jackson, Tom Johnson, Nancy Goldblatt.”

Well, now there are three people that he could physically see in his mind. And you might ask, "Would any of those people be good prospects? Or would any of these people be someone I should talk to?" Maybe yes or maybe no. So, go to a different frame.

You know he is in Rotary and he is very proud of that. He hasn't missed a meeting in 15 years he tells you. So, you don't ask if there is anybody in Rotary because that still may be too big a frame. But, you might ask if there is anybody within Rotary who he is particularly close to. Maybe he mentions two people, and maybe one of those would be good or not.'

You also know he's on the board of directors of his office products association. So, you ask how many people are on the board? There are five. Well, that's a good number, so you ask him. "Gary, would you picture these five people? Do any of them come to mind as someone who you think might..." And now, maybe he gives you a name and maybe not.

But, what you've done is, you've put his mind at ease. You've helped him to be more comfortable in the process. You've made it easier for him to come up with names. So, instead of him having to respond, "Well, I can't think of anybody right now, but when I do, I'll call you." Instead, he can come up with a couple of names because you've made it very easy for him and now, he can start to give you some names. They start to trickle out. They start to stream out. They start to gush out. And now, you're just taking names.

Of course, we can get into how to pre-qualify them, there are a whole bunch of things. This is just a very basic call. But, these are just some of the things we do in the "Endless Referral" system. I hope that has provided some help.

Minesh: Thanks, Dave.

Greg: You're talking to somebody and you've had a great conversation. What other kind of things that you can do or say to now move on to talk to somebody else?

Bob: You mean how to end the conversation?

Greg: Correct.

Bob: Oh, well, you've spoken for 7 or 8 minutes or what have you, then, at that point, you can just say, "Dave, it's been so great speaking with you. I hope to get to know you more. Can I get a card of yours? I just want to be able to have it on me in case I know of anyone I can refer to you?"

And then, he is giving you the card. You say, "Listen, it was just great speaking with you. We'll probably run into each other a little later." So, you just do it in such a way that it's very natural.

Minesh: And, I think, Bob, one other point you had mentioned before in other ways is that you don't spend time with 10,000 people at the same time. You take one at a time and build a relationship so you really are not rushing from one person to another. Is that correct, Bob?

Bob: Great point.

Minesh: So, Greg, just to point that out. You are not looking to cover too much ground either. You just want to make sure you are spending time with the people you should spend time with and getting to know the people that could really be good prospects or reference sources for you, most likely.

Greg: Right. That was my whole point. If you see somebody else at some point that you wanted to speak with who is there, to end the conversation in a good way. Because you do want to follow up with that person. But, you've got to make them realize you are leaving to go talk to somebody else.

Bob: If you ever find it difficult to get out of a conversation, let me give you a hint that I learned a long time ago. That is this: Interrupt yourself in mid-sentence. Let them finish whatever they are saying. Interrupt yourself in mid-sentence and say, "Oh, goodness. You know what? There's Dave Piscopo. I've been meaning to talk to Dave. He and I were supposed to meet. So, let me go run and catch him. But, let's talk later on. I just can't later on. I just can't tell you how much I enjoyed meeting you."

Greg: Okay.

Minesh: Thanks. Next.

Rick: I'm kind of big whale hunting, big fish hunting and I was wondering if you had any... I'm sure that the principles apply to any particular prospect. Do you have any specific hints that you might give somebody when they are looking at major prospects or whale hunting?

Bob: The big thing with that is, the most difficult part is actually meeting the person in the first place. You can always research and find out where this person goes and plant yourself there. That's fine. But, that can be very time consuming.

One of the things you might do is find out, who are the people who know him. Who do you know who knows somebody? It's like that old 6 degrees of Kevin Bacon. We all know somebody who knows someone who knows

someone. So, the best thing you can do is get an introduction to that person. When you've got that introduction, that's when, boom, it's easier to get to that person.

Now, let me bring up one other thing as we're talking, too. That is the idea of testimonial endorsement letters. These days, more than any other time in history, although it probably was always like this, people are skeptical. We can say that we're going to provide the best quality, the best customer service, the best follow-up. But, they don't know.

Yes, they know us, like us and trust us. Maybe that's the person who got us the appointment with this person. But, although we are going in on borrowed influence and that helps, the fact is the more other people who say good things about us, the better the chances we have of being believed.

In other words, what you say about me is infinitely more believable to someone than what I say about me. And what I say about you is infinitely more believable to someone than what you say about you.

So, this is the age of testimonial endorsements. My suggestion is to go back to every customer or client who loves you and get a letter from them telling every good thing about you, specific as possible, by the way, not you're a great guy and he did business with you. But, have them tell a story about something that happened, how you helped them overcome something, how their life was improved by your product or service.

There is another thing, too. Testimonial letters are great at answering objections. So, let's say that in your business, there happens to be an objection that is standard. You already know the five or six objections you are ever going to get or that you are going to get regularly. Have those objections answered within the testimonial letters.

For instance, let's just say the person says, "Well, Tom, I've got to tell you that even before we try to put this together, the reputation in your industry for follow up is just awful. How do I know that you are going to come through?" By the way, that's a good question. There's nothing wrong with that question. It's very legitimate.

You're going to let them know it's legitimate and that has been a challenge. And, although that is not how it is with most of the people in your industry, it is those people who get all the negative press. "So, what I'd like to share with you, if I may, is just a couple of letters I was fortunate enough to receive from some clients of mine and how they felt about this."

And now, you can very gently show them the letter. Let them read it for themselves where it says, "Tom, I was so impressed with the customer service. I had hesitation because of blah, blah, blah, but you showed me that..." See, when you're a customer, that third party who has no vested interest in the sale, when they say how great you are at whatever the objection happens to be, wow. Is that just so tremendous, as opposed to you just showing them, "Oh, yeah. I promise you." Do you know what I'm saying? There is a big, big difference.

So, get as many testimonials as you can. Have the testimonial specific and have them even answering objections that are usually asked.

Minesh: Thanks, Bob. Any other questions?

Sonny: You've talked about some of the ten questions that you build instant rapport to get good dialogue conversation going. One of the things that you obviously try to leave an impact upon them, that you're trying to help them. But, what are some things that you could say to someone about possibly persuading them, about you and what you are trying to do? Do you know what I mean?

Bob: Yeah, very easily. But, understand that that has nothing to do with the ten "feel good" questions. Because those questions, or any of the "feel good" questions are simply rapport builders. Until you feel that person feels good about you, they know you, like you, trust you, then really there is no reason to be presenting what you can do for them.

Now, with saying that, let me give a caveat. There are all sorts of ways to do business. My way is not the only way. And, doing it this particular way doesn't mean that's how you do it all the time. You can do other ways of marketing yourself. You can cold call. There is a time and place for that. You can send a direct mail piece that has this person requesting information. That's a very legitimate way to do it.

What I'm talking about here in this call is simply one way. That's the going out and establishing and developing these relationships. I also have something I call "quick prospecting". And that is, you could be at a coffee shop. I have taught many Primerica people to do this. They have had great results with it. Actually, I am looking at the clock right now and I don't think we're going to have time to go through this whole thing.

But, it's basically having a conversation with somebody where you see them in a coffee shop or a Barnes and Noble or something like that, and you are in a conversation with them. You can start with how good the coffee is. If they are amenable to talking with you, you ask them a couple

of those “feel good” questions. And then you say to them, “You must really enjoy what you do.” Maybe they say, “Well, yeah.” or maybe they say no.

If they say, “Yeah, I sure do. I really do” you say, “I’ll tell you, if there is one thing I’ve noticed, it’s that people such as yourself who are already successful in one area, are always the people who are open to other ideas.” It could be making money or whatever, depending on if you are trying to build a business as opposed to just making a presentation for your product.

If you say, “You must really enjoy what you do” and they say, “Well, no. Not at all”, well then again, you can also say, “Well, it’s interesting. Sometimes I find people like yourself are obviously very sharp, very intelligent and are sometimes just involved with the wrong vehicle.” They are going to agree and ask what you’ve got.

That’s a very *Reader’s Digest* version. So, again, what I’m saying, there are all sorts of ways to do this. But, what we were talking about today was really more of the longer term type. Long term doesn’t mean it’s going to take 3 or 6 months. It could take 3 weeks or 3 days.

But, what I’m saying is, the “feel good” questions should not ever be confused with prospecting questions because they are not. Prospecting questions are different. Does that make sense?

Sonny: Yeah. It makes sense.

Minesh: Thanks. I think we may have time for one question at the most now.

Natalie: We are a referral-based company only. We have never, ever advertised or anything. So, we have built our book of referrals over the last 15 years on that aspect of just networking and getting people to serve as our customers. Then, it comes back on us twofold.

What we’re doing currently is, we’re trying to strengthen our book of business by getting more involved with our client base and gathering information, as you talked about, their interest, their hobbies and so on.

Is one of your books more than the other in helping us develop this system that we’re working on, whether it be “Endless Referrals” or “Success Formula”?

Bob: Well, “Endless Referrals” is going to be the one that is going to be really the “how to” one. “Success Formula” is just a short, little booklet which basically outlines how to become successful by following a system, by applying the information and by being persistent with it, sandwiched

around a couple of concepts such as desire and belief. It's a booklet that will be a very quick read, that you'll enjoy and you'll give to people. But, it's not going to tell you the "how to", so to speak. The "Endless Referrals" is going to do that.

But, there are ways you can take that you can really cull the people that you have done business with for years and just expand that referral base. So, remember, as you do that, and you get referrals for them, it's going to keep expanding. Because every time you get more referrals, those are now new people from whom you can get referrals.

So, if you've already got a big base of customers that are really happy with you've done, you've got a goldmine right there that you can just cull.

In fact, if you want to call me on that or email me, you can do that and I'll explain a couple of very quick ideas I can give you. I don't think there's going to be time on the phone right now because I think we're going to get cut off in a couple of minutes.

Natalie: That would be excellent. I would really enjoy talking with you about that.

Bob: And, if the person who just asked that last question from Pi American, if I did not answer your question, and I kind of, for some reason, got the feeling that I didn't, you are also welcome to call me. Because I think you had a follow up question you wanted to ask.

Minesh: Great. Well, thanks, Natalie, for asking that question. And, Bob, thanks for taking the time. I know you have a couple of specials on the people that might be interested in some of your books and tapes or CDs. Do you want to tell us a little bit about that, Bob?

Bob: Well, if they want to purchase from you, the actual cassette tape albums, I am going to be going to CD pretty soon, so I'm looking right now to kind of unload some of my tapes. So, if you still like tapes, the "Endless Referrals" tape program, the "Winning Without Intimidation" tape album, which would be \$130 altogether, I know Minesh is going to make available for \$99. So, you can get that from him.

If you'd like my book, "Endless Referrals", you can just get that online at www.Burg.com. That will take you to Amazon. Or, you can get "Winning Without Intimidation" the same way.

Go to the website anyway and subscribe to the weekly email newsletter. And then, when "The Success Formula" is ready, consider just getting a bunch of those for everybody. They will be a couple of bucks apiece to

give to every customer, client and prospect that you know. I think you'll see that they and you will enjoy the concept in the booklet very much.

Minesh: Bob, I think you have done a phenomenal job. I really appreciate your taking so much time from your schedule to be of benefit to us. And, that is what I've seen consistently about you. You definitely practice and preach "Givers gain" very, very strongly. You always have been very easily approachable in my opinion and willing to share the knowledge and information that you have. That is why I know that you are a such a very popular speaker in so many different organizations and associations around the country.

Any last points you would like to make to this group before we end this call here?

Bob: No, not really. I thank you very much for having me and I just wish everybody listening the best of success and great networking. I hope you finish out the year 2003 strong, and then head into 2004 on fire.

Minesh: Thank you, Bob. And everybody on the call, thank you for being on the call.