

# PRODUCT VS OPPORTUNITY

By Priscilla Harrison

This is the age-old question.....what do you lead with, Product or Opportunity. Our business will be a blend of lots of product users, some small business builders and a few serious builders so our presentation must be a blend of both at the same time. The opportunity is wrapped around the product and the product is wrapped around the opportunity.

Match your choice of where you start with what you think your prospect is looking for or by the information you have received through good questions. For building a team; **lead** with the benefits of the **opportunity**. When we lead with the product, many times we sound like a salesman and most people don't like to "sell" even though everything we do in life is sales of some sort whether it is picking a restaurant, picking our spouse or where we live and work. Statistically only 3% of the population likes to "sell" and the other 97% want to stay far away from it. So it is important to find a way to make the 97% feel comfortable in what we do so they'll join us.

**The Challenge:** Distributors can believe in a **tangible** product that has done wonders for them easier than a Business Opportunity that is **intangible** that they may not have been successful in yet.

***Distributors take the path of least resistance.....the product.***

But...when you talk to people about the BENEFITS of the opportunity, you can't leave out how you are going to go about making that happen. So, they have to be included together.

If you lead with the product and get rejected, you have nothing to turn to.

If you lead with the opportunity and get rejected, you can always share the product.

**Example:** Rejection! That's OK. The business isn't for everyone, but the product is. I'd love to show you more about the benefits of our product.

Learn to package them together and lead with the opportunity and let a retail/wholesale purchase be the by-product of the opportunity (unless of course your purpose was to get someone on the product).

Knowing your purpose will help you in knowing what to lead with. For example: If you were given the assignment of putting a baseball team together in your hometown, what would you say to people? Would you be trying to “sell” balls and bats, or would you be asking, ***“I’m putting a baseball team together, do you like to play ball?”*** or ***“I’m putting a baseball team together, do you know anyone who likes to play ball?”***

Most people won’t be interested at all in baseball, but some will say:

***“I don’t like to play ball, but I like to watch it. Can I get a ticket?”*** These will be the people who just want to drink juice and maybe tell a few people. They want to be a part of some of the social events in XanGo. They will make up the majority of our business. Others may say, ***“I like to play ball, but I don’t want to come to practice every time and I don’t like getting dirty”***, these people will be the backup players in the dugout or the part-timers in our business. BUT A FEW people will say, ***“YES, I want to play ball and I’ve been looking for a team.”*** These people will be our leaders. They don’t mind coming to practice, putting on a uniform, getting dirty and they are willing to swing the bat and strike out in front of hundreds or thousands of people, as they get better and better and start getting some base hits and every now and then, hit a home run. They understand that **you can’t hit unless you swing**. And they understand that the reason they will win all the games is that **they have the best balls and bats on the planet. (Which of course is the product !!!!!!!!!!!!!!!!)**

You put your team together “on purpose” by knowing your purpose. If your purpose is to “sell” tickets, then that is what you’ll get, all juicers and no players on purpose, only by accident if you’re lucky. If your purpose is to put a team together, it takes EVERYONE to have a successful team. Players, back up players and the people in the stands who just want to be part of the game and enjoy their juice.

**Use picture words to share the benefits of the opportunity.**

**Use words like...**

.....blend in with what you are already doing.....

.....can you imagine what you could do with a secondary income stream? What would change for you?

.....what would it be like to not worry about Debbie's college tuition?

.....have you ever thought about.....

.....what if.....

If you know their WHY, use their words.

### **Use comfort words, like:**

I will help you...

It will be fun, I'll teach you....

You can do it and do it better...

We'll just take one step at a time...

I will always be here for you....

This is what you get...

Help me understand...

Let me believe in you while you are working on believing in yourself...

You're a champion.....

Lets just play the what if game...

Everything will be fine...

I won't let you fail...

Ask anything, you're always safe with me...

Lets celebrate...

Expect miracles...

We can change that....

Lets go do it.....

Why not you.....

You deserve this.....

Be hungry.....

Lets win.....

Joe says, "It's safe to dream again".....and I believe that too....

Things are going to get better.....

Knowing your purpose will help you know what to say and what to do. Have fun, relax, and come from the heart. People are looking for answers. They want their solutions to be fun. They want to know that someone is going to help them and show them the way, so be brave and look for the people who are looking for you.