



10 NEWEST SECRETS TO GETTING THEIR NUMBER

By Jean-Serge Gagnon

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Why listen to me? Who am I?

My name is Jean-Serge Gagnon. I'm a husband to a gorgeous and wonderful wife, father of 4 beautiful and amazing girls and grand-father to 4 of the cutest grand kids!

I've been an Entrepreneur as long as I can remember. I don't know where I got it from because my mother and father and the complete opposite. They believe in working hard and saving your money. Maybe I got it from my grand father who I am told was quite the business man in his days. I spent most summers with him until I was 6 but I can't be sure because he died when I was 13 and I barely saw him after I was 6. I've always thought that no matter how much I got paid by the hour, I would never have the freedom to take time off. I had the mentality of "how can I leverage this?" or "how can I duplicate this?". I knew that if I could make \$1 and I could duplicate it, I would be able to make \$10, \$100, \$1000 or more!

My biggest achievement in the "brick & mortar" arena is that I've co-founded an IT start-up in 1998 which at it's peak was valued at 20 million (I owned 20% at the time) which ultimately failed in 2001 (check it out, it was called Newlix).

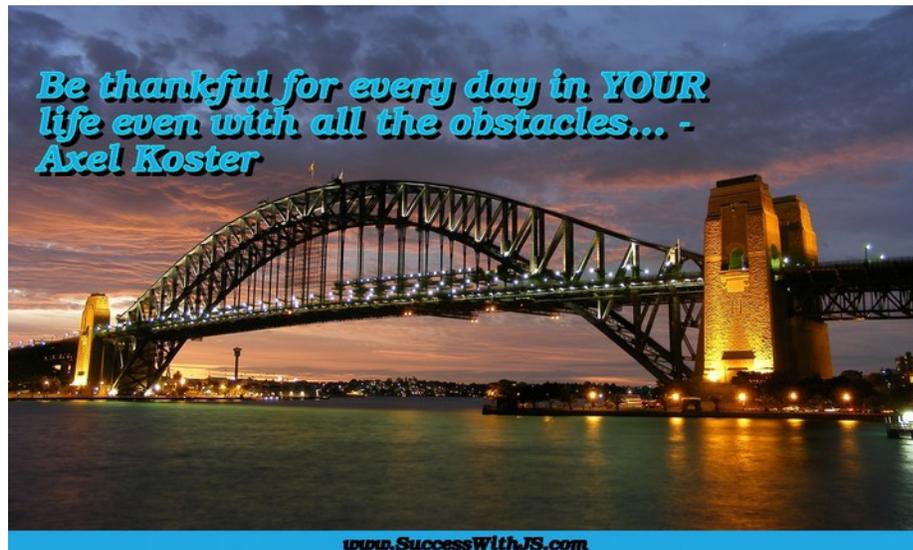
More recently, I've become a Network Marketing Professional and I've never looked back. I still have a cushy 6 figure IT job which I love. I mean, the people I work with are great, my boss is great, the work I do is great... the pay is great...

The thing is that I don't like to have to ask for time off. I hate that I get only 2 weeks vacation a year and I despise needing to plan 6 months or more ahead. I hate having only the weekends to do things with my family... I mean, I want to be able to go tobogganing on Tuesday afternoon when the weather is nice, not only be able to do it on the single weekend over the winter that is even nice!

Not very long ago, I started my online journey. I created my blog at www.SuccessWithJS.com and started to grow my audience and learning everything I could from a community called [MLSP \(My Lead System PRO or http://jsg.bizbuildermastery.net/\)](http://jsg.bizbuildermastery.net/).

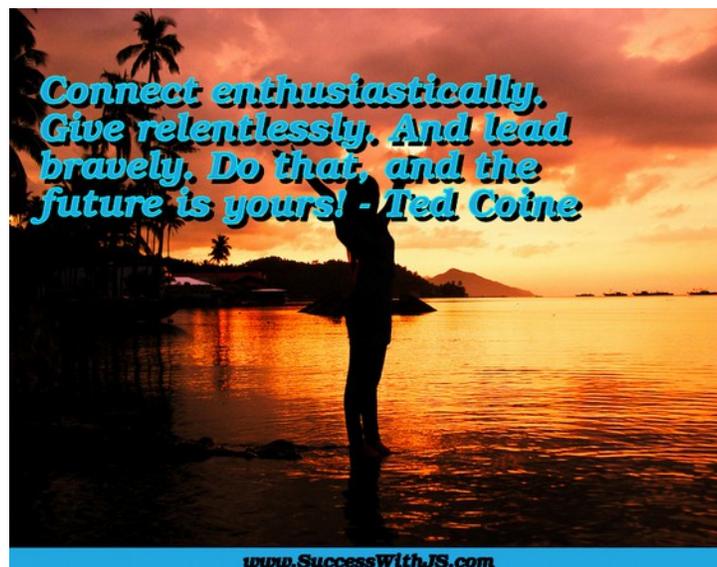
Not to brag but rather to let you know what I can help you with online, as of this writing, I have 1,336 likes on my [Facebook Fan page](#), 1,297 friends on [Facebook](#), 6,223 connections on [LinkedIn](#), 13,695 followers on [Twitter](#), 897 followers on [Instagram](#), 1,224 followers on [Pinterest](#) and hundreds of views on [Snapchat](#).

I post daily on [Snapchat](#) so be sure to [add me and follow me there](#) if you want to follow me on the platform I'm most active on.



Connect with and follow me here

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- MLSP <http://jsg.bizbuildermastery.net/>



How I came about these secrets

As mentioned, **I've been a Network Marketing Professional for many years** now with my current company, but I also was involved with another great company for 6 years in the past (1990-96) and learned a great deal there too which is why, when I heard of my current company, I knew I should get involved. I did well for a returning beginner but it didn't take long for me to realize I needed more.

You see, I've been to countless local, national and international conferences and seminars where **I was taught all the skills by my mentors** both in the 90s and recently. Don't get me wrong, the skills they teach are important and valuable but it just seemed like something was missing.

Seriously, **I did everything my mentors told me to do**. I made a list of all my friends and family. I told all of them how excited I was to have started my own business and I wanted to share with them what it was... I told them they didn't need to buy anything or join anything, they just needed to listen. I asked them to "help me out" - I asked for "a favor"... most said it wasn't for them but they "knew I'd make it" and wished me luck!

It didn't take long for me to feel discouraged. **I wanted to QUIT!** I told my mentors how I "talked to EVERYONE" and they said to just keep going... go out there and meet new people... and I thought "but you told me my friends and family would do it with me!" but then my entrepreneur soul kicked in and I told myself "you said you'd never quit"... so I went out there. I eventually grew my group to about 40 people (all of those original 40 have quit by now) and made about \$1500 but I spent \$20,000 in documentation, memberships, seminars and travel over 2 years.

I started to **question what they were telling me to do**. I didn't understand what I was doing wrong. I mean, they were making the big bucks and apparently, they did what they were telling me to do. I started posting my opportunity link on Facebook (that's before I knew that was called "spamming"). I alienated even more people!

That's when I started to **explore other external training**. I started following Eric Worre's YouTube channel and eventually got his book "Go Pro", then attended via online live streaming the Go Pro event in 2014 to finally go to Go Pro 2015 in person. It was epic... I even got to meet him in person.

In the meantime, I fell in love with Dani Johnson... seriously, she is absolutely amazing. My wife and I went to Los Angeles in February 2015 to a First Steps to Success event... it was totally life changing!

Since then, I've been immersing myself with her teachings... GEMS mastery, Social media Empire, Time secrets, Job Domination, 6 figures in 6 months, magnetic influence and the list goes on!

I've learned the skills from Eric Worre's Go Pro book. Eric talks about the **7 skills a network marketing professional must master to succeed**. I learned from Dani Johnson's University a great deal too. Dani talks about GEMS, FORMing and finding their SIGN. Even though Eric and other top earners talk about these same skills using different words, the way Dani explains them really helped me to understand how everything fits together.

I was able to use these skills to **get a 90% closing ratio**, crazy eh?

Basically, I would go out and talk to 2-3 people a day and out of 10 people, I would get 9 phone numbers... but it doesn't stop there, out 10 people that I called later to book an appointment, I got 9 appointments. Granted, I only got 6 that showed up out of 10 appointments, so I need to work on my booking skills, my presenting skills and my final closing skills...

As far as getting their number, I've got that down pretty good. So, with no further ado, here are the 10 secrets...



Secret #1: Be out there always

You can't win at this race by going back to the start line every day. You have to be consistent... if you are doing active prospecting, i.e. in person out there, then be out there every day. Have a goal of getting 1 or 2 numbers every single day... of course you can have bigger goals like 5 or 10 but do it consistently, don't give yourself a goal you can't achieve and don't just "wing it".

Same goes for online prospecting. Find a social media platform you like and decide how many people you will connect with every day. Keep in mind that most social media platforms have mechanisms in place to limit what you can do. For example, if you try to send a message to 50 people a day on Facebook, you will most likely have your account locked for a while.

A good rule of thumb online on Facebook is to connect with 20 people a day. There is no such limit on Snapchat, I'm not sure about other platforms as I've personally not tried.

Keep in mind that it's important to take the time to learn all you can about the person by looking at their profile before you reach out to them because they will know you are not genuine if not.

I've been on Snapchat for almost a year now and that is the hardest platform to connect with but also the easiest. The reason is there is no information available about the person other than their story which you can only discover so much and also this is why people are so open to have conversations because they know you know nothing about them.

Secret #2: Have the right goal

Instead of thinking of them as a prospect or trying to find a way to get your sales pitch in, think of them as a new friend. What would you do for a friend? What would you ask of them in return? (hint the answers are “anything you could” and “nothing”).

Trust me when I say that friends will do anything for their true friends, so don't worry about it... if you truly become their friends, they'll buy your stuff or do your thing, no questions asked... of course, that's only if they believe and trust you which they get from you being honest and genuinely interested in them.

That means that whenever you ask a question, you should ask yourself “would I ask this to a new friend?”. This will help you focus your questions.

What I mean is that before you offer them anything, they need to feel like you are offering them something they already want and need. Until you know what they want and need (see finding their SIGN below), there is no sense in offering them anything because they will see you as a pushy sales person.

By remembering that they are your friend, someone you are interested in knowing and helping out, it will help you delay your instinct of offering them your opportunity, your product or your service.

Oh, and by the way, thinking that EVERYONE wants to make more money, have more time with their family or wants to quit their job is not what I mean. Even if that were true, presenting your offer using that as the reason will not work, trust me, I tried.

Secret #3: Be a friend

Being a friend means doing things for them... so ask them what they need. Find out if you can help them. If you can't, try to find someone you know you could help them, that's what being a friend is all about.

As you get to know them, always be thinking "what can I do for them?"

John Gray, the author of "Men are From Mars, Women are From Venus" and dozens of others books said "friends are the easiest thing to make, just give them stuff, that's how you make friends!"

I thought that was a crazy statement to make when I first heard it in one of his audio books but over the years, I've come to understand what he meant.

If you are online, giving them stuff can be as simple as pointing them to some article or web site that can help them with something. Of, if you've got access to free training like I do, you can just give them the training they are interested in. Some want to know about Facebook, others about Twitter, some about Snapchat or others about Instagram... not to mention Pinterest, LinkedIn or YouTube.

When in person, being a friend can be as simple as lending a sympathetic ear. You could "give them stuff" too if you have anything they need that you don't. Even better, as you get to know more people, find out what they have to give and offer those things to others that need them. You will make a ton of friends!

Secret #4: Build rapport

To become someone's friend, you need to know them. You need to understand them, you need to feel what they feel. The only way to build rapport is to ask them questions, lots of questions.

The more questions you ask, the more you get to know the person of course, but the more they feel like you are interested in them. Of course, you have to be genuinely interested in them because if you are not, it will show and they will feel annoyed instead.

When you are chatting online, it's a little harder to show your interest, but it comes in the form of expressions and emoticons (but still, use sparingly). Something like starting a reply with "Oh wow", or "OMG, that's awesome" when appropriate. You'll find your groove after a while.

It's totally crazy, but it took me a long time, years, to learn how to build rapport. You'll probably think it's silly, but I was always asking myself "how do I get them to feel they relate to me?" That was for years! Seriously!

Now of course I realize that it's not about getting them to feel they relate to me but rather about me feeling like I can relate to them. So simple, it makes you wonder how I took so many years to get that. One thing I've learned though is that no matter how silly I felt about learning something that, after learning it, seemed so obvious is that I'm not the only one... I mean, others struggle with the same simple things, maybe even you do or did until now.

Ok, so how does that work? It's one of those things that has to just come naturally. If you feel a connection when they say something, then talk about that. If you don't feel any connection, then move to the next question.

A word of caution: do not go on and on about something you feel strongly about, you will instantly turn them off. Always just add a small comment about the subject that made you feel some rapport and go on to the next question. If you can make the next question related to what you felt, that's the best.

For example, say you love downhill skiing and they tell you about a trip they took to the Canadian Rockies you can tell them that you've always wanted to visit the Rockies because the views must be breathtaking and the skiing must be amazing and then ask them if they saw any good ski hills they'd recommend.



Meeting Eric Worre

Secret #5: Always ask a question

In any normal conversation, especially if they start to feel like you care about them, they will start to ask you questions too. It is super important to not fall into the trap of verbal diarrhea and just spew out everything that anyone ever wanted to ask about you!

Why?

Well, mostly because they'll probably be annoyed (remember, they're just getting to know you too) and they will most certainly start feeling you aren't just trying to be friends, but you have a sales motive.

So, make sure to quickly answer their question and ask them a new one. This keeps you in control of the conversation too, which is a sales 101 skill.

As mentioned in Secret #4, the more questions you ask the more likely you are to find something you relate to which will allow you to build rapport with them. Remember, building rapport is about relating to them and you can't relate to them if you don't know them.

It would be like going to a used car sales lot and having the sales guy telling you all about how this red corvette is the best car to attract chicks before he knows if you are married or single or even if you are looking for a sports car or a mini van.

That would get annoying pretty quick, right?

Secret #6: Use their GEM

This secret is probably the most important skill to learn. Their GEM is a reference to their personality type as taught by Dani Johnson in her GEMS mastery course. It basically says that there are 4 personality types.

The Perl is someone who loves to help others. They are usually calm and subdued. Their clothing is often grays, browns and blacks. Not too much makeup or hair styles. They have a soft handshake. You need to talk to them softly and gently about helping others, not themselves.

The Emerald is someone who is always on time and obeys the law to the letter. They think authority is key and rules are made to be followed. They dress and use makeup much like the Perls although may spend a little more on quality of clothing. They have firm and almost lifeless handshake. You need to talk to them with firmness about details and numbers.

The Ruby is all about competition. They follow the rules when it works in their favor. They are flashy in their clothing and makeup or hair color, but usually wearing name brands to show off. Their hand shake is firm and active. You need to talk to them with energy and speed about winning and being better than others.

The Sapphire is the most colorful in the bunch. They may have funky hair colors and crazy outfits. They love to dance and are always full of energy. They think rules are made to be broken. Their handshake is semi-soft but full of energy. You need to talk to them with energy and speed about having fun.

When you are in person, you may be able to pick up what their GEM is and use their GEM's language in your body language, voice intonation, speed of speech and word use. This will help you in guiding your questions and your reactions.

Secret #7: FORM them

I don't know if you've heard this before, but I've been told that this originated from Dale Carnegie's book "How to Win friends and Influence People" which, by the way, is one of the best books on the subject of making friends and connecting with people ever written. If you haven't read it, make sure to add it to your "must read" list.

The FORM acronym is simply meant to help you remember what questions to ask someone you've just met. However, you can do this forever, it certainly doesn't have to be used just for new people in your circle.

This acronym stands for:

F – Family

O – Occupation

R – Recreation

M – Motivation (or money or message)

It serves as a reminder when you are nervous and aren't sure if you are ready to go to the next step. Just keep asking yourself if you've covered each letter yet as you go along.

Of course you don't want to make it robotic but instead you want to learn how to navigate these topics based on what they tell you. For example, don't just ask if they are married or not, wait until they mention something about a family activity and then ask them what their spouse does.

Check this blog post for more on the topic:

<http://www.successwithjs.com/form-people-mlm-success-tips-70/>

Secret #8: Find their SIGN

As you FORM them and ask all those questions, you will inevitably find their SIGN. Now, this has nothing to do with the signs of the Zodiac, their signature or the sign on their front lawn!

What SIGN refers to is an acronym to help you remember what you are trying to figure out while you are FORMing them.

This acronym stands for:

S – Strengths

I – Interests

G – Goals

N – Needs

This is the most important information for you to determine if you even want to get their number or give them your message (i.e your offer).

Finding out their SIGN allows you to know how you could help them. It also ensures you know if you can help them... you may not be able to help everyone with your offer and that's ok because you are just trying to be a friend and friends help their friends by referring others who can help them.

Check this blog post for more on the topic:

<http://www.successwithjs.com/find-their-sign-mlm-success-tips-75/>

Secret #9: Be in a hurry

When I say to be busy, what I mean is to be truly busy. You can certainly be busy because you have a job and kids and you have their soccer practice and dentist appointment and everything that goes along with that.

Even then, you will be busier than that because you'll be reaching out to people, getting their number, calling them, meeting with them and presenting you product, service or opportunity to them... that is busy!

So, before asking for their number, you can honestly tell them that you need to go. I always add that I know they are busy and now's not the time but based on what they shared with me, I tell them I might have something they'd want to hear about.

You'd say something like "I have to go" or "now's not the right time" or "I see you are busy..." It really is important for them to understand that your time is valuable and having this posture helps them see that.



Secret #10: Use their SIGN

Now that you know their SIGN, you can tell them you might have something to help them with that.

Use the statement that will save you from yourself: “**Based on what you shared with me**, I may have something you'd be interested in”

This will **save you from yourself**, because if they have not shared enough with you, it will make no sense to say that.

Of course, as you get better, you can be more specific and say something like this “were you serious when you said you don't know how you'll save for your retirement?” and when they say “of course”, you can add “Well, I'm not sure if this is for you, but you might be interested in hearing about what I do”



Get their number

Putting it all together, you would end the conversation using all these skills. Here are a few examples:

1. “It was really great talking with you but I really need to go. Before I do though, based on what you shared with me, I may have something you'd like to hear about. Now's not a good time, but maybe we can have a quick call sometime soon. Let's exchange numbers and I'll give you a call to discuss more.” - they give you their number and you say “that's great, when is a good time to call?”
2. “I really enjoy your energy and I'd love to keep this conversation going, but you're working so I should go. Before I do, were you serious when you said you don't know how you'll save for retirement?” - they say “of course” and you say “Well, I may have something to help with that. How about you give me your number and I'll give you a call this week to find the best time for us to talk about it?”
3. “I have to go but I couldn't help but notice you said you would like to take more vacation, were you serious about that?” - they say “yes” - you say “now's not the time but I think I may have something to help with that. If you'd like to know more about it, I can give you a call sometime. What's your number?”

I can't promise that you'll get their number every time and it will take practice to get good at this, but I can tell you that my experience has been that about 9 out of 10 people have given me their number... often in a rush because they didn't want me to leave without it.

When you position yourself in such a way that you have something of value to them and you don't care if they are interested or not they will gladly give you their number.

Now your job is to call them back... remember, the fortune is in the follow-up :) We can talk about how to do that at another time.



***On stage with Dani Johnson
See video of this at youtu.be/z2lqgCqFolc***

BONUS SECTION

Now that you have their number, I could leave you on your own to go figure out the rest and although I'm not going to write a whole new eBook on the next steps, I can give you a few tips on those next steps.

If you're in a Home based business, an MLM or Network Marketing company you should get the book from Eric Worre, the "Go Pro: 7 steps to becoming a network marketing professional" and everyone should get Dani Johnson's "Personality GEMS", even if you're not in business.

Both those resources will teach you some of the most basic skills you need to get from zero to hero... or from no contacts or sales to a 7 figure business.

Step 1: Getting their number

You got that! I should perhaps just add that when you do get their number, you should be asking them when is best time to get a hold of them. Say something like "That's great, thanks. I'll give you a call soon to discuss. By the way, when would be best for you? In afternoon or evening?"

Step 2: Setting the appointment

When you do finally call them back remember one thing: **YOU ARE NOT CALLING TO SELL THEM ANYTHING!** All you are doing is getting an appointment. Make sure you start the conversation by asking something related to what you learned about them last time. Don't start with "I'm calling to set appointment"! That would be terrible. You need to first make them realize you care about them. You can spend 30-60 seconds to find out more about them (remember FORM and SIGN), then say you need to go but you just wanted to find a good time for you to meet for 30 minutes or so.

Step 3: The presentation

Much the same advice can be said here. Don't go straight into your presentation, talk to them again and continue where you left off when setting the appointment. Spend more time getting to know them.

They will absolutely love you for it. You'll find a balance between that and doing your actual presentation, but for me, I found the best success is when my total appointment time was about 40 minutes with 10 minutes of socializing. Any more than that and it seemed to affect the outcome.

It might be different for you, so keep that in mind.

Step 4: The close

As Cesar says in his Immediate Yes Formula course, seriously one of the best investments I ever made in an online sales course, if you don't go through all steps of the process, you will find it impossible to close.

To be totally honest, I'm not yet the best closer but learning all these skills has helped immensely and when you can play back to your prospect why you know your product, service or opportunity is something they would want because of what they told you already, it becomes easy peasy to close them.

Step 5: The followup

Finally, the famous follow-up! That's where the money's at they say!

Why? Simply because 90% of those who say NO today will say YES later... the theory is that everyone says yes eventually... so imagine, if you never follow-up, all the sales you'll miss out on!

I'm not sure if that's true, but I can guarantee you that 99% of those you say no which you don't follow-up on will still say no... you decide...

10 NEWEST SECRETS TO GETTING THEIR NUMBER

You will learn:

- How to easily start conversations with strangers, just like the top earners do
- How to find the perfect thing to ask to continue a conversation with a stranger
- How to find out what a stranger likes before even talking to them!
- What it takes to have a stranger beg for you to take their number
- To become a pro at reading people and finding out why they would want you to talk to them about your product, service or opportunity
- How the whole process works from start to finish... from seeing a stranger out in public to getting their number within 5 minutes!

By the time you're done reading this guide, you'll be an unstoppable number getting machine!



Here's to your success!

Jean-Serge Gagnon