

A Max Steingart Special Report

Instant Messaging Case Studies Volume 10

The term “less is more” is used quite often in sales and marketing. But in online prospecting, less can just mean less. Less conversation usually equals less success.

In this lesson, you'll learn how to identify when a conversation isn't going well and the steps you can take to rectify the situation if at all possible.

This series is designed to help you understand the process of Instant Messaging and how it can help you to network, prospect and close at an accelerated pace. What follows are real life examples of my students in action on the Internet. I critique, analyze and advise every step of the way (see my comments in *red* throughout).

After reading through this report you may get an urge to continue your training and up-grade your prospecting methods. That's normal. My methods for using Instant Messages to expand and grow your business are proven to work.

To aggressively grow your business, just enroll in my next Prospecting Mastery course by [clicking here](#).

Or, to take a smaller step, just pick up a copy of my Internet Power Pack by [clicking here](#).

Carpe Diem – Seize the Day!

Warmest Regards,

**Max Steingart
The Internet Matchmaker**

Short one word responses to your questions from a prospect may not be a good sign

Hello Max, I received the training CD's today. But I didn't wait for them to get started. Have been studying the email transcripts you sent me all weekend, got set up with the 45 day AOL trial and have had three online chats so far. The first two were so-so and ended with them just going off line after several minutes without responding to my last question. Kept copies of them all. Here is the third one I just finished. Could you please let me know your thoughts and critique it for me?

Onward and upward. Thanks.

MGB21212
Name: MGB
Location: CHEVY CHASE,MD.
Sex: Male
Marital Status: MARRIED
Hobbies & Interests: HELPING OTHERS WHEN I CAN.
Favorite Gadgets: PENTIUM DESKTOP/TOSHIBA SATELLITE 4100XDVD NOTEBOOK
Occupation: ENGINEERING
Personal Quote: TREAT OTHERS THE WAY THAT YOU WOULD WANT TO BE TREATED

Mentorcoach1950: Hello, am I interrupting? I'm 53 years old and am an engineer. How long have you been an engineer?

(It's this easy to begin an online conversation with a total stranger that shares your work experience. You can paste this same opening line into several Instant Messages and try to contact several people at the same time.)

MGB21212: I work for the engineering dept.

Mentorcoach1950: What type of engineering do you do?

(Asking questions that dig deeper into what a person does will produce results.)

MGB21212: SOMAX

(One word answers to your questions usually aren't a good sign. Yet, He could be the strong silent type. It won't take you very long to find out.)

Mentorcoach1950: I worked for a utility in modifications PM for 22 years. I'm not familiar with SOMAX. Can you tell me more about what that is?

MGB21212: PM=Preventive Maintenance Program

Mentorcoach1950: Project Management, where we managed plant modifications. What about you?

MGB21212: Maintenance Supervisor, responsible for pm machine mod. entry level plc trouble shooting a little of everything

(This is a good sign. He's talking about himself more.)

Mentorcoach1950: Sounds challenging. How long have you done that?

(You've mastered the online conversational style that works the best - Make a statement and then ask a question in the same Instant Message.)

MGB21212: 8yrs.

(He's not very talkative is he? He could be a slow typist or he's doing several things while he's talking to you. Or, he's wondering why you've contacted him and really isn't interested in talking.)

Mentorcoach1950: I was in navy for 10 years before working for the utility.

What did you do before you were a maintenance sup?

MGB21212: Maintenance mech

(You're doing a great job and asking the right questions but you're also typing more than he is. It could be you don't have his full attention or interest.)

Mentorcoach1950: Are you happy doing what you're currently doing?

(This is a great question to be asking ALL the time.)

MGB21212: I would love to further my skills. I'm sort of the jack of all trades and the master of none

MGB21212: no i'm not

(People type and talk more when they're interested in the subject.

In his last two Instant Message responses, he's talking more and telling you he MAY be a prospect.)

Mentorcoach1950: Have you ever thought about doing something else?

(This is another great question you'll be using often.)

MGB21212: no, mechanics is what i was born to do

(No one was born to do anything. Engineering may be all he's been exposed to and all that he know. If a person doesn't see themselves doing anything else but what they're currently doing, you may have to move on to someone else. You're in the sorting business not in the convincing business. His last answer isn't a good sign.)

MGB21212: Machinery mechanics that is

Mentorcoach1950: It's never too late to teach an old dog new tricks. What would you change if you could change anything?

(I would have responded with, "I used to feel the same way you do. I thought engineering and machinery was all I wanted to do or could do. Then I found something that I liked to do that gave me more free time to pursue some of my hobbies. What would you change if you could change anything?")

MGB21212: to work for someone where hard work and dedication are appreciated

(Is he appreciated where he's working now? His answer isn't a good sign.

I'd have responded, "Do any employers ever really appreciate their help?"

The days of working in one job until retirement seem to be gone aren't they?")

Mentorcoach1950: Have you ever thought about working for yourself?

(This is another great question you should ask frequently.)

MGB21212: yes all the time

(What has he done about it? Has he ever tried working for himself before? What does he find most appealing about working for himself?)

Mentorcoach1950: If you could do something else, what would it be?
(This is another great question you should ask frequently.)

MGB21212: I really don't know I never gave it much thought
(This is not the answer you wanted. He told you in his last Instant Message that he's thought about working for himself. But he hasn't gone beyond thinking about it. Some people are dreamers and never do anything about their dreams. Some people are achievers and continuously try to make their life better. He may not be giving his options much thought because he doesn't really know what his other options are.)

Mentorcoach1950 One thing I've found is that to get ahead in life is that you must have long range goals and a plan to reach them. Do you have any long-range goals?
(Good job. I'd have said, "Most successful people will tell you that if you want to get ahead in life, you must have long range goals and a plan to reach them. Do you have any long-range goals?" Instead of "you" finding the answers to getting ahead, give your comment more power by attributing it to "most successful people." His answer to this Instant Message will give you a lot of insight into his suitability as a prospect.)

MGB21212: not at this point
(I'd be pulling up the Member Directory search window on AOL and start looking for someone else to talk to. Your time is too valuable to be talking to someone like him.)

Mentorcoach1950: If time and money weren't an object, what would you do?
(This is a good question to ask, but I'm not sure he's the best person to be talking to. There are thousands of other people online that you could be talking to once you determine a person isn't a very good prospect.)

MGB21212: Train towards a career
(What kind of career?)

Mentorcoach1950: In what field?
(Good question.)

MGB21212: Engineering, Operation consultant.

MGB21212: I'm very good at organizing time and people.
(Has he always been in engineering? Why did he get into the field?)

Mentorcoach1950: That is important for a project manager. Do you like working with other people?

MGB21212: Always looking for improvement

MGB21212: Yes, I love to learn.
(But does he like learning new things? Things that don't relate to engineering.)

Mentorcoach1950: Are you open to making changes in your life?
(This is a good question that appears to be wasted on the wrong person.)

MGB21212: Yes as long as it is for the better and not a chance. I don't like long shots. *(Did he see the movie "Sea Biscuit?" His answers to your questions are telling you he's not the person for your business.)*

Mentorcoach1950: "Do you know what residual income is?"
(Another great question being wasted on the wrong guy. At least you're getting typing practice.)

MGB21212: No
(I'm not surprised. Time to find someone else to talk to.)

Mentorcoach1950: It's when you do a job one time and get paid over and over again. Like an apartment building or self-sustaining business, or writing a book and getting income everytime one is sold.
(You're doing a good job explaining residual income, but to the wrong person.)

Mentorcoach1950: Wouldn't it be great to get paid on-going royalties on your work, like authors and musicians do?

MGB21212: OK
(OK? Did he just say OK, after you typed out such wonderful information about residual income? "Yes" would have been a better one word response on his part.)

Mentorcoach1950: Are you familiar with the relationship marketing industry?
(In his case I would have asked, "Are you familiar with the Network Marketing industry?" The term network marketing might be more familiar to him.)

MGB21212: No not at all.

Mentorcoach1950: I work with a group of leaders who teach people how to run a successful business using their home computer.
(If he doesn't respond to this comment the way you want, it's time to move on.)

MGB21212: how so
(Your previous Instant Message raises the curiosity level for anyone you talk to. He could be asking you this because he wants to be polite, not that he's interested for himself.)

Mentorcoach1950: I'm involved with a company that may be of interest to you. It's a very reputable company with an Internet presence. I'd like to send you via e-mail a link to the information, if you'd like to see it?
(You were an engineer for years before you got into network marketing. I would have said, "A few years ago, I was in the same place you are today. Then someone showed me that I had other options besides working for someone else and I took a chance. Would you be open to looking at other opportunities?" His answer would save you the trouble of sending him an e-mail.)

MGB21212: Sure.
(His one word answers aren't very enthusiastic are they?)

Mentorcoach1950: May I have your email address to send you the information?
(Take someone's screen name and add @aol.com to it. He's MGB21212@aol.com. You won't have to ever ask anyone their e-mail address when you're talking on AOL.)

MGB21212: @aol.com
(I wonder what else he's doing. Or who is he talking to besides you? One word answers are not a good sign.)

Mentorcoach1950: That's MGB21212@AOL.COM ?
By the way, my first name is Tony. I didn't catch your's

MGB21212: Michael
(see my last comment.)

Mentorcoach1950: Great. Mchael, I'm sending you the email now and I'm adding you to my buddy list. Would you add me to your list also so we can keep in touch?
(You're really doing a very good job. When you're talking to a better prospect you'll be delighted with the responses you're going to get.)

MGB21212: Sure
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Mentorcoach1950: Great. Also, I send out a daily motivational message to a group of people. May I add you to that list?
(I would say, "I send out a daily motivational message to my online friends to give them a boost each day, would you like to be added to my list?)

GBF12N12: sure.
(Give me a break. His one word answers say it all.)

Mentorcoach1950: Ok I just sent the email with subject: Here is the info we chatted about. Look for it in your inbox.

GBF12N12: OK.Thank you for your time.
(He's politely saying goodbye.)

Mentorcoach1950: You are very welcome. It's really been enjoyable talking to you. I'm glad I met you. Let's talk again. Have a fabulous day. Bye for now!
(I'd hardly call this a conversation. The good side of this conversation is that you got more typing practice. Don't be surprised if nothing happens with him. You've got access to thousands of other engineers with better profiles any time of the day. Start looking for other people to talk to when the conversation isn't going your way. This guy never would have known you were searching and looking at other profiles while you were trying to talk to him.)

Seven vital business questions to ask yourself:

There are seven vital questions you need to ask yourself if you're seriously interested in being successful in your business.

Question #1: How many new clients and customers have signed up in your business so far this month?

Question #2: How many new clients and customers do you expect to add to your business by the end of the month?

Question #3: How many prospects do you have in your sales pipeline that may get into your business before the end of the month?

Question #4: Are you going to close out the month with higher numbers than you did last year?

Question #5: How much money have you spent this month on advertising,

lead sources prospect acquisition and is it working for you?

Question #6: How much money have you spent since this year on advertising, lead sources and prospect acquisition and has that money gotten you the results you were hoping for?

Question #7: Are you going to take the necessary steps to insure your business success by taking my next Prospecting Mastery Class!

To enroll go to: www.successway.com/mastery

While I can't answer Questions 1 through 6 for you, I'll give you three clues to help you find the right answer to Question #7.

- 1. Jim Rohn, America's Foremost Business Philosopher says, "In order for things to change, you have to change."**
- 2. Denis Waitley, the poet laureate of modern-day philosophers, wrote, "Unless you join the generation of the future, you will be relegated to living in the past. Unless you're comfortable with the information superhighway, you'll be road kill on it."**
- 3. Jim Rhoades said, "I've done more business during the first four weeks of Max's Prospecting Mastery Course than I did in the last four years. I wish I had known about him three years ago. I would have saved the thousands of dollars I spent on other marketing systems."**

[Click here to listen](#)

You can be successful in your business if you're willing to make a few slight changes and take a different direction where you can measure your forward progress every day.

To register for the next Prospecting Mastery Class, go to: www.successway.com/mastery