



**FEBRUARY 29 - MARCH 3, 2016**  
MGM Grand Hotel & Casino  
Las Vegas, Nevada

**In the Absence of  
Value, Money  
Becomes the  
Substitute!**

**Are You Communicating  
Your Real Value?  
By Judy LaDeur**

# It's Frustrating....



**In the Absence of VALUE, Money Becomes the Substitute!**

**Trust Me**



# Money is very tempting!



Being the best isn't enough.  
People need to *believe* you're the best  
option for them.



# What's the secret?

If you fail to show and prove the value of your services, tools and systems, as it pertains to their business, money becomes the substitute/determining factor!



**People are compelled to take  
action when they “feel” or “see”  
the value.**



## Communicating your value begins at the relationship building phase.

- Earn their trust, build the relationship and “**Pre-sell**”
- Social Media: **The Daily Rule is: 20-10-5-1**
- Build curiosity with “**Just Joined**” announcements.
- Your marketing should be about your results!
- Our *Profitable Recruiter* emails keep you positioned.



**Build Rapport**

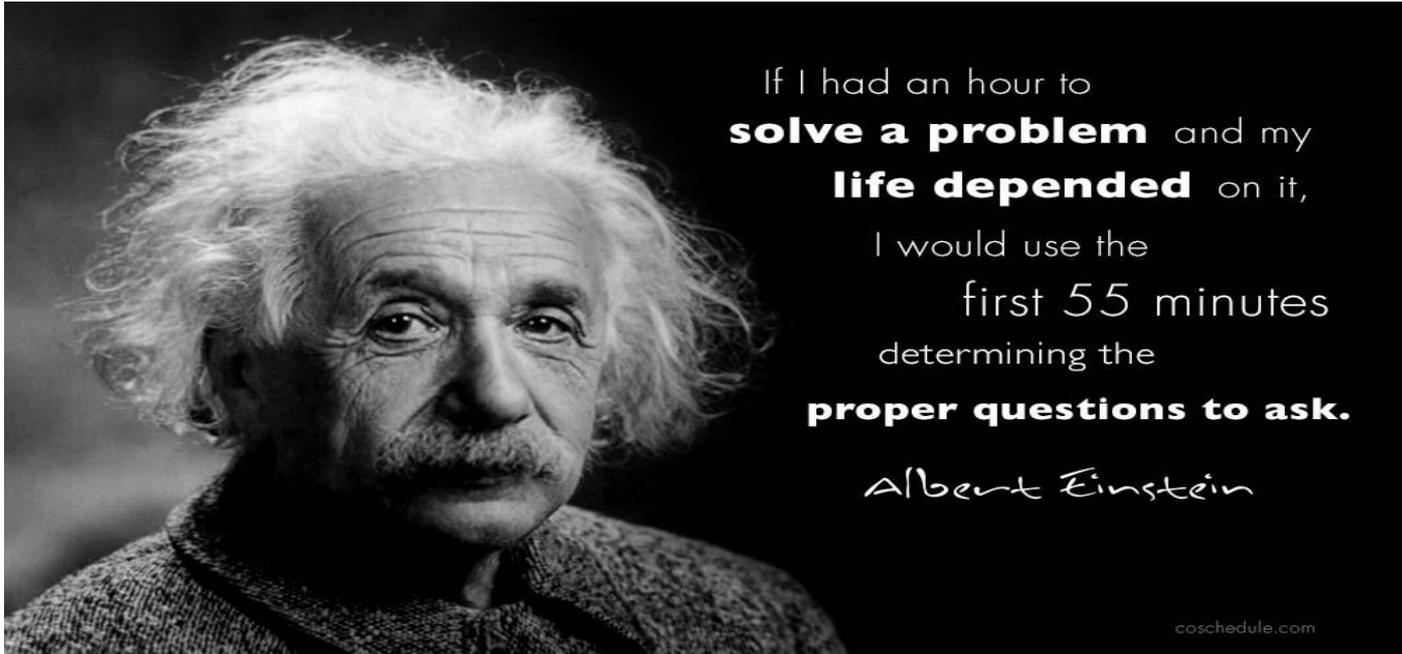
**Develop Relationships**

**Closing Techniques**

**Identify Problems & Provide Right Solutions**

**Ask for the Order**

# Albert Einstein said it best!



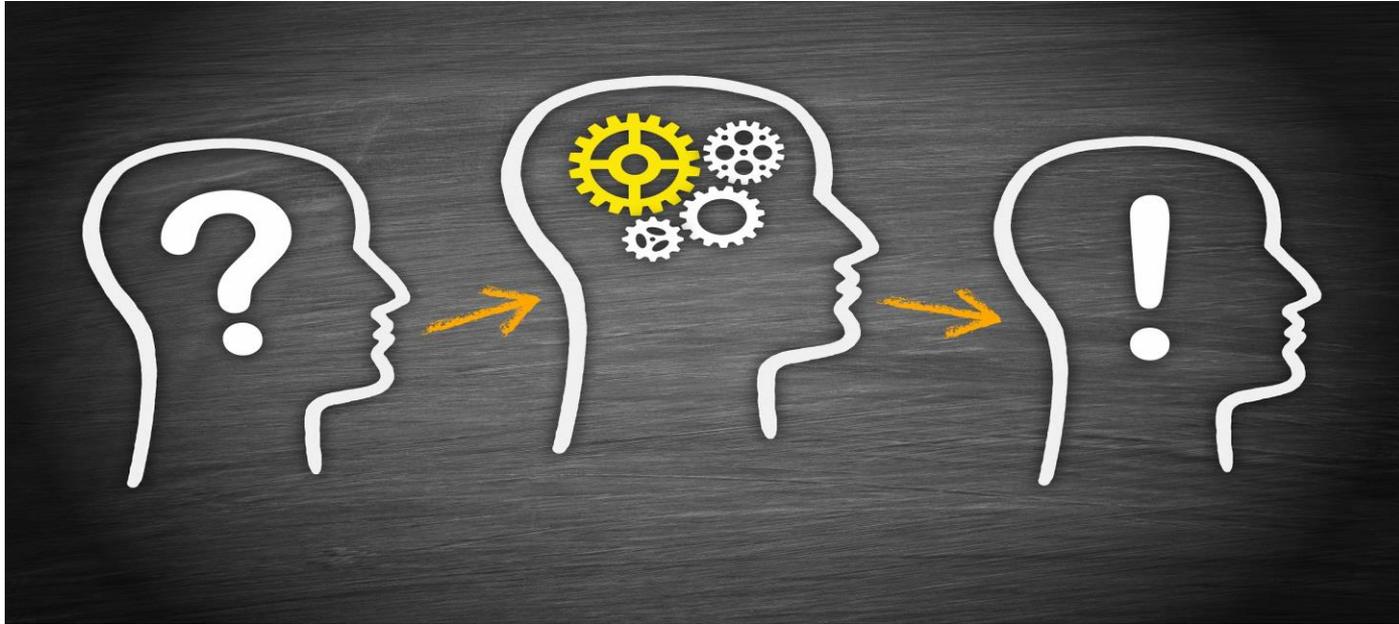
If I had an hour to  
**solve a problem** and my  
**life depended** on it,  
I would use the  
first 55 minutes  
determining the  
**proper questions to ask.**

*Albert Einstein*

coschedule.com



# Discovering What's Important To THEM!



## **DEFINITION of ‘Value Proposition’:**

The **VALUE** of those services which you provide, in exchange for their efforts or money. A proposal which **PROVES** value.

# Presenting your value proposition

Present **ONLY** what they want or need.

1. Review what they said in the question phase, which indicated the need.
2. Present a solution/ tool.
3. Show **RESULTS** using visuals/testimonials.

# Remember.....

If you can't prove it,  
you can't use it!!



# Building The Value

- ❑ Review and RECAP each tool.
- ❑ This is where they determine “the VALUE”.
- ❑ Two aspects of money.
- ❑ Build the ROI before presenting \$\$\$.



If you saw the sale take place, ask them to  
join!

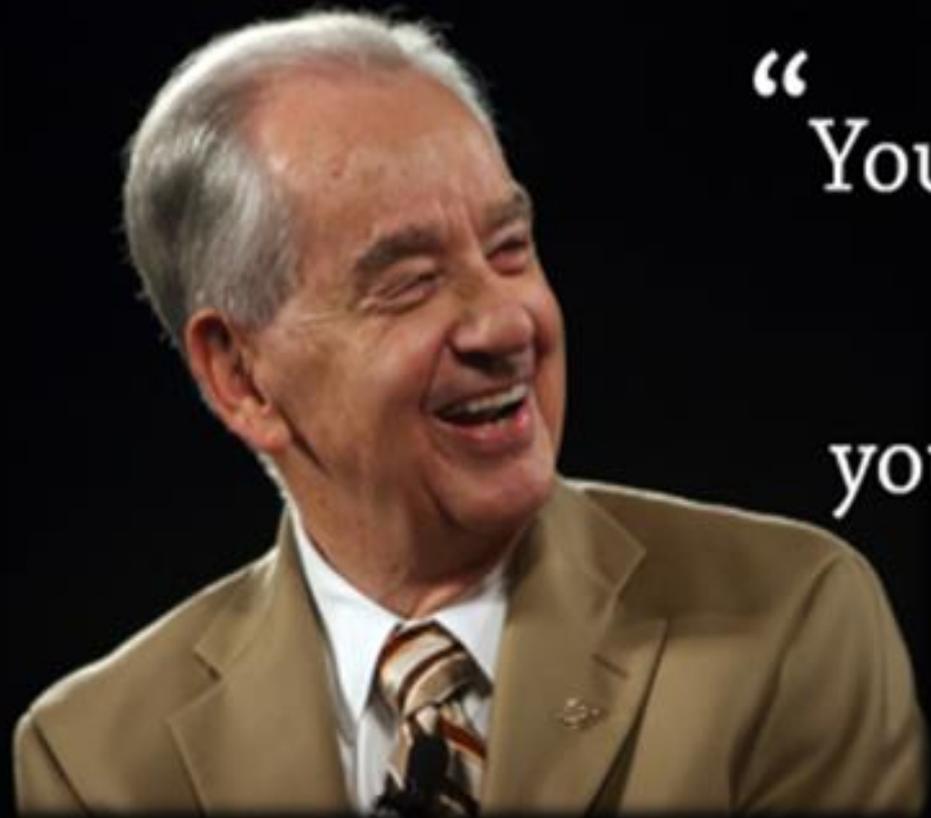
You should have a “Signature Close”

50% of agents surveyed, who did not join  
during the interview, said that the  
reason they did not join is...





“Let’s do it!”



Zig Ziglar

“You were born to **WIN**,  
but to be a winner,  
you must **plan** to win,  
**prepare** to win,  
and  
**expect** to **WIN**.”

My gift to you: Today's Slides, ROI  
verbiage, Value-Added Interview  
Process, PLUS Questions for agents.

<http://TheProfitableRecruiter.com/gifts/>



**BONUS:** Put your business card  
in the basket up front for a  
chance to win A Profitable  
Recruiter Subscription valued at  
\$1,200.

\*Winner will be notified by Friday.





Thank You!  
Presented by  
Judy LaDeur

