

THE BULLETPROOF SHIELD

Q: How do I keep from getting shot down?

A: “I don’t know a whole lot about that, but what I do know is ...”



Golden Rule:

Do not leave the Bulletproof Shield depicted here. Ingredients, other companies, and all other topics lure you out of your area of strength, and you miss any chance you have to sell the product or the opportunity. All these discussions lead to opinionated arguments, in which the customer or prospect always wins. No one needs to be convinced. Nobody is asking the grocery store manager for research on all of the products that they are throwing in to their grocery baskets. Stick to these four topics only – all of the answers are there.

You sell the products and the opportunity with the heart and the eyes, not extensive knowledge.