

## **The sponsoring secret of the future: LQR**

*Listening, questioning and responding is a simple and systematic strategy to building your business*

by **Steve Siebold**

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No one seems to be listening anymore, have you noticed? Everyone is so busy doing a dozen different things everyday that there's no time left to listen.

***This presents a problem because the human animal has an innate need to express thoughts and feelings and to be understood.***

I had a client a few years ago that saw a therapist just to have someone who would listen to her for an hour each week. Can you imagine?

As the information age continues to bombard us with email, voicemail, faxes, phones, videoconferences, etc., the problem is only going to get worse. As entrepreneurs, we all know that when a societal problem becomes a phenomenon, opportunity to ease or solve the problem for a profit becomes red hot... and that's exactly what I'm recommending.

Using a system created by legendary professional speaker Dave Yoho, Sr., called LQR, you can catapult your sponsoring numbers over time. LQR is an acronym for Listen, Question, and Respond.

***The idea is simple, yet profound:  
You build a series of highly***

***targeted questions designed to uncover the primary needs, desires and wishes of your prospect; then you listen, question, and respond.***

The power of the process is based on the idea that no one is listening to our prospects, and people need to be heard. Here are 10 open-ended questions to help you get started:

1. What do you like about your job?
2. What don't you like about your job?
3. If you won the lottery tomorrow, what would you do with your time?
4. Is there anything you'd really like to do that you haven't done yet?
5. What keeps you up at night? In other words, when you wake up at 3 in the morning to get a drink of water, what single problem makes you break out in a cold sweat?
6. If you were going into a business partnership, what type of people would you like to work with?
7. If you keep doing what you're doing, where will you be in 5 years?
8. Do you like to sell? Why or why not?
9. On a scale of 1-10, 10 being the toughest, how tough would it be for you to contact people over the phone about a possible business venture?
10. Do you consider yourself to be entrepreneurial?

Feel free to use these questions, if you like them, or make up a series of your own.

## ***Once you ask the question, the real magic of the process begins, which is listening.***

Most likely, if you've established a little trust in your opening presentation, the prospect will open up and give you more information than you probably wanted to know. More importantly, the prospect will tell you exactly where to focus the next phase of your presentation. The question we've had the most success with is "What keeps you up at night?" Think about it: If you can solve a problem that's creating so much stress for someone that he/she is breaking out in a cold sweat just thinking about it, your value proposition is magnified substantially. Chances are that stress levels in the workplace are going to continue to escalate. As our partner Larry Wilson says, we are truly living in a "permanent whitewater world" where change is happening at unprecedented speed. Polls show that people are more uncertain about the future than ever before, and most lack the opportunity to take control of their lives. This is where you ride in on your white horse and save the day with your proposition. Here are some examples of what keeps people up at night:

### **Prospects Biggest Worry #1:**

"I worry that if something happens to me that my family's future is in jeopardy."

**Your Question:** "If I could show you a way to build a residual income in the next 2-5 years that would come in every single month whether you were here or not, would you be willing to investigate it further?"

**Prospects Response:** "Sure"

**Your Response:** "Great. Here's the next step in the information process"

### **Prospects Biggest Worry #2:**

"Our entire industry is in turmoil, and I know my job is eventually going to be eliminated. This is all I know how to do, and I have no idea what I'm going to do next"

**Your Question:** "If I could introduce you to a group of people who might be able to help you make the transition from employee to entrepreneur, would you be interested in meeting them?"

**Prospects Response:** "I'm not sure I'm the entrepreneurial type"

**Your Response:** "You may not be, but if you're sick and tired of worrying about your situation, why don't you let me help you find out. I'll introduce you to our leadership team and together we can see if there's a fit?"

**Prospects Biggest Worry #3:**

"I have three kids to put through college and I have no idea how I'm going to pay for it. I don't want my kids to be saddled with debt the day they get their degree"

**Your Question:** "If I could show you a way to pay for all three of your kids' tuition in cash, would you be willing to invest 8-10 hours week to make it happen?"

**Prospects Response:** "What do I have to do?"

**Your Response:** "Make a list of everyone you know. List their name, address, and phone number. Let's meet next Tuesday at my office and I'll explain the details. I can't promise you anything, but I'm willing to explore the possibilities. Is that fair enough?"

***Listening, questioning, and responding is a simple and systematic strategy to building your business.***

If it helped you achieve your goals and live your dreams, would you be willing to try it?"

I'm listening.

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Siebold's articles appear regularly in various publications throughout the U.S. His column appears monthly in *Networking Times*, an international industry trade magazine. Steve Siebold and Bill Gove met in 1996, and became best friends and business partners and formed the Gove-Siebold Group. From 1996 to 2001, they shared stages around the world and spoke to over 30,000 people.

Today, the company remains focused on helping people develop world-class performance skills to convert their dreams into reality.

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