

SEGMENT 4, 5, 6 and 7

Page

INFORMATION STEP

2-1 through 4

Please view video at least once before looking at this information.

## WHAT MOTIVATES PEOPLE

By now, we want people to be saying, "Tell me more." They don't believe what we say nor that we can do anything for them. Our big problem now is to find out what motivates them.

Ask yourself, "Why am I talking to this person?"

People are saying to themselves, "There isn't anything wrong. I don't need help. I can do it myself."

We need to create an "eager want" in people. To do this, we must find out what they want and/or need.

"Why" is the key to the answer.

"What other opportunities has the lack of a solution to my problem caused in my life?"

What they want  
Why they want it  
Now we can help them

We aren't asking questions to be a detective, negative or nosy.

We need to know motivation.

## THREE MOTIVES--SENSES WORLD

Matthew	4:3-4	Self-preservation
	4:5-6	Greed
	4:8-10	Recognition

## GOD IS LOVE

I John 4:7:  
Beloved, let us love one another: for love is of God; and every one that loveth is born of God, and knoweth God.

I John 4:8:  
He that loveth not knoweth not God; for God is love.

I John 4:16:  
And we have known and believed the love that God hath to us. God is love; and he that dwelleth in love dwelleth in God, and God in him.

BE SPECIFIC

He that loves his family and friends is born again, which means that most people we deal with are probably not born again or don't recognize their sonship rights. We must therefore deal with the senses.

Jesus Christ was motivated by love. Love must be our greatest motive, too. We must train our minds to think, "What can I do to help this person?"--especially since most people either don't recognize or are not clear on their needs and wants.

#### INFORMATION STEP

Some information to find out might be:

Other information:

Family status

\_\_\_\_\_

Age

\_\_\_\_\_

Religious background

\_\_\_\_\_

Occupation

\_\_\_\_\_

Financial status

\_\_\_\_\_

Education

\_\_\_\_\_

Goals

\_\_\_\_\_

#### ASKING QUESTIONS

Information needed:

1. The prospect
2. His need
3. How that need can be met (PFAL)

Don't tell him this information--simply proceed with your presentation.

Some things the prospect may want:

Other needs or wants:

Health

\_\_\_\_\_

Shelter

\_\_\_\_\_

Food

\_\_\_\_\_

Good marriage

\_\_\_\_\_

Find out why he wants it and what he is going to do with it.

BE SPECIFIC

Keep it SPECIFIC and SIMPLE.

If we don't learn this information, we won't be equipped to help him.  
We can't go further than the information we obtain.

The process of getting the desired information can and will take  
minutes, days, weeks, months and even years to develop. Start now.

After receiving the needed information, we can give a BIG FAT CLAIM.

BE SPECIFIC

Questions I asked my prospect pertaining to what he wants:

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What he wants: \_\_\_\_\_

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Questions I asked pertaining to why he wants it: \_\_\_\_\_

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Why he wants it: \_\_\_\_\_

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Big fat claim based on the above information: \_\_\_\_\_

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What he wants: \_\_\_\_\_

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Questions I asked pertaining to why he wants it: \_\_\_\_\_

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Why he wants it: \_\_\_\_\_

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Big fat claim based on the above information: \_\_\_\_\_

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BE SPECIFIC