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The goal of conversation marketing chapter is not help guide UFO carry on a conversation naturally without being weird. It is just a guideline that will help you in social and networking environment.

Learning the FORM Approach

F.O.R.M.

* F - Family
* O - Occupation
* R - Recreation
* M Money
  + Why FORM – Because it is the subject matter we all talk about in most social environment.

**Form Approach**

1. Smile. Be Friendly

2. Build a Connection

3. LISTEN

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

4. Open Mind

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5. Approach

6. Follow up, next appointment

**Form Approach (details)**

1. **Smile** – This make you approachable. Be Friendly

2**. Build a Connection**

* + How?
    - Find a common interest/ Commonality
    - Example of conversational Starters:
      * Give a compliment (nice shoes), Talk about the weather ..
  + Why?
    - Objective is to be able to stay in touch
    - Let them talk - NOT YOU! Use power words to keep them going like “wow”, “Really ?”, “You got to be kidding me?”, “Awesome”..

3. **Listen**

* Gather information:
  + Remember People love to talk about themselves.
  + Find out their WHY, NEEDS, WANTS
  + Use theme such as: Health, Dreams, Taxes, Shopping
  + Ask questions to lead them guide them to a solution. Best result if they figure it out themselves.

4. **Open Mind**

* Guide them to see importance of their why By Using the following:
  + Share stories, testimonials
  + Talk in themes:
    - Example Social Theme: Fishing, Health, Dreams, Taxes Reduction, shopping, Job, Boss, Children and more.
    - MA theme
      * Product brokerage, PLAN B (45-year plan)
      * Share Shop.com – Shopping Annuity

**NOTE: \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**SOMETIMES – the conversation doesn’t lead you to an opening.**

**It is OK! Keep the contact. May not be the right time or right individual or you may need to build up a relationship.**

5. **Approach:**

Use this only if you feel like saying or introduce something…

**Step 1: Do you keep your options open? (wait and listen)**

* + - If YES – goto step 2
    - If NO – Change topic and move on

**Step 2**

* **If I can show you a way***…(prospect challenge)….* **Is there any reason why you won’t** *…(try the product/get more information)….*
* **If I can show you a way** *…(prospect challenge)…* **Would YOU.***…(try the product/get more information)….*

**6. Next Step**

* **Set the Appoint for follow up**

**FB posts or texting**

* Post regarding an issue (allergy challenges), or positive posts
* Private message
* Please remember to only send one line, wait for the respond before you send following message.
* **Follow the steps on FORM approach**