

Cesar L. Rodriguez's

The Immediate YES Formula™



Checklist

**Unleash The Formula to Getting Anyone to Say YES!
Immediately and Without Objections.**

About the Author

Cesar L. Rodriguez was born in New York raised in New Jersey and then moved to North Carolina to attend college at High Point University in 1997. A month before graduating college in 2001, while working at a GNC store at the mall, a stranger approached him and offered him an opportunity to work for a network marketing company.

Cesar struggled and failed miserably for his four and a half months in that company before discovering several of the prospecting and closing techniques he now teaches on stages across the country at the events he speaks at and inside his IYF course.

His inability to peak people's interest and close them on his opportunity early in his career drove him to obsession with finding out exactly what makes people tick, become interested in opportunities, and what spurs them into taking action on those opportunities immediately, without objections, and without later experiencing buyer's remorse.

It is this obsession to the mastery of this art that has led him to become a nationally recognized, speaker, trainer and peak performance coach to network marketers, internet marketers, direct sales representatives, and sales professionals from all industries.

In addition to his success in the network marketing industry, Cesar has also achieved great success in the timeshare sales industry. He is a former award winning Presidents Club recipient for the number one timeshare sales company in the world and has served as a consultant and resident trainer to that company's sales force for several years.

From closing cold market prospects into low ticket opportunities to closing high ticket \$30,000-\$100,000 opportunities, Cesar has done it all, his techniques work, and it's why he's been considered by many and introduced on stages as being one of the most skilled prospectors, recruiters, and closers in the direct sales industry today.

Cesar is also an avid athlete and loves playing sports of all kinds. His favorites are Soccer, Volleyball, Ultimate Frisbee, & Surfing. He also enjoys blogging & his blog was recently voted the #1 MLM blog of 2012.

He currently makes his home in both Wilmington, NC & Myrtle Beach, SC along with his beautiful girlfriend Tanya Aliza, who is also a very successful direct sales, internet marketing, and network marketing top producer and success coach.

If you'd like to stay up to date on his trainings you can visit and subscribe to his blog and connect with him on Facebook & Twitter.



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The Immediate YES Formula Checklist

Refer to this checklist before, during (if possible), and after each sales call to make sure help you refine your sales process. Ask yourself these questions to help keep you on point and to ensure you're executing each step with excellence. For a more detailed overview on how to best use this checklist please refer to the IYF course videos.

Questions Checklist for Rapport:

- How's my eye contact? Handshake? Body language?
- Am I matching and mirroring them? Their pace, personality, tonality?
- Are they starting to match and mirror me subconsciously yet?
- Where are they from?
- What keeps them busy?
- What are they into?
- What are they Passionate about?
- Do they have kids or grandkids?
- What can I notice about them to build rapport or generate topics of conversation?
- Have I found common ground, commonalities between them and me?
- Do I sound fake or like I'm trying to flatter them or butter them up?
- Am I truly listening or just waiting for my turn to talk?
- Have I found things about them that I can be genuinely interested in?
- Am I appearing to be genuinely interested in them & what they say or do I look like I'm just trying to get a word in edge wise? (*Listen intently & pause before responding to prevent this*)
- How empathetic am I coming across?
- Have I done anything to get their attention or have I broken their preoccupation?
- What are their core values? What's really important to them?
- What else can I do to build rapport naturally or find common ground?

Questions Checklist for Trust & Credibility:

- Do they see me as someone that they can trust? If so why?
- If they were telling their friends about you, what reasons would they give as to why they trust you?
- How much trust do they have in me?
- Would they trust me to watch their kids for the day?
- Would they want to hang out with me on a personal basis?
- Do they see me as a sales person? Do they think my goal is to sell them?
- If so, have I convinced them otherwise with logic? *(You want to be seen as someone who wants to help them, not some who wants to sell them just to make a commission)*
- Have they told me they don't want to purchase or do business?
- Did I flinch when they told me that or react like I cared? *(You must NEVER act like you care that they won't buy. If you flinch, ask "why not?" or give any reaction other than not caring, they will feel like you're there only to sell them and you can kiss any backdoor approach good-bye!)*
- Have I used any *Info Stacks* *(See video to learn more about info stacks)*
- What *"Info Stacks"* have been triggered that give me natural opportunities to bring up things about me to build my trust and credibility?
- Am I talking more about me or more about them?
- Why am I saying what I'm saying? Everything said should be intentional and for a reason.
- Why are they saying what their saying? Why else could they be saying that? What do they really mean by that? The reasons behind their reason are their true motives.
- How smooth are my transitions from one topic to another?
- Do I need to create more info stacks, or place more "about me" triggers in the conversations to increase their trust and my credibility without looking like I'm trying to?
- Have I demonstrated why I'm different than everyone else they've ever met? How?
- Do they believe it?
- Will they remember my name? Tomorrow? Next year?
- Have I established my superiority over previous reps, but with humility? How?



- Have I dropped any “baby negatives” on me to humanize myself & to build trust & credibility?
- Could my personal “brand building” and self edification sound like I am bragging?
- If I am talking about myself too much, what can I do to change that?
- Do they know why I’m talking about any one thing? Is what I’m saying in context with the flow of a normal conversation?
- What else could I do or say to invoke trust and/ or credibility? What outside the box methods could I use?

Questions Checklist for Information

- Are they telling me the truth, the whole truth and nothing but the truth?
- If so, why are they being so truthful? What’s their motivation to do so?
- Have I given them a reason to want to share their past or their future?
- Have I gathered enough information to be able to talk about what’s important to them?
- What’s important to them and what do they want to know about?
- Have I given and gotten enough information from them to warrant moving onto the next step?
- Have I figured out what valuable information I want to give them to further build my trust and credibility?
- How deep has my questioning been? What level, 1, 2, 3?
- Have I asked my questions with empathy, such as: “How do you feel about that?”
- What else can I do or can ask to get more information?
- Is there anything creative I can do to get more?

*“ People don't care how much you know,
until they know how much you care.”
-John C. Maxwell*

Questions Checklist for Problem(s):

- What problems did I discover in talking to my prospect?
- How serious are these problems... to them?
- Are they uncomfortable enough that they want them solved?
- How high on their priority list are these problems to them?
- If I know that people are motivated by pain & pleasure, have I gotten them to believe that there is enough pain linked to these problems that something must be done or changed?
- If not, what else could I do to agitate their pain or increase it's perceived discomfort in their minds to so that they feel a change is warranted?
- What pleasures for them will be gained in solving these problems?
- How many problems have I uncovered? What are they?
- Which ones rank highest in order of importance to them?
- If they could solve only one problem, which one would it be? This will be their dominant buying motive and the hot button you need to press the most.
- Have I agitated their problems and related to their pain?
- Have I demonstrated empathy in relating to their pain?
- Do they believe I'm on their side and here to help them?

When you can demonstrate that your solution costs less to own, then their problem costs to keep, you have them right where you want them!

-Cesar L. Rodriguez

Questions Checklist for Solution:

- In my presentation, have I clearly solved the problems that I have brought up?
- Did my presentation incorporate ERBN's & LRBN's? (*ERBN: Emotional Reasons to Buy Now & LRBN: Logical Reasons to Buy Now*)
- If roles were reversed and I was them, would I buy from me and the presentation I just gave?
- Would it be worth the money if I were them? Honestly.
- What do they anticipate to gain if they say Yes to my solution to their problems?
- What do they fear they'd lose if they said no?
- Have I nailed those points in the presentation of my recommended solutions?
- Have I cleverly and smoothly woven in my solutions to their problems with any education I have given them?
- Do I sound like I'm selling?
- Have I stayed congruent with my opening personality and intent statement?
- How efficient have I been with my presentation time?
- Am I setting enough hooks to capture their attention? If not what else could I say? *Big Claims*
- How strongly have my hooks kept them engaged and attentive throughout my sales process and presentation?
- Have I majored in minor things and wasted time on things that aren't geared to get me closer to my end result?
- Is what I'm saying being said with intent and will it bring me closer to a deal or am I wasting breath and time?
- Am I teaching them things within my presentation that further demonstrate my higher value and superiority over previous reps?

Questions Checklist for Action

(Aka "Call to Action" aka "Close" aka Urgency)

- What was my urgency? (The reason they have to take action now.)
- What did I say that generated scarcity, or fear of loss if they didn't act right now?
- Does the reason that they have to act right now make sense?
- Does my urgency make me look like I'm the bad guy?
- How have I displaced the blame on why they must say Yes.
- Does my urgency sound like just a high pressure sales tactic, or does it make sense as to why it's today and today only?
- Have they confirmed that my explanation makes sense? (They don't have to accept it, they just have to confirm that they understand it.)

" There is no such thing as a no sale call. A sale is made on every call you make. Either you sell the client some stock or he sells you a reason he can't. Either way a sale is made, the only question is who is gonna close? You or him!?! Now be relentless, that's it, I'm done!"

-Ben Affleck as Jim Young

(Monologue from the movie Boiler Room)