*because we are building up our clientele in this area…"* Or *"…we are expanding our footprint in the metro and will be helping people in this area with their moving needs…"*

When namedropping, avoid asking yes/no questions such as, *"…do you know Bob and Shawna down the street?"* Or *"I was just talking with Suzanne a few houses down from you, do you know her?"* If the prospect doesn't know the person you are namedropping, then this technique loses its effectiveness, and you lose control of the conversation. Go ahead and assume they know the people you are namedropping by saying, *"…I'm sure you know Kyle and Lydia a few houses down…"*

During this step, and after namedropping, you will also want to establish why you are approaching that potential customer. The reason for this might include one of the following: you already have a moving truck in the area, you are in between appointments, or it's a preferred area.

For example, *"Hi there, my name is Boston and I'm with XYZ Moving Services, I was just talking to your next-door neighbors Kristen and Wayne, I'm in between appointments right now so I wanted to let you know what we're doing in the area…"*

Establishing a legitimate reason for approaching each potential customer is vital in helping you to come across as a messenger of information rather than a solicitor. Namedropping and explaining why you are there legitimizes your reason for approaching them, thus making the people you talk with less skeptical about you and what you are offering.

## Step 3: What You Are Offering

To effectively state this step of the initial approach, it's important to know the details about Black Friday as explained in Chapter 1 of Door-to-Door Millionaire: Secrets of Making the Sale. Successful reps generate the urgency of Black Friday during every initial approach.

Black Friday generates action among prospective clients because it includes the elements of having a limited supply of goods, for a limited amount of time, at a discounted price. People are more inclined to act when they know others might take advantage of a deal before they do.

After establishing why you're there, you might say, *"…I have a few extra moving boxes I'm going to give away to others in the area who may be moving in the near future…"* Or *"…I'm giving away a few rolls of packing tape with our phone number on it…"*

It's important to note that if you aren't excited about what you're offering, regardless of what it is, then don't expect the people you are talking with to be excited about it either. Your enthusiasm on the doors can be contagious!

## Step 4: Address Common Concerns

As you interact with prospective clients in particular areas, you will notice common concerns that emerge. These concerns can vary from *"We don't need it."* To *"We already have a company."* Regardless of what the common concerns are, be sure to address them before they surface.