

F.O.R.M. and S.I.G.N.

WATCH THIS VIDEO: <https://youtu.be/pfoWv00eb7E>

F - FAMILY
O - OCCUPATION
R - RECREATION
M - MESSAGE

S - SKILLS
I - INTERESTS
G - GOALS
N - NEEDS

- One of the best ways to build rapport and make a friend quickly is by using F.O.R.M.
- People like to talk about the things that interest them such as their **F**amily, **K**ids, **O**ccupation and **R**ecreation; what they like to do for fun.
- It's important that you ask questions in these areas to try to find common ground before trying to communicate your **M**essage.
- When you are talking to people, you should listen for S.I.G.N. These are people's **S**kills, **I**nterests, **G**oals and **N**eeds. When you know some or all of these, then you can more effectively tailor your message.

EXAMPLES OF FORM QUESTIONS:

FAMILY Are you married? Do you have children? How old are they? Do you own your own home?

RECREATION What do you like to do for fun? Do you have any hobbies? What do you do in your free time?

OCCUPATION Where do you work? What do you do? How long have you been doing that?
What made you choose that career? What do you like about it? What don't you like?

What would you change about it if you could?

ACTIVE LISTENING

When FORMing you must be constantly listening for their 'hot buttons'. Ask yourself: Do they like helping people? Do they need more money? Are they good with people? Do they like self development? What do you have in common with them? Are they open-minded to an opportunity themselves or might they know someone who is? Are they influential? etc.

EXAMPLES OF HOW TO TAILOR YOUR MESSAGE

'You mentioned that ...' relate to something they have told you, then tailor your message accordingly.

For example:

'You mentioned that you like helping people. Our company is expanding and we specialise in helping people in the area of finance. Who do you know who might be interested in earning additional income helping families?'