

# EDIFICATION

Edification is the act of speaking highly of someone, and building up his or her credibility. It is a key tool in building your business.

Your prospect wants to hear about how to make money from a **credible person** within the company. Our friends and family know that when we first begin our business, we typically have little to no experience in the utility industry and that we have made no money. It is also just human nature not to listen to those closest to us. Think about how you listen to your mom, dad, brother, sister or significant other.

Your prospect trusts you on a personal basis, but perhaps not on a business basis. So, if you edify an expert, your prospect will respect the expert or, at the very least, will know that the expert knows more than you. Now, a credible source – not you – delivers the message of our opportunity. Your prospect will listen with a much more open mind.

**The Bottom Line: As your edification improves, more of your prospects will judge our opportunity fairly, openly and positively, thereby significantly improving your chances to sign up new representatives.**

Cross-edification is the act of giving back edification to someone who has already edified you. It also creates a positive team atmosphere of people helping people. Its immediate impact is more for your team member who you are cross-edifying, than it is for you. It elevates the status of your team member in the eyes of his or her prospect and lowers those “human nature” barriers that keep the prospect from openly listening to the opportunity, just like edification. Can you imagine how powerful and helpful this can be for the entire team?

## **How do you edify?**

You want to touch upon the four personality types: *Dolphins*, *Sharks*, *Urchins*, and *Whales*. *Dolphins* like to have fun. *Sharks* are aggressive and money-motivated. *Urchins* enjoy details and information. *Whales* want to help everyone. Everyone has a dominant personality type, and will respond more favorably to the information presented if they know that the expert is like him/her.

Here is a general example that can be used for anyone from Executive Team Trainer all the way up to Senior Vice President:<sup>1</sup>

<My Expert> is leading the expansion of a half-billion dollar company in this area. He knows 100% of the information on how to coach others to become successful with the company. At the same time, he really enjoys helping others achieve their goals and dreams. And, he does this with enthusiasm, energy and fun.

*Sharks* like that the expert is a leader with a successful company. *Urchins* are satisfied that he knows 100% of the information. *Whales* can relate to his desire to help others. Finally, *Dolphins* like to hear that he has fun doing this.

Ultimately, you should find more phrases and other ways of covering the four personality types so that you do not repeat the same edification for everyone. The best edification is personal in nature. If you know a person’s background, talk about it. If you have a personal story, tell it. Now everyone will relate a little more to the expert, and will be more receptive to what he/she has to say.

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<sup>1</sup> (For clarity, “he” is used. It is assumed that “she” can be used equally in context.)