



## 2015 MDRT Annual Meeting e-Handout Material

**Title:** What Do You Do for a Living? Does The Answer Matter?

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**Presentation Date:** Wednesday, June 17, 2015  
10:00 - 11:00 a.m.

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## What do you do for a living?

Does it really matter how you answer that question?

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## The *Explanation of Services*

### “What do you do for a living?”

Does it really matter how you answer this question?

This exercise cannot be mastered in one day. This is an ever-changing task and one where you never repeat exactly the same words in your responses. There are unique circumstances to the questions, and just as unique an opportunity for different responses to the same question.

In your own words, write down your answer to this question:

“What do you do for a living?”

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*Purpose:*

The purpose of this exercise is to fully understand the potential you have with every prospective client. If you break down the question however, it is set up to provide an answer that will fail you. . . . It starts with “what.” If you believe what *Simon Sinek* says, then “Start with WHY.”

(Watch Simon Sinek on YouTube, “Start with Why.”) Write down your take-away thoughts from the 18:03 version.

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Sometimes you may not want to engage with someone with the intention to make them a client. We will discuss the different scenarios in which case you can choose how to answer later in this workbook. We will move forward assuming you do want this prospect as a client.

Think about the opportunity you now have. When you master the response to this question, you could soon have a whole group of clients who believe what you believe, like what you like, listen to your recommendations and TAKE THEM, and would voluntarily want to pay you for your expertise. BUT, it all starts with WHY.

(Write down the estimated time table you wish to implement and complete this plan)

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The Explanation of Services, EOS, consists of three components and must be memorized. I realize many of us believe we are past the exercise of

memorization, but it is so critical here. Memorizing this gives us the privilege to *listen* to the response, rather than focus on the delivery.

**Statement of Fact:** This is the typical response most people gave when originally asked, “What do you do for a living?” While many people believe their response is unique, your industry has toxic words you should try to avoid:  
(Write down several words that have a negative first impression with the public.)

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I recommend you record your response into a small recorder, set the recorder on the other side of the room, walk up to it and ask, “What do you do for a living?” and hit the play button. I would not be surprised if you walked away from YOURSELF! If this is the case, imagine how much potential damage you inflicting on your brand, your image, when you are not prepared.

This statement should include parts of your job you believe would be appropriate for the potential client you are talking with. For example, if you see the person wearing a uniform of some kind, and you feel the statement of fact you had rehearsed would not be appropriate for this client, CHANGE your statement of fact to one that would! **Passion** in your voice when you share this statement will draw the prospective client into your conversation.

(Write a couple of sentences that reflect those areas of your career that you are passionate about.)

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**Example of What you have done for your clients:** Based upon your assessment of the person asking the question, it is here you can include an example of what you have done for a client you have that is in a similar situation to the prospect you are speaking with. Here is where passion in your tone is critical. I always tell my group, that enthusiasm can get you in the door, but knowledge shared passionately will keep you there and finesse will make the sale. (What are some of the things in your job are you proud of and passionate about?)

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Now in your own words, start writing down in sentence form an example of what you have done for others, whether you saved them money, made them money, saved them time, kept them focused AND were able to prove results earned, help

them achieve levels of success they never dreamt possible or some other success story.

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**Question of Inclusion:** Here is where you actually “ask for the sale.” It is here you have watched the body language, engaged in back-and-forth dialogue, and you **do** want this prospect as a client. It is here you ask, “And if I were able to provide that {service, savings, etc. } for you, would you want it?”

(Write down an example of a sentence where you encourage further dialogue.)

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On a side note, I cannot emphasize enough, you really do have the keys to achieving the level of success you want, with the clients you would LOVE to work with, in an environment you can control, and it ALL starts with knowing **Why** you do **What** you do.

“People don’t buy ‘What’ you do, they buy ‘Why’ you do it and ‘What’ you do simply proves what you believe.” Simon Sinek, “*Start with Why.*”

This whole exercise allows you to share the “Why” of what you do and allows a potential client the opportunity to believe what you believe. In as short as one minute, you will discover clients who like what you like, are concerned with the same things you are concerned with, and believe with what you believe. You then begin to create amazing advocates for your cause.

When giving your EOS correctly, you can identify who you would want as a client within the first few minutes, as opposed to investing time for 2 weeks, 2 months or longer. Once you have mastered your EOS, you quickly become a person of interest and no longer chase clients. Instead, you are sought out as the expert in what you believe.



Now, using what you have learned, answer the question, "What do you do for a living?"

Statement of Fact:

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Example of What you do:

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Question of Inclusion:

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Now that you have the EOS in its three segments, the flow from one segment to another must be seamless and be non-rehearsed. It must sound natural and most important, YOU MUST OWN IT. While others can help put the skeleton of the ideas together, the explanation must be YOURS!

There are three situations you could be asked about your Explanation of Services;

**Social setting:** (non-formal, plenty of time to respond, not hurried, share passion)

A social setting allows for you to control the speed at which information is shared. You are not hurried in this setting. This could be at a sporting event, cocktail party, or airplane. You have a prospect that is somewhat cornered. You be able to read the body language and see if you are connecting. The last thing you want here is to give the wrong first impression, too aggressive for example.

(Write down examples you can think of as a social setting.)

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**Formal setting:** (you are not aware of your potential client's background, wishes, desires, and it is here you may want others to speak on your behalf.)

Remember, here you in a limited capacity to answer as completely as you would like. This is sometimes referred to as "An elevator speech." Here you have only about 20 seconds to get your point across, but it is here as well, that you do NOT want to ask to become a client. You also could be at a cocktail party, surrounded by clients, but this person asking you is not one of them. Here someone at the party can speak on your behalf.

(Write down examples you can think of as a formal setting.)

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***Referral Setting:*** (this person is already your client, and you have an opportunity to build advocates.) THIS IS WHERE YOU SHOULD START, AND IS THE MOST DIFFICULT TO MASTER!

The location for conversation when doing your referral setting EOS should be a neutral location. Staying in your office may give the wrong impression as to what you are trying to share. This is to be a non-threatening environment. Suggestions for locations for a referral setting are:

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Here is your opportunity, with NO agenda in mind, you do NOT sell in this setting, and you simply share with your existing clients your visionary statement. Here you could even contradict what you have been saying in the past. There is a wrong way to eat crow, and a RIGHT way.

The WRONG way to approach your existing clients is to try to sell to your clients. You don't want to make this about you, and how this opportunity provides benefits to you.

The right way to approach this conversation includes a review of the professional service your clients already expect of you. You have worked hard to stay informed and educated for their benefit, to expose them to the most valuable tools and strategies available. You are now going to tell them that you haven't previously included this intriguing tool and strategy! You are passionate that they need to know about this in order for you to maintain your professional commitment to them, even though you may be admitting that you should have brought this to their attention sooner.

Write down examples of the right way to share this information.

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## IN SUMMARY:

Your EOS will be different for each of the above situations. AND your EOS will always be changing. It usually is not repeated the same twice and must be memorized initially. Memorizing the script allows you to OWN your delivery, which allows you to focus on the reaction of your prospective client.

The social setting allows you an opportunity to spend time with the client, read his/her body language, check their level of engagement, and get the client to buy-in to your answer. It is here where you get to fully engage the client on all three of the effective parts to the EOS. Here you can be passionate and focus on what you wish to share.

The formal setting is the situation where you do not know if this is a good prospect for you. You do not know anything about this client and the potential opportunity to work together could be the exact OPPOSITE of what you are trying to accomplish.

The referral setting is the situation that is the most difficult to master. You have existing clients, they already know you, like you, trust you, write checks to you, BUT do they really know what you do?

The explanation of services is ever-changing. It is time consuming. It will never be completed. As your business expands, your duties may change, your direction may change and these are examples of potential reasons to re-master your explanation of services.

This is hard work, but with hard work comes great rewards. Start investing in yourself. You could end up with all the clients who believe what you believe and are concerned about the same things you are.

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