

Languaging: Make it About Them

Monday August 23, 2010

Mannaquest...do not miss! Tech package now coming out at MQuest
Radio Interview with Sam Caster and Rob Sinnott – Check out “In the
News” on www.mannatech.com

Mannatech.com coming in Spanish September 10th

Merri-jo Hillaker in McAllen, TX Aug 27-28 – see attached flyers

Article by Julie Ann Jones

1. What we Train Makes all the Difference

a. We train Make a List, Contact and Invite, Presentation, Close and Duplicate

b. Where is the Problem?

Even with the Phone Team, you can have people watch you make the calls, but the ability to duplicate that comes from internal philosophy

c. The language you will need to use to communicate effectively with prospects is critical.

Do scripts do the job? NO, they can help but no one ever gives you the same response so you need to know internally what comes next.

2. Network Marketing: where do we come from?

a. We are excited to share our new found info on products, company, opportunity, Give 4 Real. Our enthusiasm can hurt us.

b. Human nature results in us wanting to talk about ourselves.

c. Prospects want the conversation to be about them.

3. Shift Your Focus

a. Normal questions:

Can I tell you a little about my business?

Would you like to book a party with me?

Who are these questions about?

They give your prospect no indication that their needs or desires matter.

You guarantee a "no" because there is nothing in it for them.

b. LISTEN. Most people don't know how. It is a crucial skill.

"heart-centered listening": you focus intently on what the other person is sharing and for a limited time, forget about yourself.

Pick up on helpful information when you finally get around to presenting your opportunity...hot buttons.

c. Focus on genuine curiosity versus asking for something.

Tips to do that;

- 1) Begin with a real compliment...when people are valued they are more likely to open their minds.
- 2) Keep your language completely centered on what you can do for them.
- 3) Use what you know about them to offer instead of asking.

4. Sample phraseology:

a. "I have to acknowledge you for how well you've been handling your (daycare/job/financial) situation. I really don't know if I'd have been able to manage it the way you have. I've been thinking of you a lot and I'd love to buy you a cup of coffee and share with you what I love about what I do."

b. "I can't believe how much you added to the party tonight! I'd love to have you as one of my June hosts. You are so playful and fun. And based on our earlier conversation, it sounds like you need a break! Let's look at our schedules and see when we can get together."

c. "You are one of the most outgoing people I've ever met and I know you've been struggling financially. I think you would be great at what I do. I don't know if you've ever thought about doing anything like this, but I'd love to sit down and just share with you how this business has changed my life."

d. "Look at your wish list! You love my products. I don't want you to have to pay for all of these. Tell you what, let's set up a party so you can get a ton of these for free. Should we look at April or May?"

5. Bottom Line:

a. Essential tool is to be aware of your languaging and learning to use words that communicate your interest and care for the other person.

b. Once your prospect feels heard and acknowledged, they will naturally want to reciprocate, and do more to support you."



Coming To McAllen:
Super Saturday Training
August 28th , 10 AM - 3 PM

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Opportunity is knocking ... will YOU answer?

You Will Learn:

- ♦ Why Mexico? What this can Mean for you!
- ♦ The science of nutrition...Why Mannatech and what makes us different?
- ♦ MAP your way to Success: Your personal business plan
- ♦ Why am I not already wealthy beyond belief? Don't let it continue to hold you back.
- ♦ How to make it to the top? How to reach 6-figure income with the opening of Mexico?
- ♦ New Program: 5 Million for 5 Million...Making a Difference with Every Auto Order!

Special Guest Speaker:



Merri-jo Hillaker, JD LLM
Mannatech Silver Presidential

- International Trainer
- 2002 - #1 Income Growth Associate
- 2008 - Ray Robbins Giving Spirit Award

Game is on... now let's JUST DO IT!

When: August 28th 10:00 AM - 3:00 PM (with 1 hour lunch break)

Where: Casa De Palmas - Renaissance McAllen Hotel
101 N. Main Street, McAllen, TX

Cost: Associates \$10

Guests: Free

For More information: Mary Helle (956)330-2328



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- Helping your family and friends

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