

Secrets #9,10 of Master Prospectors:
Have a Benefit Statement,
Don't Like to Cut Down Trees
Monday conf call 06/16/08

Announcement on Shareholder Suit

The book: "17 Secrets of Master Prospectors" John Kalench
Secret #9: Have a Benefit Statement

1. Every Business needs an S.O.B. (Statement of Benefit) which is perhaps the most powerful tool of a Master Prospector

A. Why? Positioning is one of the most powerful marketing concepts of all. How you position yourself and your opportunity in the marketplace can make or break you and BENEFITS is the key to positioning.

This is a marketing principle coming from the Madison Avenue gurus.

B. Must have a "*memory hook*": you use it when you meet someone new. The purpose is that you have a very short time period to make an impression (thus, the term "elevator speech"), and your goal is to make them highly curious about what you do.

Example for financial planner in answer to What do you do? "Well, John, my clients say I make them free of financial worries for the rest of their lives."

2. Difference between Features and Benefits

A. Features are facts

Examples:

- 1) Car has 4 wheel drive
- 2) Refrigerator has an Ice Maker
- 3) This business will make you MONEY!
- 4) This is a great business opportunity.

B. Benefits are "fulfillments"...meaning this is a need/fulfillment business and if you do not show a person how the product will fulfill a need for them, you have lost them.

Examples: compare against examples of Characteristics

- 1) Car will take you through all the snow with no trouble
- 2) Your refrigerator will serve all the ice cubes you need for all your entertaining
- 3) If you could do whatever you want in life what would that

be? You will have financial freedom to do that through this business.

4) You will have time freedom to spend more time with friends and family and thus, have more fun.

C. In Mannatech, we love to share facts because we have so many

List some:

1) We have the best anti-aging product (people want to look 10 years younger)

2) We have the best product in the market in the breakthrough technology field of glycobiology (people want to feel young and active again)

3) Ambrotose won the Biochemistry Discovery of the Year Award

4) We have pharmaceutical grade manufacturing standards

5) We have the #1 technology in vitamins and minerals (people want to feel vital, healthy, and alive!)

Now, tell me more Benefits we SHOULD be communicating:

3. Elevator Speeches: a must for all of us

How you communicate the benefits to people can mean the difference between success or failure in your business.

A. Draft with unique selling propositions in it (we refer to them as USP's) what makes you different...this is positioning.

B. Focus your efforts on communicating benefits...the more you communicate clear, instantly recognized, and highly valued benefits to people you come in contact with, the more successful you will be.

ACTION STEP:

Before you begin this exercise, I want you to imagine this: every time someone asks you "What do you do?" they are giving you permission to show them your fifteen second commercial. For a few moments you have their undivided attention. If your commercial cost you thousands of dollars to produce you would know exactly what it would look like and exactly what it would say.

Now draft an elevator speech that could cost you thousands of dollars in future business, and perhaps, your entire Mannatech business if not done well!

It is THAT IMPORTANT so give it the time and effort it deserves; practice it on people; track its effectiveness. And please, ask for advice from Master Prospectors!!

Secret # 10: Don't Like to Cut Down Trees

1. Truism: The more a Master Prospector knows, the less he has to say.
Funny how that is, certain people spend all of their time amassing as much information as they can
Then they drop it on the unsuspecting prospect all at one time!
THIS DOES NOT WORK.
The thought must be, “when in doubt, hand out more hand outs.”
This is why “Master Prospectors do not cut down trees”...they save trees by sparing the prospect from the mountain of stuff...they take a minimalist approach.
(a blessing all those materials were taken away!)
2. It's all about building expectations
 - A. Previews to a movie
Length: very short
Purpose: provide a tantalizing taste which promises the best is yet to come
 - B. Networking is the same...*engage people's natural curiosity!*
give a little and they want more...and more...and still more
You are the one impatient...let them be the one
Examples:
 - C. In person, do not be a volcano.
The lava will totally paralyze the prospect so just say enough to intrigue them.
What are examples of intriguing statements
What doctor's are calling the greatest medical discovery of the century...

The science MIT is calling one of the top ten technologies that will change the world

The medical breakthrough that Dr. Ben Carson, head of pediatric neurosurgery at Johns Hopkins, endorses and has personally had terrific health results

The biochemistry discovery of the year that is bringing new hope and health to thousands around the globe

3. Direct Mail Strategy

Many associates spend \$\$\$ on sending stuff in the mail...are you one of those? Well, relook at this “tree devastation policy” you have adopted.

Here is a three step process:

A. Make a list of all those you will contact...step one is to call 4-5 per day (or whatever number you choose but do it every day).

Consistency is a must. Share briefly and get the commitment to read/view the materials you are sending or DO NOT SEND.

Use a script that works until you have it from your heart. Use the same kind of language as above.

B. Send out the package...what is in it? no more than two things...and keep it short and sweet. This is to intrigue not to spew lava all over.

Pick out your favorite items to share...video, cd, brochure, whatever.

In your mandatory cover letter, emphasize benefits NOT FEATURES.

Do I mention the 100% money back guarantee?

My strategy... “No Risk”

C. Follow up with phone call in 3-5 days. Ask if they have reviewed it yet...if not get a commitment on a date from them and then follow up on that date.

Videos really work but you must add urgency to them...example

Always answer questions and talk about benefits NOT FEATURES.

“What did you like about the Video?” “Did you see something that could fulfill a need in your life?”

4. Duplication:

This is critical...must make the process duplicable...so if you are a terrific letter writer help others get the same impact.

This is truly one of the major issues with networking. Here are some existing strategies:

Marshall Howard’s program on only signing up All Stars

Core 4

I Can

Creating our future

Know that it Must be you! **You must believe** for others to believe.

ACTION STEP:

Draft a list of 100 people. Call 4-5 per day. Draft a script full of benefits, and ask them if they will take a look? Everyone who commits, drop a cover letter and cd/dvd in the mail. The cover letter must show why they should choose to do something different and guarantee “No Risk”. Call back 5 per day 3-5 days after mail.

Do this for 20 days and I bet your business will look totally different...how about you?