

"100 Customers in 100 Days" Kim Klaver

May 7, 2012

- Tuesday Night Live – Presidential Kevin Robbins – 4Free Program.
7:30 PM CST at Mannatech Corp Offices or www.mannatechlive.com

"97% of the people I signed up ended up being just customers...and I was getting them the hard way but leading with the business."

See TAKE OFF exercise attached hereto if you need convincing

1. Four Agreements, Three Scripts

"The first agreement preserved my self-esteem, the second made sure I didn't lose the few good prospects by mistake, the third popped open the minds of the ones who would buy, and the fourth guaranteed me wild success."

a. First Agreement

"Let Go the 9 in 10 Who Won't Buy"

1) Odds of buying: Seth Godin "Most people can't buy your product. Either they don't have the money, they don't have the time, or they don't want it."

2) People who don't buy...Type 1: not on their radar; people have their own Change List

Type 2: What you offer is still on their Vent List i.e.

Change List and they are willing to take action; Vent List and they are still complaining about it but not ready to act.

b. Second Agreement

"No More Seller Talk" three signs of Seller talk

1) Generalities

If the words you use do not speak to anyone in particular, who will respond??? Ex: "I have health and wellness products."

Does anyone perk up?

2) Techno babble is jargon, shop talk. How many customers would go into a store and say "I want a proven, unique, patented nutraceutical please?"

3) Hype

This is unbelievable claims, that sound inflated, excessive or extravagant. Because you make money off of it, now regular statements become hype ("I have so much more energy now on the products.")

Promises: they will prevent cancer.

Chestbeating: My product is the best in the industry.

All of those "est" words...avoid them.

Screaming: this is overstating..."It is the best, or the most...You will be totally blown away...quick fixes." Using exclamation points galore in your communication.

(page 43 read language)

Listen to your words...did you feel an urge to buy or did your eyes glaze over? Did your attention wander?

c. Third Agreement

"Lead with YOUR Hot Button"

1) Forget their hot buttons: you've heard to learn the hot buttons of prospects...stop it.

2) Lead with yours: The same way asking everyone for "Harrys", use your hot button to lead, and others will say "Oh, that's me too."

Now you have an instant relationship...people identify with you. Interest groups exist because people have similar hot buttons and they truly relate. Your hot button as it relates to your product experience will draw your consumers as though you called their names.

3) How to lead with your Hot Button?

(a) first find your truth

(b) be honest always

(c) don't project your results onto others

(d) ***pretend it's your first date***

(e) believe in the power of specific words

d. Creating your First Date Script

This is the first thing your prospective customer will hear you say about your product.

1) Go through your remembering steps

(a) Before you started selling it...

(b) After...what happened after you began using your product or service

(c) Your favorite fix...it does not have to be dramatic but it has to be something you feel strongly about...only one

(d) Personal zingers: add to Before part...includes frailties or problems...admitting you are not perfect.

People will relate to that.

(e) Other things you tried..."Nothing seemed to work"

"I changed my diet, took some drugs, and started exercising...didn't seem to make much difference."

If you don't go through this you will end up with Seller Talk.

2) Your Market Segment

Your market segment is your favorite fix...your issue that tops the list that your product fixed or helped you attain. Your hot Button. Your languaging should be specific...not I was depressed, rather "I market a product for people who have lost their motivation and can't seem to get it back like me." ending is critical. "Do you know anyone who might like to know about a product like that?"

First Date script plus a Short First Date script

Draft yours. See Example

Use words a 13 yr old can understand.

Make sure no Seller Talk.

Use picture and action words.

No more than 45 seconds

3) Your Short First Date Script...where you have only 15 seconds, making cold calls,

e. When someone is interested they will say one of the following three:

What is it?

Will it work for me?

How much does it cost?

How you answer this will tell them whether they can trust you or not.

Follow Up Scripts 1,2 and 3

Script 1: (Answer to what is it) "It's Ambrotose/NutriVerus. Have you heard of it?"

Script 2: (Answer to will it work for me) "I don't know if this will work for you or not, but what if it does? What if it works for you the way it did for me? Would you like to try it then?"

If they hesitate, get crazy, then say "This is probably not for you..." say no first and take away.

Other alternatives: Let me tell what happened to me.

Script 3: (How much does it cost?)

"It depends. Let me tell you how it comes."

"Which one do you think would be good for you?"

or "Let me tell you how I got started."

or "Maybe the starter package is best for you. How would you be using the product..."

Before you say anything, ask yourself "Do I sound like an advisor?"
If not, start over and get it right. Advisor versus marketer.

e. Fourth Agreement

"Do it Over and Over and Over Again"

Practice your scripts 100 times per week...use cold leads, whatever
and don't worry about results, just get yourself used to saying the most
effective thing you can to get results.

How long will it take to get good? 1 week to 84 years!

2. 100 Customers in 100 Days: you have laid the foundation NOW
LAUNCH TIME!

a. Your Checklist:

- 1) Do you have a first Date Script that you madly love?
- 2) Do you know the movable and interchangeable parts of your scripts?
- 3) Have you practiced your scripts 100 times for 7 days?
- 4) Have you memorized your scripts?
(this is so you don't have the urge to change them up.

b. Finding your Audience

Know them...the stronger you feel about your fix the more you
will draw that audience to you.

Avoid distractions until you have your 100 (Diabetes Fairs, etc.)

c. Three tips to Keeping Them Listening

- 1) Tell them it will be quick
- 2) Say goodbye first
- 3) The Fuller-Brush Man pause
Pause every 15-20 seconds; talking fast and non-stop does not
work

d. Warm Market: family, friends, old high school/college classmates,
downline who temporarily have stopped,

When you go FIRST: (after small talk to get up to date) "My
company is introducing a product for someone..."

e. Old Customers and Catalogue Empires

Old Customers: "Mrs. Jones this is Merri-jo Hillaker, your old
Mannatech rep. Do you remember me? Mrs. Jones I only have a
minute but I'm calling my old customers because the company is
introducing a product for"

Catalogue Empires: We at Mtech don't put out a catalogue so not
applicable.

f. Referrals: Notice referral language is already in your script so
those who don't want the product, tell you referrals.

Next: "What's the best way for me to reach John Jones?"

Honor and respect this way and you will get many more.

Language for Referral: "I'm calling you because Aunt Lulu said you might be able to answer a question for me. Do you have a minute?"

My company's introducing..."

So referrals could be people who may want the product as well as those who may know of others.

If they have the health issue (in your First Date Script) and they ask what you have..."I'm going to tell you in a minute. Let me ask you first a couple of quick questions:

What are you doing for the ...?

How is that working for you?

How long has it been going on?

g. Cold Market: same walk the streets, malls, shops, grocery store, etc. Map a strategy that suits you.

Local businesses: not chain stores but small businesses that are run by people who have authority to buy. Complementary healthcare practitioners are great. Your short script on introduction: "I am a local business owner and I am calling every local (type of business) to ask them a question. Do you have a minute?" at end " Do you have any customers, patients, etc. who might like to know about a product like that?"

Neighborhood canvassing: "Hi I'm....I'm calling on everyone in the neighborhood to ask a question."

Lifestyle marketing: bump into's are great with same language

TIP: in lifestyle, choose someone who is friendly looking, and has good body language,

h. Messages: leave parts of the scripts on phone messages, in emails, on your own answering machine. On others phones: "Hi.....I'm calling everyone to ask one questions Here goes." After the question, "If you do, give me a call at 000-000-0000. I'll tell you what I've got and we can see if there's a match. OK? Bye."

i. Email Signatures: ad a byline having to do with your favorite fix Avoid Seller talk. Keep it short. "I don't get stomach aches anymore." "I'm not taking two handfuls of vitamins anymore!"

Stay away from preaching, proclamations, extra words, complicated language, cutesy phrases...

Include a link to your website if you have a customer friendly website.

j. A website for Customers

These company sites are not designed to be first date sites for new customers. Build your own if you like.

3. Know what you will make

If they all are on NutriVerus, then 100 customers @ \$60 produces 6000 in volume, and you make 20% or \$1200 per month.

Then, you work each of them for their 4 referrals so apply the 4Free Discount Program, and have 500 customer in another 100 days.

Now you are making \$4,800 per month.

Are you ALL IN????!!

Every month I spend \$_____ on the products/
services for use in my household⁵

Now, multiply that number by 100 customers to see
what your monthly sales volume would be.

\$_____ x 100 customers = \$_____
(your monthly order) (monthly sales volume
from 100 customers)

Your monthly sales volume is the amount of money you
are giving your company each month. They wouldn't
have it without your customers.

Now multiply your sales volume by the average
percentage your company pays you on customer sales, to
see what your monthly income would be.

\$_____ x _____ % = \$_____
(monthly sales volume from 100 customers) (% company pays you) (monthly income from 100 customers)

⁵ Do NOT include any amount you buy JUST to qualify for commissions or bonuses.

TAKE OFF

That would be the start. What if you continued working and got 300 customers in 300 days – in a year or so.

How much would you make? Write that number here.

Above monthly income x 3 = \$ _____

(monthly income from 300 customers)

To summarize:

100 customers ordering what I order monthly would pay

me \$ _____

300 customers ordering what I order monthly would pay

me \$ _____

That's with or without your downline. Notice that? 😊

IF MY PRODUCT'S SO GREAT, HOW COME I CAN'T SELL IT?

**BOX 1. BEFORE AND AFTER, AND YOUR FAVORITE
FIX**

Before #1

Before I started using the product (or service), I
was someone who...

After #1

*Then one day I tried this product (or service),
and after _____ I noticed that*
(time period)

Finale¹⁵:

¹⁵ Coming in a bit.

IF MY PRODUCT'S SO GREAT, HOW COME I CAN'T SELL IT?

IF YOU DIDN'T TRY ANYTHING BEFORE
USING YOUR PRODUCT,
LEAVE THIS BOX BLANK.

BOX 2

Things I Tried (optional)

but nothing seemed to make a difference.
(or a similar appropriate phrase.)

Congratulations! You've completed the Remembering part. You can now come out of your Remembering Room and be back at your desk to do Scripting...

BOX 4.

First Date Scripting Formula

I market¹⁹ a product²⁰ for someone²¹ who...

+ Personal Your Market Segment (Box 3)

...like what happened to me²².

+ Your Personal Zingers (Box 1 – the Before part of your Favorite Fix)

+ Things You Tried (Box 2 - optional)

but nothing seemed to make a difference (or other appropriate phrase.)

So then I tried this product and after _____months²³

+ Your Results (Box 1 – the After part of your Favorite Fix)

+ Finale (Box 1 – end of the After part of your Favorite Fix - optional)

Do you know anyone who might like to know about a product²⁴ like that?

¹⁹ or “I’m introducing...”

²⁰ or “service”

²¹ or “people” or “women” or “men” or “parents” or other appropriate group

²² or “like me” or “like I used to”, or “like I did”, or similar phrase.

²³ Use “within a month” if your results happened right away, so that you don’t sound like a seller who’s exaggerating, even if you had immediate results.

²⁴ or “service”

ASSEMBLING YOUR FIRST DATE SCRIPT

BOX 6 MY FIRST DATE SCRIPT: FINAL

My First Date Script: Final

Merri-jo's FIRST DATE SCRIPTS

LONG VERSIONS:

"I market a product for people who run a fast pace life, and need to be on top of their health not just today but everyday. I ran out of gas a few years back and now I run circles around my grandkids while running my own business full time, two foundations, managing real estate investments, and making a difference in childrens' lives around the world. More importantly, at 57 I am on NO prescription drugs!
Do you know anyone who might like to know about a product like that?"

"My company just introduced a new product that supports people with their fundamental foundational nutrition all from REAL FOOD sources. At 42 I started seeing my friends die of breast cancer, get diabetes and I said "Not happening to me!" They were doing the same thing I was: working out, eating a good diet, drinking lots of water but it didn't seem to be enough. I started taking this companies REAL FOOD technology products and here I am, 15 years later, healthier than I was back then and with energy off the charts. I am almost 58, take no drugs, and run circles around my 7 grandchildren.
Do you know anyone who might like to know about a product like this?"

SHORT VERSIONS:

"I market a natural product for people who have busy lives but feel their health is truly at risk if they continue the pace like where I was a few years back. Do you know of anyone who might like to know about a product like that?"

"I market a natural product for people who are actively using their minds and feel there is a real risk that their mental faculties may be at risk either due to Alzheimer's in their family like me, or just the overwhelming amount of cognitive disorders today. Do you know of anyone who might like to know about a product like that?"

ANSWERS:

1. "What is it?"

Its a real food powder called NutriVerus, have you heard of it?

2. "Will it work for me?"

I don't know if it will work for you or not, but what if it does? What if it works for you the way it did for me? Would you like to try it then?

Pause, breathe

Let me tell you what happened to me, I liked the product so much I decided to go into business for myself and make it available for other people like you. So they can try it to. And that's what I am doing. So what do you think? Would you like to try this out and see if it works for you?

OR

I'd been looking to represent a company that had a product I could really get behind (believe in), and I found it in this one. And that is what I am doing. So, what do you think? Would you like to try this out and see if it works for you?

(Note: a lot of people don't know how to say No so they ask for more information. Give them some freedom to say no. But other than that collect their email and send them some info. What would they like to see?)

3. "How much is it?"

It depends. Let me tell you how it comes.

For NutriNerus,

You can buy it monthly for a price of \$56.53 which ships automatically, or you can buy it one time for \$59.50. The company will stop the auto order by just your calling in, I found it made no sense not to place it on auto order and get the discount.

By the way, this company has two more incredible items I would like to share:

1. They have a 6 month money back guarantee, so if you take the product for 6 months and decide you are not getting the benefit you want, just pack up the bottles and ship them back for a full refund! Now that's integrity!

2. Secondly, they have a program called Give For Real, whereby they match each one of your auto orders of NutriVerus with a contribution of a nutrient dense product to an at risk child. Their mission through this donation by consumption program is to end global malnutrition in children and they are working with institutions like Convoy of Hope, Buckner Foundation, Boys and Girls Clubs of America. Now that's even more integrity, and a huge social consciousness.

BOX 8

Personal Market Segment Script Formula
(Short First Date Script)

I market²⁵ a product²⁶ for someone²⁷ who...

+ Personal Market Segment (Box 3)

...like what happened to me²⁸.

*Do you know anyone who might like to know
about a product²⁹ like that?*

²⁵ or "I'm introducing..." or "My company's introducing..."

²⁶ or "service"

²⁷ or "people" or "women" or "men" or "parents" or other appropriate group

²⁸ or "like me" or "like I used to", or "like I did", or similar phrase.

²⁹ or "service"

ASSEMBLING YOUR FIRST DATE SCRIPT

BOX 9

Short First Date Script

Good work. Now, close your eyes, take a deep, relaxing breath and make the Third Agreement with yourself...

Formula for Your Phone Message

Hi, I'm glad you called.

Let me tell you what we're doing.

*My company is introducing¹ a product²
for someone³ who...*

+ Short First Date Script

*If so, leave your name and number and
a couple of good times to reach you and
I'll call you back. I'll tell you what we've
got and we can see if there's a match.
OK? Here comes the beep.*

¹ or "I'm introducing..."

² or "service"

³ or "people" or "women" or "men" or "parents" or other appropriate group