

**4 Core Skills Training**  
**First two: Build Contact List**  
**and Contact and Invite**  
**Monday July 20, 2015**

- The next “Tuesday Night Live” meeting at Corporate Offices... is July 28, with Merri-jo Hillaker
- Jeff and Judy Allen: Continue to lift them up in prayer in thoughts in love
- Mannatech International Events Calendar in Mannatech Resource Library. Use it to build your business.
- Are you using your social media badges found in the Resource Library?
- 90 Days to 5th Contest

We will be covering the 4 Core Skills...crucial to everyone who joins our business model. Just like any profession, to be successful you must develop the skills that will make you the best you can be.

1. Build Your Contact List

- a. First step in bringing along a new Associate. Start before signing them up. No need to go through their WHY, learning the comp plan, training on the website, etc. first. Build the LIST to create immediate results.
- b. Work with them on it...
- c. Build over 100 before you get started...
- d. Use the Memory Jogger but today, even the use of Facebook, Twitter, all their contacts on social media gives people 1000's.  
"Do you belong to a church? Get the directory." Dump out your brain of EVERYONE you know...it opens the room for your mind to find new contacts.
- e. No judgment just names. Why? Your judgment on who will and who won't is not very good as you start.
- f. Rank your list: those who are most likely to be looking for a business opportunity; those with health issues...
- g. Add to your list everyday. "Active Candidate List" How? That is part of this skill to build a list. Network on purpose: join a new club, start a new hobby, volunteer for a cause, etc. The world is waiting for you...how are you showing up? When do people come off the List?  
Go to events, get out in public, talk to everyone who comes into your path (not about Mannatech rather bring on new friends). Collect peoples' information. Professionals develop a higher sense of awareness.
- h. Harvey Mackay "How to Swim with the Sharks without Being Eaten Alive"  
"take every person you meet, get their contact information and figure out a way to stay in contact with them the rest of your life."
- i. Look at every name on your list and think about "Who do they know?" and add those names to the list as well.  
We are not saying approach up all these people immediately with Mannatech; rather build a relationship and when time is right you can share the plan.
- j. Who are you looking for? H H H. People who want to make \$100,000+

## 2. Contact and Invite

- a. This is gateway skill: the most important one to develop since if you don't get a person to look you never get out of the box.
- b. Don't ever think you need a great reputation and influence...no one would ever get started.
- c. We don't hunt, we farm. We build relationships with people. Build trust.
- d. Share what you have, educate them and see if it entices them.  
Instead of behaving like sharks, act like coaches or consultants. Put yourself in their shoes and do what you would appreciate being done to you.
- e. When your contact is ready invite them to do 1 of 2 things:

- 1) Invite them to attend some kind of event

1 on 1, 2 on 1, 3 way call, small group presentation, on line webinar, convention, meeting.

Building trust is critical to building any relationship.

Events according to Eric Worre are the most effective due to "social proof." They get the idea they don't have to do this on their own.

- 2) Invite them to look at some tools

Technology gives us so many ways to do that today.

In a busy world, this perhaps is the best way to start since everyone has time to watch something or read something in the creature comforts of their own home. And this is very duplicatable.

Formula for success according to Eric Worre: ***"Your ability to get a large group of people to consistently do a few simple things over an extended period of time."***

- f. 4 Basic Rules around emotions of inviting:

- 1) You must emotionally detach yourself from the outcome. Focus on education and understanding, and you will have fun.

- 2) Be yourself. Just focus on being your best self.

- 3) Bring some passion. Enthusiasm is contagious. Smile while on the phone...it will impact your voice and how you come across.

- 4) Have a strong posture. Be confident, bold, strong. It doesn't matter where you have been...people will join you based on where you are going.

- g. Invitation Formula: 8 steps to a professional invitation ("Go Pro")

- 1) Be in a hurry

This is a psychology issue...people want to be around busy people.

Language can be found in "Go Pro" page 49

- 2) Compliment the prospect; the sincere complement opens the door to real communication and greater openness to hear what you have to say.

Language can be found in "Go Pro" page 50

- 3) Make the invitation. 3 kinds of invitations:

- (a) The direct approach..."I found a way for you to restore your kids college funds" "...get that house of your dreams" "...have financial freedom"

Reserve this approach for people who know you and respect you OR people you know are searching for something better.

Examples p. 52-53

- (b) The indirect approach...ask the prospect for help, input or guidance. Examples p. 54-55

- (c) Super Indirect Approach...you tell the person they are not a prospect but rather you are looking for people who want to make

an additional \$1-3000 on a monthly basis...do they know of anyone? Examples p. 55-56

4) If I, would you

If I gave you a CD would you watch it?

If I gave you a website would you check it out?

If I invited you to a special invitation only conference call would you listen in?

Three reasons why this is powerful: it's reciprocal, it puts you in a place of power, it implies that you have something of value to offer.

5) Confirmation #1...Get the time commitment

"When do you think you could review the materials?"

6) Confirmation #2...Confirm the time commitment

"So if I call you Wednesday morning you will have seen it for sure, right?" The key here is this isn't an appointment you've set. It's an appointment they've set.

7) Confirmation #3...Schedule the next call

"What's the best number and time for me to call."

Now they have said YES 4 times. HAM-BAM

8) Get off the phone. Remember you are in a hurry. So, "Great, we'll talk then. Gotta run."

h. Develop a script for your New Associates/do calls with them to get started Build their confidence. Never discuss the business plan or products over the phone...let the materials do the educating. You need to be duplicatable to make this business work.

i. Always have your calendar with you when you are making calls...setting appointments.

j. Understand the Looking Zone. "Your IQ is not nearly as important as your NO quotient." Your emotional response should be the same with a NO and a YES.