

4 Core Skills Training
Last Two: Presentation
and Follow up/Close
Monday June 27, 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
- Dalllas Area Business Training... this Saturday 9 AM-12 PM at Mannatech Corporate Offices or www.mannatechlive.com
- Last week of the BP. Make sure you make all your calls to support your team.

This is the Second of two trainings on the 4 Core Skills to being a great networker.

1. Presentation

- a. Know there are no born speakers...so be in the training zone to become great. Refine your skills.
- b. Skills most important in presenting:
 - i. Confidence: how do you develop that? Increase your credibility
 - 1) Increase your communication skills
 - a. Tim Sales “10 Communication Qualities” (see attached)
 - 2) Help people and allow others to help you
 - 3) Be trustworthy
 - 4) Increase your knowledge; be preparedIf someone isn’t giving you any credibility, move on. Never allow another to rob you of confidence.
 - ii. Lead with product or business? Depends on prospect. If don’t know, always lead with business, as can always fall back on the product.
 - iii. Eric Worre listened to a CD of one of the best 500 times until he had it down, then recorded himself and worked on his presentation.
- c. In network marketing it doesn’t matter what works; it matters what is duplicatable. So don’t try to be the expert. Make passion, enthusiasm, excitement and belief your priority. Use the materials to present.
- d. Your story is critical. Get your story down. Every good story has 4 elements:
 - i. Your background
 - ii. The things you didn’t like about your background
 - iii. How your company/network marketing came to your rescue
 - iv. Your results or how you feel about your future.
- e. 4 Keys to a successful Business Presentation
 - 1) Melt the Ice
People may have arms crossed in the room or across from you
Establish trust...what causes trust in new relationships? Like interests so be Sherlock Holmes.

2) Find the Dream (a/k/a what is so important to them)

Notice how Mtech does that on p.1 of their "Choose your Lifestyle" power point... "If in 2-5 years...

These are motivating factors...you need to find to motivate them to close.

3) Elaborate on the Dream...as you present, add in their dream and how they can experience it with some details you can add.

4) Get a Commitment

Whether to close, or another meeting. HAM-BAM.

f. Group Presentations: Same as 1-1 just find different ways. Note the TNL "Choose Your Lifestyle"

g. 3 Way Calls

2) Ask the person about their life

3) Find their issue...health, need cash for WHAT, etc.

4) Ask about the materials they saw (allowing the materials to to the initial education)

5) Show how this model/products may be the answer

6) Come from heart throughout

h. REMEMBER: Let the materials do the talking...don't be a genius on anything or their response will be "I can't do that." If they want more information, ask on what. Then let the materials do the talking...you just build relationships.

i. If you bring a guest and your upline or another major leader is in the room, introduce your new person to that person and edify them. In 1-1's, suggest a call with your upline after your presentation as a next step if not ready to close.

2. Follow up and Close...

a. The fortune is in the follow up...so do it and do it timely. Eric Worre suggest it takes 4-6 exposures to close a prospect. Keep your urgency...but be patient.

b. Hold a Meeting/Book a Meeting: this means at the end of every meeting, if they don't get closed, book another event together (mtg, 1 on 1, follow up phone call, meet with upline, webinar, whatever)

How do you know? Ask "On a scale of 1 to 10, 10 being you are ready to get started right now, and 1 being you are not interested, (first name) where would you say you are?" So, if they say 5, then invite them to next meeting:

..."Great why not come to the next meeting on Tuesday so you can make a more informed decision?"

c. In order to close the prospect, the associate must know:

the product is worth the price

the prospect can succeed

you can train them to succeed

what words to use to "ask"

d. Know how to respond to possible objections (feel, felt, found)

e. Don't badger them until they agree..."A man convinced against his will is of the same opinion still"

f. Be a great listener; ask "what did you like in the materials you reviewed?" "What was your favorite part of the meeting?" ...focus on the good stuff.

NEVER ask them "Would you like some more information?" That is your avoidance tactic because you are afraid to close.

If they ask for more information, ask them what it is they would like to see?

- g. If they have an issue answer it correctly or tell them "Great questions let me get back to you with that answer" Honor them.
- h. REMEMBER: Most people (like upward of 80%) do not like to make decisions so BE PREPARED to make the decision for them
 - i. I use an Assumed Close: "So, John let's get started ...I suggest you start with the All Star pack. It is the best buy with a 25% return on your cost right out of the box, and 100% of the income streams are opened for you with this pack."
 - j. Always remember: Some will, some won't, so what, NEXT!
 - k. Once they get started REMEMBER: the first 30 days needs to be an awesome experience...1) they develop a great 1st 30 day story to share with others, and 2) if they have a bad/neglected first 30 days, their belief may get shaky and you may lose them. So, get immediately into the 4 Basics with them, 3 way calls, meetings, etc. Tap into their excitement!!

The Ten Communication Qualities

When we learn the Inviting Formula, we learn the basics of the process to follow in communicating with someone about our business. It also teaches the right things to say. However, when you go out and start prospecting, you'll find that two people can say the same thing to the same person, yet achieve different results. Why is that?

It all comes down to the Ten Communication Qualities. These qualities take *what* to say and teach you *how* to say it. When you master the 10 qualities, and apply them with the Inviting Formula, you'll be well on your way to becoming a master inviter.

This document provides an outline of the 10 qualities as covered by Tim Sales in his CD set *Brilliant Communicator*. For the full detail, you should consider purchasing and listening to that product.

Here are the 10 qualities, with a description of each:

1. Be interested in the prospect

This is the big one. All the other 9 communication qualities eventually derive from this. When you speak with someone, it's all about you being interested in them, asking them questions, and delving into the details of their responses.

- Before you start any call or conversation, think "I'm interested in you." If you only learn one thing, this is it.
- Do share information about yourself. This keeps balance so the prospect doesn't feel interrogated. But be brief, and relate what you share to something the prospect says, then return with a question about them.
- Conversation is really just about you being interested in them. Questions and everything else you say are a result of your being interested.
- It's through being interested that you accomplish the inviting formula, specifically the greeting and qualify so you learn the thing they want. Then, we set about helping them get that thing.

2. Don't be distracted by anything in the environment

When you are distracted during your conversation with someone, you cannot truly listen and understand, and as a result cannot be truly interested in them.

- You want to hear their words and "pretend you are the prospect." What's important to them is what's important to the conversation.
- **NO MULTITASKING.** This means no reading emails or doing anything else while you're on the phone.

- You *should* take notes of what your prospect wants. This is especially true when you're meeting with someone in person, as it shows interest. But don't let the act of writing down notes distract you from listening to the prospect.
- While the most important thing is for you not to be distracted, your prospect can also be distracted.
 - ✓ If you hear this on the phone, you can ask a question to get their attention back.
 - ✓ If distraction is external (child or such), you can ask if they need to take care of it or if a later contact would be better. Then reschedule.
 - ✓ If meeting in a public place, you should sit with back to wall and prospect facing you...they won't be distracted by things in the room.

3. Have a sincere friendly, facial expression

If you look concerned or worried, your prospect will pick up on it. Often, people will get a look of worry as soon as a prospect voices an objection.

- Especially important for a face-to-face meeting...obviously.
- Often, it's a question or objection that causes associate to react with fear, and it will show in the worry on your face (shows you're somewhere else rather than being interested).
 - ✓ How to avoid this? Study and learn objection handling techniques and practice, practice, practice.
- You still have to do this on the phone. It comes through in the conversation...your prospect can hear it.

4. Use the correct amount of assertiveness

The correct amount of assertiveness will vary from person to person. Anything that causes your prospect to break away is too much assertiveness. Too little, though, and your prospect will walk all over you.

- Correct amount of assertiveness = Educating or sharing the idea without making the prospect feel like they've done something wrong.
- Correct assertiveness provides *charisma* and its heart lies in being fully interested in the prospect.
- Use of a third party to demonstrate something can educate without too much assertiveness so they don't feel interrogated.

5. Communicate easily - no tension, strain, fakeness, sounding rehearsed, stuttering or hesitating

When you communicate easily, you do so in a manner that exhibits little effort. It sounds natural and allows you to be interested and respond in a believable and credible way.

- Don't *fear* your prospect. Fear leads to hesitation, procrastination, frustration, quitting.
- The solution to tension and strain = familiarity. Familiarity comes from training, practice, listening to recorded calls, and so on. The more you do this, the more familiar you will become with everything that can come up and the more easily you'll communicate in response.
- No fakeness. Be real and truthful.
- Don't sound "rehearsed." Its ok to practice and be prepared, but you don't want to sound like you're reading from a script
 - ✓ There's nothing wrong with scripts, but you need to practice, practice, practice until you no longer need the script. Then you make it yours.
- A good technique is to write an outline or bullet points on index cards. Then, when you need to handle a network marketing objection, for example, you use the card as a guide.

6. Make sure your body doesn't distract the prospect

There was a survey done at a trade show, where companies spent tens of thousands of dollars to present their products and services to potential customers. When asked why they did not buy from one particular company, the number one reason people gave was "the salesman's bad breath." If your body distracts people, it can drive them away.

- There are many things that can distract a prospect in this manner, including how you're dressed, perfume or cologne you're wearing, and more. Also your mannerisms can be a distraction (example, drumming fingers on table), even on the phone.
- If you are in business for the purpose of helping someone get what they want, then you need their attention to be focused on the thing they want and how they can get it, not on you.
- If *anything* distracts your prospect's attention, it shouldn't be there.

7. Always tell the truth

Your prospects or downline will not do what you ask them to do if you're not honest with them. They will not follow you.

- This is one of the biggest problems in the industry.
- Do the business with integrity. Don't do business with unethical or dishonest people and don't be one yourself.
- 5 categories:
 - ✓ False income representations
 - ✓ Stating that a product/service does something unsubstantiated
 - ✓ Promising you will do something and then not doing it
 - ✓ Gossiping about others or otherwise passing content that adds no value
 - ✓ Building the business in a way that is not truthful (false product orders or even distributorships)

- Focus discussion on income around the *prospect*. If they give you an income goal, do not go above it.
 - ✓ “The potential is high, but its up to you. I don’t know what you will do, so I cannot predict the income you’ll make.”
 - ✓ Tim Sales gives example of school system: Everyone is educated in the same school system, but where do they end up?. Some become millionaires, others end up on welfare. In the end, its up to the person and this is a lot like that.

8. Know what you’re talking about

By knowing what you’re talking about, you will be able to build credibility, better handle different situations (especially objections), and communicate easily (quality 5). There are several areas you will need to know about.

- First, you have to know about the **industry** itself. Some 90% of all objections you get have to do with the industry and not your company or product. Some facts:
 - ✓ \$100 billion direct sales worldwide, 75-80% from network marketing.
 - ✓ Over 50 million distributors worldwide.
 - ✓ About 500,000 people per week join the industry.
- Second, know your **company**. Review web sites, attend conventions, meet people in the company, tour the headquarters, etc.
- Third, know your **product**. How is it differentiated from others on the market?
- Not only do you need to know what you’re talking about, but you need to know *when* and *how* to disclose that information.
 - ✓ Listen to questions, ask clarifying questions, then provide a concise, effective answer. This has a *large* impact.
 - ✓ Deliver the information when it will have the greatest impact.
- To differentiate your company/team, focus on **TRAINING**.

9. Communicate at the prospect’s level

Your prospect may not have the same vocabulary that you have, and probably will not understand industry terms or lingo (upline, downline, sales volume points, and such). You have to communicate at the prospect’s level of understanding so that they are clear on what you’re saying. This keeps the free flow of communication open.

- If you’re not sure the person understands something, can ask “what does that mean to you?” or a similar question.
- People need to follow along and understand the details.
 - ✓ Like a passenger in a car. If you drive somewhere, and they ride along, and then you give them the keys and say “Ok, find your way back” they probably won’t be able to do it.
 - ✓ You have to occasionally “hand them the keys.”

- ✓ Ask them to explain something back to you or a question like that (takes patience).

10. Have the intention of making the person's life better

After quality 1, this is the other really big one. You have to speak with your prospect with the sole intention of making their life better. Any other intention is a distraction.

- When you truly follow this, you *can't* say the wrong thing. Plus, you will listen.
- This does *not* mean you never disagree or that you won't need to ever say anything that imposes on them. But, you'll do it in their best interest.
- If your intention is correct, then your actions will be correct. If otherwise, it will expose itself.
- Before contacting a prospect, ask "why am I here?"
 - ✓ Do you believe you can make their life better?
 - ✓ Do you believe your product/service can?
 - ✓ Do you believe your business can?
 - ✓ Do you believe that you can train a person to succeed?
- There are many other common intentions that get in the way and can hold you back and limit your overall success. Here are a few:
 - ✓ Making money
 - ✓ Success
 - ✓ Trying to "make your point"
 - ✓ Completing your conversation within a time limit.
 - ✓ Religion/trying to convert a prospect
 - ✓ Avoiding rejection
 - ✓ Making volume/urgency
 - ✓ Trying to get the prospect's approval on everything
 - ✓ Give the presentation...no matter what
 - ✓ Try not to offend anyone
 - ✓ Distractions by your prospect
 - ✓ Having a romantic interest in your prospect