

Solving the #1 Problem in Network Marketing with “5-2-5”

Monday, June 26, 2006 Call

Warning: There is nothing complicated in this outline, only the simple truth that is so easy to avoid. Remember, successful people do daily what less successful people do only occasionally.

Many perceived obstacles:

How do you find contacts...when do you approach them...what do you say to them...what do you give to them...when do you call them back...how do you answer objections...how do you get them to meetings...what do you say about cost...what pack do you recommend...what protocol is “right”...how do you get referrals...how do you get them to do auto-order...what if they can’t “afford” it...what do I do once they enroll...what do I do if they don’t enroll...what do I do with someone who’s interested in the business?

Whether or not these are obstacles for you will depend more on your values and belief system than anything else.

What is your #1 perceived obstacle right now?

What do you think your downline’s #1 perceived obstacle is right now?

I think the #1 problem most people really have in network marketing is relatively simple.

The foundation of the problem is rooted in our belief system, what we believe to be true about ourselves and this opportunity.

At first glance, the #1 problem for most people in Network Marketing is that we don’t prospect enough...we don’t tell enough people about this gift...we don’t sort through enough people to find those that are ready, willing, and able.

However, why is this the #1 problem?

I have some theories I’d like us to examine.

#1: True vs. Opposing values

#2: Lack of clarity (cyclical confusion; often rooted in avoidance)

#3: Lack of user-friendly system or model to follow

#4: Lack of quality support accountability

Developing #3, my “user-friendly” daily system: (weekdays)

“5 - 2 - 5”

- 5 active prospects called (can be brand new contacts or active contacts from last 1-3 weeks)
- 2 follow-up calls to those I’ve already enrolled (2 week f/ups, 60 days, etc.)
- 5 reactivation calls for those who have recently terminated auto-order or who fell off months ago (language suggestions below)

You can customize this formula for any size business plan:

2 – 1 – 1 for those who are only working 1-2 hours daily

10 – 3 – 10 for those who are working 15 + hours and are serious about reactivating old terminated accounts

Customize the numbers any way you want!! The point is that these are the

FUNDAMENTALS of our business. When you are consistently exercising the fundamentals in anything (sports, relationships, discipline, business, etc.) you reap great rewards.

Putting It Into Action: (my example)

9am Business day starts
First 30 minutes – Opening Bookend (check voice mail, email, cell phone messages. Prioritize and return those that you can quickly, add those that you cannot do quickly to your daily task list).

9:30am 5 – 2 – 5
5: Choose 5 (or more) active prospects to call and make those calls (10 minutes or less if leaving voice mails, up to 1 hour if I reach everyone)
2: Follow-up with 2 new or newer associates, starting with the newest first, to make sure they are doing alright on the products, answer any questions, ask for referrals if appropriate, etc.
5: Choose 5 from Success Tracker termination report or genealogy showing that they are no longer on auto-order. Call with the following language suggestions:

(Reactivation language) – *“Hi Suzy, this is Kerri. How are you doing? Great. I wanted to ask you a couple of questions about the Mannatech products, but first I’d like to hear how your family is doing (or enjoying the summer, etc.) Suzy, at one time you made a great decision to support the health of your body (or your children, etc.). I noticed that you’re not ordering any longer and I just wanted to call and touch base with you on that. Was there a problem of some sort? (or “May I ask what led you to change your mind?)”*

Notes on Reactivation:

The reason we avoid reactivation is because the focus is on ourselves. At one time, we were interested in helping them with their health. What happened to our concern for them? Has it been overpowered with a concern for ourselves that we might hear something unpleasant? Be rejected? Find out they're angry or disappointed?

How can we shift the focus off ourselves and back onto them? Refocus using your values, prayer, self-honoring practices.

It doesn't matter what they say, although most people are so kind. What matters is that we reached out...*that our integrity outlasts our discomfort.*

More on "5 - 2 - 5" System:

This will take me 1-2 hours daily. Let's say I got a hold of everyone—what a blessing—it might take me 2.5 hours. The rest of my business day is open for special projects, correspondence, supporting my downline, etc.

Getting Started: I **HIGHLY** recommend that you start with low numbers the first few days. If you are not in the habit of making prospecting calls daily, you may want to start with 2-1-1 or something similar. The reason this is so important is that you have to believe you will do this or it won't be a meaningful system for you. If you commit to 5-2-5 the first day, and don't make all the calls, you will probably feel defeated. Instead start with 1-1-1 and congratulate yourself when you met your goal. Then, if you decide to keep going you have surpassed your daily goal and sending a great message to yourself!

The kicker: it has to be done **FIRST!!!** Eat your "frog" for breakfast. The rest of your day will line up for the better if you address what is important, but usually not urgent, before you do anything else.

Well, be ready to watch that GPV increase, your self-esteem increase, and your passion for serving others grow like never before.

Tweak the system for yourself, add your opening and closing bookends for the day (see Merrijo's 12 business systems CD) and enjoy network marketing success.

If you should choose not to implement this system or something similar, ask yourself, "What am I doing with all my Mannatech time?" What I've discovered is that without this type of a system, the hours magically disappear with my good intentions.

Values
Clarity
Accountability

"Lack of direction, not lack of time, is the problem. We all have twenty-four hour days." Zig Ziglar

"5-2-5" System

	<u>First Daily Action Steps</u>
Today's Commitment:	Name: Date:
# _____	Prospecting Calls : (A: active, N: new, FC: first contact, FU: follow-up) 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. Referral Calls: 11. 12. 13. 14. 15.
# _____	Follow-Up Calls (existing associates; do new ones 1st, then older) 1. 2. 3. 4. 5.
# _____	Reactivation Calls (auto-order terminations; do new ones 1st, then older) 1. 2. 3. 4. 5. 6. 7. 8. 9. 10.