

## 7 Prospecting Secrets

### Find People to Talk to-Talk to People you Find

#### **Monday Call, April 20, 2015**

- The next “Tuesday Night Live” meeting at Corporate Offices... is Tuesday April 28th at 7:30 PM and the next DFW Business Training ... May 2<sup>nd</sup>. Get your team together to watch live
- Check out upcoming Mannatech Town Hall Meetings and Super Regionals - <http://events.mannatech.com>
- Check out new Ūth Flyer in the Mannatech Resource Library
- Jeff and Judy Allen Support Fund – More Information - <https://mtex-shared.s3.amazonaws.com/PD-calls/4-19-15-PD-Special-Family-Call.mp3>
- 4<sup>th</sup> BP of Incentive... now is the time to focus! Build your business. See you on the Mexican Riviera!!

#### 7 Secrets (article by Michael Clouse)

Background: A system to provide a never ending source of new prospects. If you know your Why you will find your way...not true. You need skills and training to get there. Acquire a set of skills that many can follow then maximize your duplicatable success. reduce the work to the most common denominator. ***"Network marketing is about finding people to sponsor, sponsoring the people you find, and teaching those you involve to do the same."***

#### 1. First Secret: Ask Six People for Help

- a. Each of those 6 knows 6 you never met. In turn, those 6 know 6 more you have never met...and so on. 6 people can totally network the entire earth.
- b. Make a list of 6 you have not approached but you know. Use the following script.

*"Well, let me tell you why I am calling, Dave. I've recently connected with an international company out of Coppell, Texas. It's a nutritional supplement company that 19 years ago launched a product based on the breakthrough technology of glyconutrients. They are experiencing tremendous growth, and we're helping them expand the business into the (your city) area. (breathe) Dave, there is some serious money being made here. As a matter of fact, this is the first company to allow the average person to actually profit from the future growth of glyconutrient technology.*

Dave, as I mentioned, we are helping them expand into (their city)...this may not be for you, but you might know the kind of people we are looking for and I was hoping you could help me out..."

"Again, this may not be for you, but I'd like you to take a look at some information on our company so that you are familiar with what it is we do. And based on that, I'd like to see if you might be able to recommend a few people

who are dissatisfied with their present income or employment situation...those who might be interested in earning a solid five to six figure income on a part-time basis. If you know anyone like that, I sure would like to talk with them...."

...Before you put your reputation on the line and recommend anyone, again I would like you to get a better feel for what we do. I can get some information to you in a number of ways...what would work best for you?"

c. Using this approach works because it eliminates the possibility of rejection. Your contacts fall in one of two categories: 1) take a look and decide to get interested, 2) they may become customers and give you referrals.

## 2. Are you Open to Any Offers: How to Contact Referrals

a. "Steve, I know we have never met... we have a mutual acquaintance in John..... Tell me did I catch you at a good time to talk?

Well, I contacted John and after telling him my company was expanding into XXXXX, asked if he could give me a few names of sharp people in XXXXX. John immediately mentioned your name as someone I should definitely talk to. John spoke very highly of you and was impressed with your background. So Steve, tell me are you open to looking at alternative ways of making money?"

If yes,... (add italicized language from above)" I'm working with an international company....

"XXXXX this may not be for you, but based on John's recommendation, I'd like you to take a closer look at it to see if there is a reason for us to talk further. I can get you information in a number of ways. What works best for you?"

## 3. Attending Trade Shows

a. Are you too a member of the "NFL" club? (No Friends Left)

b. Go to trade shows: Randomly enter each booth asking to talk to the person in charge.

1) Start the conversation by saying you tried to reserve a booth but it was too late.

2) Ask about the show...Was it the first time? Were the attendees buying or just looking?

3) Do you think my company would do well at a show like this?

Their response..."I don't know...what does your company do?"

4) Your language is the same as above...(in italics) and ask them for a business card...thank him for his time and move onto the next booth.

These are invaluable leads!!!

c. Follow up Calls:

"Peter---, his is XXXX. I don't know if you remember me, but I stopped by your booth at the trade show last Friday. I'm the one who was asking all those questions about which trade shows were best. You recommended the ....., and the .... Do you remember our conversation?" They answer "Peter, have I caught you at a time when you can talk for a few minutes?" (answer)

"Good, let me tell you why I am calling. First of all, I wanted to take a

moment and say Thank You for the time you invested with me on Friday. The information you provided was truly appreciated. " Their response "Well I spoke to a number of people on Friday and I must say I was impressed with the way you handled yourself. Which brings me with the other reason for my call. Peter, I have a simple straightforward question for you...do you keep your options open when it comes to making money?"  
They ask what kind of opportunity you have?  
"Peter as I said... *Italicized language again...*  
Then add: "I can send you information in a number of ways...what would work best for you?"

#### 4. Attending Business Events

- a. Generates 4-8 valuable leads each week
- b. Get online and search the local newspaper in your area. Locate the Events link and see what is happening in your area.
- c. Look for business events that interest you, and if possible, are free to attend. Example: "Discover your Investment Potential"  
Who attends? people interested in creating wealth, or interested in retiring early  
Confirm you are attending and keep looking!
- d. Attend the events arriving 15 minutes early. Choose seat carefully...3-4th row 2-3 in from aisle...so people in front, on each side and behind you.  
Your objective is to meet at least those 4 and get their cards.

**Leave your business cards and passion for your business at home. Invest small talk and walk away with cards.**

- e. Follow up: Send the 4 a thank you note the very same day. You enjoyed the event and meeting them and hope they did as well. And that as promised you are enclosing one of your business cards.

Wait 2-3 business days and then call each one of them.

"Jane. it's XXXX. I don't know if you remember me but we met on Monday at the EVENT. I was the one who sat next to (behind, in front of) you. Do you remember meeting?"

Jane, have I caught you at a time that we can talk for a few minutes?" They answer

"Good let me tell you why I am calling. I spoke to a number of people at the Event and I was impressed on the way you handled yourself. Which brings me to the second question: Jane, do you keep your options open when it comes to making money?"

If yes open...

Use *Italicized language...*

"Jane, this may or may not be for you, but based on our conversation and the manner in which you conduct yourself, I'd like you to take a closer look at our company to see if there is a reason for us to talk further."

"I can get the information to you in a number of ways what would be best for you?"

- f. If they are not interested, once again ask for 6 more names to contact who

might be interested in looking at an opportunity.

5. Executive Recruiting (this is not one I would recommend)
  - a. Be aware of the Cold Calling Rules and National Do not Call List in your area.
  - b. You will simply leave a scripted message on your prospect's voicemail hopefully when they are not in the office.  
Objective: to leave as many messages as possible.
  - c. Need virtual voicemail to answer all your return calls: can get that from eVoice, American Voice Mail or Ring Central.  
Record a professional outgoing message such as " You've reached the office of Sue Thompson. I'm sorry I can't take your call right now. I'm either on another line or have stepped away form my desk. Please leave your name, telephone number and a brief message and I will return your call as soon as possible."
  - d. Decide on which group of business people in your community you would like to contact, using a membership directory of the Chamber, Rotary Club, Business to Business directory....
  - e. Complete at least 25 calls per session, and your messages should be voice controlled and professional.
  - f. Use script on being an executive recruiter as attached hereto..
  
6. Your "Approach" Market
  - a. Everyone located in your own "backyard." Hand out 2 "business packs" per day...everyday! If you and 5 members of your team do the same thing, that is 60 new leads per week!
  - b. What is in a "business pack"?  
Best CD ("Powered by Ambrotose"?), simple brochure (??, one coming by May), and your business card (labels how to contact you on all materials)...in a small manila envelope. (I differed with him here...he suggested a rubber band)
  - c. Who do you give them to?
    - 1) People you think would be great so be in conversation with 5-10 every day and determine which 2...  
If they ask "what do you do?"  
Use the italicized information... "I'm working with an international company out of Coppell..."  
Then hand them your business pack and get their contact information.  
Book a follow up time.
    - 2) If they are not interested, then ask them to help you out by giving you a few names of people in the area who are open when it comes to opportunities to make money.
  - d. Book appointments with each delivery of a business pack and follow up without fail! "What did you like most about what you saw?" Next meeting a bi-weekly, or 1 on 1, etc. Keep HAM/BAM until they sign up...(have a meeting book a meeting).
  
7. Prospecting is a Numbers Game
  - a. It is of course about skills...the 4 core. But, it is clearly about activity.

How many contacts per day, how many STP's, how many calls...

b. Productivity goals are critical as well, but it is the activity goals that you can totally control.

Mannatracker is a great tool for all of us in Mannatech...are you using it? Make a renewed commitment today, and you will see a difference in the results you create.

**ACTION** is critical to move people forward.

By tracking your activities through Mannatracker you can determine your ratios: how many STP's to get 5 sign ups; how much is average PV generated by each sign up? How many STP's do I need to do to generate 1000 in PV? Then just multiply that out to get to ND, ED etc. The variable of course that is missing is your business builders...but they too can do this exercise and submit their numbers/productivity so everyone is working off of Mannatracker and the business becomes much more predictable. But here is a truth: if you are not doing it, neither will they! **LEAD BY EXAMPLE!!**