

7 Tips for Making a Success of That Crucial First Meeting with a Prospect Monday Call, September 15, 2014

- Building Champions Call – Saturday 10 AM CT - 800-768-2983 – Access code 4717417#
- Mannatech Leadership Event – November 7-10 - Frisco, TX... You need to be there. Registration is open... don't wait to register.
www.events.mannatech.com

"Obtaining a face-to-face meeting with a prospective buyer is hard to secure, painful to schedule and expensive to attend. And yet, despite the hundreds of millions of dollars being funneled into online presentation tools like WebEx, GoToMeeting and Joinme, nothing really beats an in-person meeting with a new prospect."

- a. Collect subtleties about the person
body language, political nuance, etc.
- b. Person gets to see a "real" person
- c. See "Why No Amount of Social Media can ever Equal Meeting Face to Face"

7 TIPS (article by Jason Webecher)

1. Be a boy scout...be prepared
 - a. Have your materials, equipment, knowledge (features of products, why the business), etc.
 - b. If you know something about them, use the information appropriately in your presentation (here is where BENEFITS come in).
 - c. Have a game plan...what approach, questions to ask, material to cover and the exact order of the above. Business versus product...what was their respective need OR always start with Business...because 1st step to a great business is a great product.
 - d. Prep your listening skills...sometimes we worry so much about what we will say in the presentation, we forget listening is our most powerful tool!
"If you want to be successful in life, be more interested than interesting."
2. Electronic Device Etiquette
 - a. Turn your phone OFF!
 - b. Don't be Technology arrogant
 - c. Once determine your audience's technology aptitude/acceptance level, feed off of that
 - 1) Normally this means if you have a Gen Y, Gen X or Millennial, play some short videos on your ipad. You can even flip through your ipad on a Power Point presentation.
 - 2) If a babyboomer, this is where sensitivity becomes crucial.
(Note: these stereotypes are not always true!)

3. Give "Cliff Notes"
 - a. Kick off by telling the audience (1 or more) what they will learn
 - b. Promise them you will be on time...20-30 minutes or whatever so they know they won't be there for 2-3 hours.
 - c. Offer to take whatever time to answer all their questions.

4. Manage the introductions (mostly with group)
 - a. Don't let time get away...value the prospect's time.
 - b. Only spend time with those who are "unknown" on introductions.
 - c. Small talk breaks the ice, but in presentations, limit this

5. Cut the Fat
 - a. Don't spend 15-20 minutes telling them the history of Mannatech
 - b. Allow the materials to do the talking so key on them, their needs, and how this meets their needs.
 - c. They are meeting to find what you are offering and whether it meets their needs (remember they many times don't acknowledge needs, so be sure you do that discovery...and it doesn't sound like "what do you need?"). ***Needs assessment is arguably the most important step in the process.***

6. Speak Authentically
 - a. Talk about Mannatech (opportunity and/or products) within the context of a broader need.
ESBI quadrants/health in the USA
 - b. Be transparent about Mannatech's strengths and weaknesses (this does not mean you share what your likes and dislikes are). Never misrepresent the company...or the products.
 - c. Never answer a question with a "guess"; trust is the most critical ingredient in any relationship (especially when this is one for long term)
"That is a great question! Let me touch base with our team leader and get you the best answer."
 - d. Be you...and that is not perfect. "People don't care how much you know until they know how much you care."

7. Find the Influencer (if talking to a group)
 - a. There is almost always a person who everyone else will follow. So, if you miss them, you lose the group. Be sure you are cognizant of who that is.
 - b. Do not isolate to one person, but once determine their personality quadrant, you may want to play into that one. Until then, present to all.