

Now I have Customers...
How to Build Referrals
May 14, 2012

- Tuesday Night Live: Merri-jo Hillaker on Navig8 7:30 PM CDT at Mannatech Corporate offices or www.mannatechlive.com
 - Tuesday – May 22nd Sam Caster... you do not want to miss it.
 - Home Party support call: Successmentors.com (see banner)
Simeon Cryer is superb
 - How are your "100 Customers in 100 Days" coming?
1. Why is this Massive Business/Massive Income for you
 - a. Customers are incentivized to want to give referrals
 - b. Every Referral who signs up is yet another Customer
 - c. Geometric growth rate for you so learn how to create it and manage it!
 - d. Every Customer is not 1, but 4 who get 4 who get 4....
From 1 to 85 in 4 levels...ALL WITH INCENTIVE TO DO IT!
 2. Creating It
 - a. **Number One Premise in Building your Business with Referrals:**
You need everyone you work with to understand that the relationship you have with people is more important than any profits you might make. So, your positioning is critical! You want them to know how much you are committed to this Real Food Revolution, to change this world, and to help stop Global Malnutrition in Children.
 - b. A great Referral System has 4 Principles:
 1. The 250 by 250 Rule
 2. Build a Data Base and Organize it
 3. "Just Let me Know"...Educate your clients through what you say and what you send them on a consistent basis
 4. The Power of a Keep in touch Program
 - c. ***Your languaging in asking for Referrals must be absolutely terrific.*** Simple language to start with:
"Sara, how are you doing on the NutriVerus? Do you have any additional questions that might not have gotten answered in getting started? Well, (remember we discussed) Mannatech has a 4 Free Discount Program by which you can earn credits toward getting your NutriVerus for free. Are you interested in doing that?"

If YES,

"Great. Let's start by getting you to make a list of people you know...family, friends, acquaintances... anyone who you would like to see taking NutriVerus to help support their health as well. Can you think of some people?"

You can offer to just take the leads and follow up, or do three way calls.

If NO,

"Well, I know you may not need the financial support for the products, but are there any family, friends or acquaintances that you know who would appreciate learning about NutriVerus, and a terrific way to support their health?"

If still NO, then one final attempt.

"Remember Sara, we also discussed the Give For Real Program, whereby Mannatech contributes a nutrient dense powder to children dying of malnutrition every time you order NutriVerus. Do you have any friends who are mission minded, and might have a heart to participate in this program with us?"

Language for referral call:

Hi John, this is YOUR NAME, You do not know me but your friend Sara Johnson asked me to give you a call. How do you know Sara? I have really enjoyed getting to know her. She thought you might be interested in a new product that she just started taking and wanted me to share the information with you. Is now a good time?"

3. Managing It

- a. Organize your "referral network" into categories
 - 1) Members in your Organization
 - 2) Others you meet in your day to day activities
(this training is just about the former but you should also ***Build Your Business by Referrals*** to get new Customers and Associates)
- b. Build 2 Charts
 - ONE: for all Members in your group
 - TWO: for all non-Members
(see charts attached)
- c. Build expectations/accountability
 - 1) Make sure you are working on everyone on these lists.
 - 2) For Members, your goal is "get their products for FREE"
- d. Build accountability for yourself

- 1) Every day connect with at least 1-2-3 Referrals
 - 2) Track all your Members and all their Referrals
 - 3) Trace this down at least 4-5 levels
- (See attached "Member Tracker Form")

4. What is stopping you? Get your 100 Customers in 100 days...make the commitment and watch the universe serve you.
 - a. Use the May 7 Outline as your blueprint for success; business builders will come from those customers
 - b. How to distinguish a Customer from a Business Builder?
Discuss this past week's experiences.

"Currently what you are not doing is costing you more than you know."

Networking 250-RI/RO

Power 25 Name	Referral Name	Referral Contact Info	Date of Referral	Result
1.				
	1)RI			
	2)RO			
	3)RI			
	4)RO			
	5)RI			
	6)RO			
	7)RI			
	8)RI			
	9)RO			
	10)RI			

Member Referral Tracker

"MRT"

Member Name	Date of Referral	Referral Name	Referral Contact Info	Result
1.				
2.				
3.				
4.				
5.				

Member Referral Tracker

Member Name	Date of Referral	Referral Name	Referral Contact Info	Result
6.				
7.				
8.				
9.				
10.				