

## “The Five Levels of Formality”

March 12, 2018

- Check out the No Limits tour on [events.mannatech.com](http://events.mannatech.com). Get people there! Use the Dallas No Limits replay for those who cannot get to an event.
- Are you registered for Mannafest 2018? An event not to miss. Register at [www.mannafest.com](http://www.mannafest.com)
- Remember Mannatech websites go down Thursday around 5 PM and will not be back until Monday AM to move to new location. (this also includes Library.mannatech.com). Mannatech+ should not be affected
- No TNL this week. The next TNL March 27<sup>th</sup> at Ray Robbins House and streamed on [www.allaboutmannatech.com](http://www.allaboutmannatech.com)

Book by Danny Rich and Paul Robinson

Intro: “He or she who shows the most business presentations, wins.” Rosetta Little

1. Introduction: First time distributors, so excited out of the box and then 1-2 months later they won't return your calls. Why?

- a. We help them in 100 ways but strangely, no system to help distributors to make initial sense of their contact list.
- b. Securing the appointment seems to be glossed over...say “this” to as many people as possible doesn't work.

***“IN the rush to get into action, not enough forethought is put into what we are going to say to prospects before we say it. In fact, in a profession of systems and procedures, this part of the process – most important part, lacks any sort of real system beyond: 1. Write your list, 2. Call people from said list”***

- c. Using a script on your friends and relatives IS NOT THE BEST.
- d. Very little we give them in interacting with nearest and dearest relationships. It ignores how they usually communicate with each other...which invites suspicion resistance and ridicule.  
So, burn through this and then cold marketing drives them out of the business.

***“The key to significantly improving the chances of getting our information in front of a prospect is in understanding the language and script we use should be relative to the existing relationship we have with the prospect.”***

- e. THIS IS PREMISE OF THE BOOK.  
HELP you make sense of your warm list, levels of formality and thus, vary you approach. using the five levels of formality ...teach you how to approach all of those people on that list from A to Z.

**REMEMBER: He who shows the most business presentations wins.”**

## 2. "Its a no brainer"

- a. Friend comes over and shows you video, talks up the comp plan, calls it a no brainer and you sign up. First task...build a list of everyone you know.
- b. "I've started a new business..."  
Went to a ½ day training, lots there so validation, learned a lot on products and company and comp plan...
- c. Using language "Hi John, its Sam. It's just a quick call. I've started a new business and I'm really excited about it. I feel there could be some real benefits in it for you. When would be the best time to pop round to your house and show it to you – tonight at six or tomorrow at six – thirty?" Silence....

TRUTH: I was prepared for some of the rejection I had been told to expect at my first training, but I really didn't like the way it made me feel, especially from those closest to me.

## 3. Camaraderie, Excitement, Optimism...Impatience

Next training...learned about doing Street Surveys, then Business Expos, then Cold Market blues.....thought why not, already couldn't handle rejection from friends and family...

- a. More money and more failures...sign up 1 or 2
- b. Realize cannot do things that are not duplicable (spending \$500 on booths at expos)
- c. "What was I doing wrong?"

## 4. Hidden in Plain Sight

- a. "Was it really worth it? as I reviewed all the headaches and stuff... I wasn't ready for this emotional rollercoaster. I hated to quit..."
- b. Then I remembered "secret to your business is your list."  
"your list is your fortune and if you haven't got a list, you haven't got a business."  
**"Every adversity carries with it the seed of an equal or greater benefit."** Napoleon Hill  
Went off script...and it worked. He was interested.
- c. The Key: Reflecting Your existing relationships  
"You must not use canned scripts...you have to appreciate the nature of your relationship with your warm lead."

***"The key to significantly improving the chances of getting our information in front of a prospect is in understanding that the language and script we use should reflect the existing relationship we have with the prospect."***

**This is the 5 Levels of Formality...**Take your list and start with Level by Level...treat them differently. Your script was never going to work with your relatives because that is not the way you talk to them...

## 5. Level 1 – The Coffee Script

- a. Draw a circle and put your name in it, then draw a circle around that...  
This is the ring that contains the people closest to you: Relatives and closest friends, neighbors, those you socialize with
- b. Typical Script: ***Are you at home? Great get the coffee on, I'm on my way over. I've got something to show you."***

- c. Must communicate in the same way you normally do...  
Must meet them where you usually would to
- d. Keep your posture...show your business on your terms and not his. "It's a visual thing and you can't do justice over the phone."
- e. Being myself...It Works  
Implemented this, did not vomit all over them. Asked after showing the comp plan, "So do you fancy giving it a go then?"  
Recruit people in a way that is easily duplicable...otherwise they won't see it.
- f. Realistic Expectations  
"the vast majority of people are living lives of quiet desperation inside...we can help people move away from living like that very quickly."
- g. Put the No's on your "No for Now List"

## 6. Level 2 – Favour and Feedback

- a. People you know pretty well but not close enough to be on Level One  
People you would be comfortable asking for a favor as they would with you..  
Put a number 2 next to all of these on your list...your second circle.
- b. This language could work: *"I've just started a new business and I'm really excited about it. How soon can I pop around and show you what I'm doing? There will be some real benefits in it for you."*
- c. Other language:  
*"I'm calling to ask a favor. I know you've got your own business and from what John tells me you're doing well. I've just started something part-time myself and I need to get the word out and show as many people as I can what I am doing, Would it be okay if I pop in for around 20 minutes in the next day or two?"*  
Alternative: (ask for a favor)... *"I've recently started something part-time alongside my day job and I'd value your opinion on it. Would it be okay if I popped in to see you in the next couple of days to run it past you?"*
- d. Taylor the favor ad feedback technique to that person specifically.

## 7. Level 3 The development level

- a. Contains people in your life that you encounter on a regular basis...but they are not close enough to you, relationship wise to be included in your first two levels.  
Includes:  
Local shopkeepers  
other parents at school  
people you regularly see and acknowledge at daily activities  
parents of other children  
neighbors you smile at
- b. More of an indirect approach. "How are you?" Listen to their responses  
"How is your business?"  
Await for a response as most will ask you questions.
- c. You have the gift of time. If the situation does not present itself this time, then you see them often enough it may come later.
- d. Level 3 is where you develop the subtle skills; enjoy learning about other people

Be interested...listen for hot buttons and then you can offer up solutions.

e. "You know how most people" technique

f. Control means you take the conversation in the direction of your choosing. Posture means that you stick to that path regardless of what they ask.

g. Take back your offer with any pushback...as to time ,etc. Then they are coming from losing something and most people want to find it.

Level 3 is all about building rapport.

h. Meeting up with people at parties, etc.

*"I'm glad I've bumped into you, Simon. Now isn't the right time to talk, but you clearly understand business. Would you have some time in the near future where I can pop over and see you and show what I'm doing? I would really value your opinion."*

#### 8. Level 4 – The Opportunist Level

a. You don't have much control...learning how to warm up cold relationships in an instant. People in this category are:

tradesman in your house

delivery person

cashier at a shop you don't often visit

bartender at a pub

waitress you know from visits

b. Chatting to them about their job, complementing them, then asking a direct question that gauges their interest in your opportunity.

c. Then the script:

***"I'm a recruiter for my company and we're looking for good people like you. tell me if I could show you a way of earning more money part-time without affecting your current job would you be interested in finding out more?"***

d. Recognizing opportunities

All service people everywhere to start.

e. The people you talk to at Level 4 are really pretty much strangers...so don't overwhelm yourself on expectations.

#### 9. Level 5 – The Chicken List

a. The people on your list who you felt were least possible to join; you are intimidated by them...

b. How do you pluck up the courage to talk to someone on the chicken list? You don't. Someone else does it for you. A leader from your upline.

c. Tried and true script for calling your downline's chicken list with them:

MJH: *Hi is this Colin?*

MJH: *Hi Colin my name is Merri-jo Hillaker. You don't know me, but I believe we have a mutual friend in XXXX. He used to work for you ?*

Colin: *Yes that's right. How is XXXX? IS he okay?*

MJh: *Don't worry he is absolutely fine. Colin the reason I'm ringing you is that XXXX and I have recently gone into business together and your name came up in a conversation as being smart, ambitious motivated type of person. Would that be correct?*

Colin: *Well yes I'd like to think so.*

MjH: *Fantastic. Well at the moment we're simply letting people know about our new business and asking people their opinion of it. If I got some information to you would you be prepared to look at it as a favor to XXXX?*

Colin: *Yes, of course I would do that for XXXX.*

MjH: *Tremendous, thank you and what is your best email Address?*

d. Lock in when they will be able to look at it and then book a follow up time to get their opinion of it.

LESSON:

***Before encouraging unskilled new distributors to approach their family and friends, set aside time to stop and think, and then teach them that the way to approach their contacts should be congruent with how they usually interact with them, so as not to invite suspicion, resistance or ridicule.***