

How Do I Click with Prospects?

Monday, August 11, 2008 Call

Reactivation: It is working and the GPV is going up (in July!)

Mannaquest: be there

A New Day...A New Pathway...Registration sent last week and online at
www.mannatrain.net

Article in Network Marketing Times by Diane Booher

Prospects/potential partners always will evaluate you in their process of deciding if this is for them. Diane gives 8 major suggestions on building rapport:

1. Consider your Demeanor—Don't confuse boring with sincere
 - A. Create flair and drama as you present
Animation, energy, inflection is important.
 - B. Do not align enthusiasm with the old time Networking hype. You will be making a mistake. People follow passion.
 - C. If you want others to follow you, you better show joy!
 - D. Body language...evaluate yours and develop better habits. (see attached)

2. Distinguish between agreeing and understanding
 - A. What distinguishes Agreeing and Understanding?
Example: You can understand their plight with money BUT you do not agree that failing to invest in health products due to lack of money is a critical mistake.
 - B. Nodding, smiling and supportive statements can all be misread. How do you distinguish?
 - C. Misunderstandings can create disappointments...destroy results.

3. Use a positioning presentation instead of a pitch
 - A. What is a "pitch?" canned and formulaic presentations.
They tell about the organization and their benefits.
 - B. A positioning presentation focuses on how your organization and your product or service differ from others...how they uniquely meet the prospect's needs or situation.
 - C. Bottom line: YOU must find the need and meet their need...this is a need fulfillment business.
Ask, listen, solve is the only way.

4. Never just “walk through” your brochure (materials); give a guided tour.
 - A. Prospects will look for bottom line. Do not hand them the brochure...go through it highlighting the most important facts on each page.
 - B. When sending materials, highlight with marker as well for same effect.

5. Ask Your Prospect What He knows rather than telling what you know
 - A. Questions: What do you know about Mannatech?
What do you know about glycobiology?
What do you believe when it comes to nutritional supplements?
 - B. When you tell, you may be saying things they already know; and you get in the lecture mode, telling mode versus listening.

6. Tell Failure Stories
 - A. It is proper to share stories of people who may not have had the greatest results as well as those success stories...as long as it is due to their inappropriate use or their actions or inactions.
Example:
 - B. Telling about these stories builds credibility and a balance with the success stories.
 - C. Never use peoples’ actual names in these stories.

7. Make Statistics and Facts Experiential
 - A. People digest numbers with great difficulty. Use charts or visuals instead.
 - B. All statistics need to be supported by something that makes them more meaningful to the audience.

8. Prefer Understatement to Overstatement
 - A. Undersell and over-perform. Mention minimum gains, and when they experience great results, the extra will make them long term fans.
 - B. Our “new Mannatech” is about wellness not “heal, cure or mitigate. This makes this concept perfect.
Speak about prevention; speak about maximizing health not correcting illness.

What are some nonverbal gestures?

Openness, confidence:

- open hands, palms up
- unbuttoning or removing jacket (men)
- eye contact
- smile, leaning forward, relaxed
- hands away from face, possibly behind back
- standing straight, feet slightly apart, shoulders squared
- hand in belt thumb hooked in waist
- clucking
- snapping fingers
- smacking palm

Cooperation, readiness:

- standing with hands on hips, feet apart, head tilted
- uncrossed legs
- a person moves closer to another
- unbuttoned coat (men)
- head cocked, finger to face, blinking or squinting
- welcoming handshake
- open arms or hands (palms out)
- smile
- eye contact
- rubbing palms together indicating expectation of something pleasant
- hand to chest in a man indicates loyalty (but in a woman it is defensiveness)
- touching, patting, holding hands to give reassurance

Professional:

- taking notes
- evaluation gestures especially hand to face
- leaning forward
- use of space in seating so as to avoid barriers

- eye contact
- Lincolnesque position
- absence of gestures indicative of dominance, indifference, defensiveness, etc. (See section M.)
Take notice of gestures signifying a desire to interrupt: ``school" gesture of raising hand displaced to tugging ear or just raising hand from table and then dropping back
- index finger to lip to restrain from interrupting
- hand on arm of speaker

Indifference, boredom:

- leg over arm of chair
- rhythmic drumming, tapping
- legs crossed
- shaking one foot (women)
- straighten up then slouch
- ``cold shoulder," turning away especially toward exit
- glancing at exit
- rigid, unmoving posture with fixed stare
- yawning
- hand holding up face, drooping eyelids
- fidget or rock
- turning up nose and/or ``tsk" sound (signifying disgust)

Evaluation, interest:

- hand to cheek gesture in style of Rodin's *The Thinker* statue
- slight blinking or squinting
- chin stroking
- hands touching face especially upper lip
- leaning forward (positive) and leaning back (negative)
- head tilted, ear cocked
- peering over top of glasses
- sucking on tip of pencil or earpiece of glasses indicates wish for nourishment in form of more information
- arched eyebrows
- licking lips

- wrinkling nose
- scratching head
- ruffling hair

Doubt:

- pacing
- hand over nose
- eyes closed
- brow furrowed
- arched eyebrows
- frown
- scratching in front of ear
- rubbing eyes
- hand to face gestures (evaluative)
- pacing with head down and hands behind back or just standing—unwise to interrupt a person thus engaged
- scratching head
- pinching bridge of nose, especially with head lowered

Suspicion, secretiveness:

- folded arms, moving away from another
- crossed legs
- head tilted forward
- rubbing nose
- lack of eye contact
- hand covering mouth
- scratching in front of ear
- frown
- scrunching in with head down
- stolen look, sideways glance
- sideways positioning
- ``poker face"
- deception indicated by lack of eye contact

- anxiety gestures
- looking at floor
- frequent swallowing
- wetting lips
- throat clearing
- scratching head

Need for reassurance:

- clenched hands with thumbs rubbing
- stroking arms
- cuticle picking
- hand pinching sucking on pen, glasses, etc.
- touching chair before sitting
- hand to throat (women) often displaced to seemingly checking to see if necklace is still there

Anxiety:

- nail biting
- finger movement
- sighing
- hand wringing
- rapid, twitchy movements
- clearing throat
- tremors, especially knees
- heavy breathing
- voice strained
- lips quivering
- rapid eye movement
- rigidity
- crossed fingers
- chewing on things

Frustration, anger:

- making fists

- hands on hips
- stomping
- if sitting – on edge of chair (ready for action)
- chin out
- kicking the ground
- lips pressed together, jaw muscles tight
- running fingers through hair
- rubbing back of neck
- hand in pocket
- snorting
- clenched hands with white knuckles
- pointing or jabbing
- hot under collar
- putting out cigarette especially if with grinding motion
- change in skin color
- hostile stare

Defensiveness:

- hands in pocket
- hands behind back
- clenched hands
- men with jackets button up
- folded arms (can be reinforced by making fists)
- crossed legs
- body twisted away, moving away, sitting back
- looking at door
- head tilted forward, possibly squinting
- stalling for time by cleaning glasses, rearranging, etc.
- hand rubbing back of neck.

Self-control, inner conflict:

- hand holding wrist or arm

- arm locked behind back
- locked ankles
- gripping arms of chair as in dentist's chair
- suppressed gestures or displacement activities such as fist clenched hidden in pocket
- hand to mouth in astonishment or fear (suppressed scream)
- hand rubbing back of neck, running fingers through hair (displaced hitting out), "stiff upper lip" or reacting as little as possible
- blowing nose and coughing (disguised tears)

Dominating:

- elevating self, like standing when others are sitting
- taking a different posture than others in a group, especially hands behind head
- sitting straddling the chair
- standing with arms spread and hands gripping desk or table
- loud voice or low voice carefully enunciated
- standing or walking with hands behind back and chin up
- thumbs in lapels

Superior and subordinate:

- the superior usually has hand on top in a handshake while the person who is subordinate offers his hand with palm up
- the superior makes the motion to terminate the encounter
- the superior can violate the subordinate's space, and can express doubt, evaluation, domineering gestures
- the subordinate is more likely to signify self-control, anxiety, defensiveness gesture clusters
- when putting feet on desk the superior should recognize that subordinates dislike this gesture, superiors pretend to ignore it, and equals take little note of it

Flirtation, courtship:

- (lovers and couples) positioning to block out others
- preening gestures such as smoothing hair, adjusting clothes
- gaze holding
- head arching
- stroking own thigh or arm (in general, stroking and fondling indicates need for affection, reassurance)
- touching.

- A couple with strained relations avoids touching (withdraw if touch by accident) and are formally polite. Unmarried (courting) couples tend to stay together at gatherings while [married](#) couples tend to pair off with the men all standing together and the women going off together. In couples where one partner is concerned about the seductiveness of the other, rights of possession are signaled by touching (arm around waist, taking by hand, hand on shoulder).

``Open'' and ``Closed'' gestures

Our gestures oftentimes tell something about us that we are not able or willing to communicate verbally. Here is a partial list of ``open'' and ``closed'' gestures—``open'' are present when a person is ready and willing to communicate, ``closed'' are present when there may be something standing in the way of honest, complete communication. These gestures can be observed in spouse relationships, parent–child relationships, supervisor–worker relationships, worker–client relationships, and any other time that two people are communicating. Maybe you will discover that your body language has been ``telling'' on you!

Open Gesture	Closed Gesture
open hands	hand covering mouth
palms up	making fists
unbuttoning jacket	peering over top of glasses
spontaneous eye contact	glancing at exit
smile	frown
leaning forward	leaning back
relaxed	rigid
hands away from face	looking at floor
standing straight	moving away
feet apart	legs crossed, shaking foot
shoulders squared	fidgeting
uncrossed legs	locked ankles
welcoming handshake	folded arms
touching	cold shoulder
patting	open palm tapping
rubbing palms together	hand wringing
affirmative head nods	head lowered
eye contact	lack of eye contact
calm use of facial movements	staring or eyes closed
body positioned toward other	rocking
seating arrangement with no barriers	stalling for time (light pipe, clean glasses, etc.)