

Closing: 4 Presidentials' Perspectives

Monday conf call 3/6/06

Tax Seminars: deadline is Thursday for registration (see Mannatrain.net to download regis. form)

Compliance: A Presidential call focused on Sam's efforts in this area and the Policy and Procedure Manual is under review with outside counsel

Mannafest: Make it Happen!

Closing: Techniques from different successful Presidentials

1. Deb Jones: The importance of asking questions!

**a. We spend too much time telling instead of asking
We overwhelm people with information**

Example shared of a waitress in a restaurant: If she asks you if you want a cup of coffee and you say no, no big deal. If instead she uses 10 reasons why you need the coffee, begging and cajoling you and you say no, now she is into depression from rejection.

b. Questions to move people forward:

Empower people to convince themselves

1) Do you have some health concerns?

2) Are you open to hear more information on a health breakthrough?

3) Would you be willing to take some time to look at something that has great potential of supporting your health?

4) If I lent you some materials, would you be interested in a new technology that could support your health goals?

c. Questions on follow up:

1) Is this a good time to talk?

2) Did you have a chance to look at the materials?

3) Does it make sense to you why glyconutrients are so critical for the human body?

4) What are you currently doing for your health?

5) Does it make sense that treating symptoms is not the answer?

6) Is where you are with your health where you want to be?

So, the idea here is to get them to think, not to convince or cajole them.

- d. As you approach the close,**
- 1) What will make you move forward?**
 - 2) What is holding you back from making a decision?**
 - 3) What can I do to support you?**
 - 4) Are you willing to make a long term commitment to your health?**
 - 5) Are you willing to be patient with this process?**

- e. Look for their objections**

MJ said "A man convinced against his will is of the same opinion still." So you need to fall in love with getting objections...which means you need to be prepared to respond.

- 1) Too expensive**

The good news cost does not have to be an issue for you

Do you have any idea what it costs to be sick?

- 2) Pyramid scheme**

What do you mean by "pyramid scheme?"

How do you think dentists and chiropractors build their business? By referrals and that is just networking.

Every corporate structure we have in the U.S. is a pyramid if you are talking about the guy at the top making the most. And that is not true with Mannatech.

- 3) Is this selling?**

Does it sound like I am selling you right now?

We educate people

- 2. Jo Ellen and Bob Hooper: Have a system!**

- a. This is a relationship business so always be friendly and get to know your prospect (by asking questions)**

Most of their business is "belly to belly"

- b. Here is their system:**

- 1) Lead with "If you found something that might impact your health in a significant way, would you be interested? (Jo Ellen and Bob approach people almost exclusively through health; after great results they become business builders).**

- 2) Share a pack but always be urgent...Can you review this in the next 48 hours? If not, take it back.
- 3) In the follow up call, always have a third party (another Team member) on the phone with you. They are the expert.
- 4) You introduce them and then "put tape over your mouth"
- 5) Find out if they have reviewed it; if not and no immediate commitment to do so, pick it up
- 6) Questions are crucial: "WHOPEN"
Ask open ended questions that start with W or H
Why, Who, What, When, Where, How
- 7) Million dollar question: "Of all the stuff you saw, what one thing impressed you the most?"
Never ask "So, what did you think?" Their patented answer may be they saw something BUT...
YOU NOW NEED TO BE QUIET.
- 8) Most people will want more information and now you need to ask them what might that look like? How do they best learn, DVD, book. website...always make commitment to get this info to them and set a new appointment to review it.
- 9) Pick up the pack. Maintain your integrity.
- 10) Review with them the Mannresults flow chart and then they choose the pack. This is where the tag team of Jo Ellen and Bob works...Bob takes over here. He lets them make the decision: retail or wholesale.
- 11) No real push on the All Star pack: wants no regrets a month later

3. Mary Metzger: Build with Referrals!

- a. She builds most of her business with referrals from associates who have had great results.
- b. About 90% of her business is done long distance,
- c. Her focus is on building the relationship with the person so lots of conversations, one on one talk; lots of questions.
- d. Her first materials to share are websites...she uses three different ones:

www.glycostory.com

[mannapages](http://mannapages.com)

www.hightechmanna.com

She saves a lot of money because if they review these sites and have no interest she invests nothing.

So, she sorts people with website information.

e. Always offers to get them on a three way call with someone with their specific condition.

f. Loves her christianity so willingly shares this with everyone, feeling it is important to others as well

g. Very clear on recommendations so costs are clearly outlined and there is no misunderstanding.

h. Getting a lot of feedback today on Kevin Trudeau's book "Natural Cures that they don't want you to know about."

She feels this is really opening up people's eyes and they are much more receptive.

4. Merri-jo then closed with her method: assumed close!

a. When anyone expresses interest in obtaining information, she immediately has in her head that they will get started.

Major positive energy toward closing the person, both thought and visualization. Sort up front how interested the person is in getting the information so you are not wasting your time or theirs. You have a phenomenal gift to share and treat it with respect. Thus, much of the follow up and follow through is about what would best serve them and their particular health challenge, not whether it is a yes or no.

b. Always ask "what did you find interesting in the materials you reviewed?" Start off every session on a great note. They will convince themselves. Be a great listener, and respond to what they say. STAY OUT OF YOUR AGENDA, and go with the flow.

b. Never ask "Are you ready to get started?"

c. Review the science with them and immediately get into their life...what are their issues, what would they like differently and then meet their needs. Done! Credit card number please!

d. This is need/fulfillment business.