

# **Cold Calling: Seven Powerful Prospecting Strategies**

**Monday conf call 3/5/07**

Incentive Trip: How are we doing on points?

Mannafest: Incredible!

Update on Global view transition info from Presidential Call

Today's talk from a great article by Jim Donovan

## 1. Why do these strategies apply to me?

Many methods of visibility out there to increase your prospects

Need to constantly be looking for new techniques once get through your warm market and all involve cold marketing

Buying leads is just one of those techniques

## 2. Most people hate cold calling

If you can just learn to like it you could really succeed at your Mannatech business

## 3. Here are 7 strategies that may make a difference for you

BUT, you must use them and not once to find out if they make a difference for you.

Show some patience and perseverance, two critical characteristics for a successful Mannatech business

### A. Beware of passive prospecting

Example: you send out a batch of emails and wait for people to respond

Most who try this have identical results...lose lots of time and money

### B. Storm the Gatekeepers

You can find entire books written on how to get past the person whose job it is to prevent you from getting to the person you want to reach.

You can not bluff or lie your way through...the best thing is to be honest...you must explain why your call is particularly important to the person you are trying to reach.

Examples with chiropractor offices, doctors, etc.

Another suggestion for success: "before 9 and after 5" rule...most secretarial staff are not in during these hours.

### C. Email in advance

Sending an email may be a great way to soften up the cold call. Make sure your email is not a textbook. Keep it concise and intriguing (USP's is what I call them...unique selling propositions).

The email says when you will be calling and why...be creative.

#### D. Pre-call letters

Let the cold call know what **YOU ARE GOING TO DO FOR HER**. Also give the date you will call back and answer her questions. Again, to not “spew lava” all over the prospect in the letter...short and brief and to the point. Include only limited materials (2 or 3 things).

Now you can also get through the gatekeeper because you are following up on some information you sent her.

#### E. Follow up

The fortune is in the follow-up and this phrase applies here as well as to all other aspects of prospecting

Collecting cards at networking events (any event is networking for me) is natural. Separate the cards into two stacks: one is the ones you personally talked to and high prospects and the second is just to work with later. Attack the first stack **NOW**...the immediate next day. Timeliness is critical.

#### F. Referrals

We did an entire Monday call on this alone. It is a critical way to grow your business and there is a science to it. Never forget to send your contact a thank you note for the referral.

#### G. Ask the Magic Question

“Can you help me?” People like to help each other...it is human nature. Once asked, people will typically go out of their way to help you. Getting to the right person sometimes is the big issue. For us in Mannatech, everyone is the right person. But sometimes in your cold marketing you have one in mind. Just like getting through the gatekeeper.

**REMEMBER:** prospecting and cold calling are the backbone of our business. Make a habit of prospecting everyday...even if it is only 3 contacts...make sure you do it everyday.

NIKE says: **JUST DO IT!**

W. Clement Stone, an insurance tycoon says: **DO IT NOW!**