

Cold Market Calling: Lifeline to
Building a Successful Business
April 13, 2015

- The next “Tuesday Night Live” meeting at Corporate Offices... is Tuesday April 14 at 7:30 PM with Ray Robbins
- Check out upcoming Mannatech Town Hall Meetings - <http://events.mannatech.com>
- Third BP of Incentive... now is the time to focus! Build your business. See you on the Mexican Riviera!!

From free training by Ray Higdon and Chris Carroll

1. Ask yourself:
 - a. How would you feel to have confidence to talk to anyone in any situation?
 - b. How would it change you life?
 - c. Most people are afraid of their warn market, or they are not receptive to you. Feel like you are "out of people to talk to" when there are 7 billion people on earth and you can talk to anyone anytime anywhere!
 - d. LEARN. "Find the people you want to be like, and hang around them."
2. Myths of Cold Market Recruiting
 - a. Strangers are scary...then you are just as scary to them!
 - b. People don't want to hear what I have to say...80-90% of people don't like what they are doing.
 - c. I don't have time to go out and cold prospect...then don't! Just prospect wherever you do go!
 - d. I don't have the personality to do this...you don't have to be a smooth talker, you just have to care.
 - e. I need to know when to transition into my business...no you don't
 - f. I don't want to look stupid...you will never see the person again if they think you are stupid.
 - g. The closing rates are down with cold market...absolutely not true.
3. Challenges we face
 - a. I don't know what to say
 - b. I am afraid
 - c. I can not tell who will and won't be interested
 - d. They don't call me back
 - e. I am too quiet
 - f. It feels weird

5 KEY STEPS to COLD MARKET RECRUITING

Step 1: Posture

- a. What is Posture? It is key to everything.
"Having such a profound belief in what you are doing, you need no outside approval."
Understanding who you are, where you need to be different, then choosing those shifts (Unless of course, you are thrilled with your results).
- b. Posture alone will get you more appointments and more new business partners
Law of attraction applies here.
- c. Your cold market prospects don't know any better. They know nothing about you so your posture is up to you.
- d. This is most critical if you want success. Your list of people you know will run out.
- e. 2 Examples

Step 2: Having the Conversation

- a. Start a conversation...getting to know the person.
- b. Forget about your business and be a human being...meaning get off the horse of "finding a new business builder" and on the horse of "becoming a friend"
- c. Don't make it weird. Don't go out to prospect, just prospect wherever you go.
- d. If they aren't engaging back, end it. Who are you looking for anyway? Stop chasing people who are really negative, have no personality, etc.
- e. Transition to business at appropriate time.

Step 3: Getting them to Want to See Your Deal

- a. Ask probing questions. No one wants to hear about a deal. They WANT to have their problems solved.
- b. LISTEN; give them a reason to be open.
- c. They will tell you exactly what they need and want
- d. You only have to offer the solution
- e. Favorite 3 Invite Questions
 - (1) "Well, what if I could share you a way towould you be open to hearing about it?"
 - (2) "I really like your attitude. I am looking to expand my business here. Do you keep your options open when it comes to making money?"
 - (3) "Hey, I am just curious. If I could show you a side project that won't interfere with what you are doing here, and you could make some money, would you be open to hear about it?"

Step 4: Setting the Appointment

- a. They said yes they want to see it. Now what? Not Now.
Exchange information.
"Let's exchange information and sit down in the next couple of days to talk about it. If it's not for you, no big deal. If you like it cool."
- b. Keep control: "I'm swamped right now so is it okay if I get back to you by the end of the week."

c. Follow up: He suggests that you still connect in the next day or so...had a few minutes. Great posture.

Step 5: Recruit More People

- a. Get out of day job
- b. Travel the world
- c. New house, new car or both
- d. Give back