

# **Critical Factors in the Mind of a Potential Consumer**

## **Monday, October 13, 2008 Call**

Reactivation: It is working and the GPV is going up  
I Can Webinar with OsoLean at 7 PM CST – It attend you need to register at  
<https://www2.gotomeeting.com/register/546028456>

1. Your Potential Customer does not like to go to strange meetings with strange people
  - Try one on ones first
  - Build through the Connecting and Discovery stages
  - Meetings are the Presentation Stage
2. Your Potential Partner is not happy with their life but is afraid to change
  - Show them small changes: change your phone company to save money
  - The change you are bringing him: 8-10 hours per week and build residual income
3. Your Potential Customer does not think they want to spend their money
  - It is usually not about money. What matters is value. People do not want money, they want things that money will buy.
4. Your Potential partner wonders “Is this too good to be true?”
  - Good things only happen to people in the movies or on TV.
  - “Be their own boss and achieve financial independence” not something they can do.
  - Your job? To get them there and the one way to do that is having belief in yourself...learning firsthand the transformational success of others.
  - How to build that belief? Read and attend every event Mannatech puts on. You can not fly with the eagles when you hang out with the turkeys.
5. Your Potential Partner does not believe he can really do this even if it is true.
  - Find people just like him and show him this is real. Stress the benefits...remember features tell and benefits sell.

Stress: the benefit of you as a leader  
The duplication of the system  
How simple the business really is (simple NOT EASY)

6. Your Potential Partner/Customer wonders if you will help her  
Reinforce your commitment to her. Draft a commitment contract with her.  
My people get a sheet “Upline Presidential Support”  
Also give them a list of Mannatech support
7. Your Potential Partner wants to know how the business is done  
Explain duplication and how exponential growth works. Otherwise, if he wants an organization of 10,000 in two years, he will think he has to sponsor all of them. That is 14 per day for 2 years.  
Draw circles...
8. Your Prospective Partner does not trust people who are into secrecy  
Be honest and up front  
Yes, this is network marketing.
9. The Potential Prospect/Customer wonders why you would help him and want good things for him  
Review aspects of the comp plan. When he sees how your helping him will inherently help you, he can believe you have a vested interest in helping him be successful.
10. Your Potential Customer is comfortable with her current nutritional supplements  
Uniqueness of Ambrotose (or other of our products)  
We have an incredible amount of support for this.
11. Your Potential Partner is looking for a mission to join  
He is secretly hoping for a cause bigger than himself.  
Found it!! This is an incredible mission we are all on...bringing health to the world.  
Talk about the big picture to people. Education!