

Understand the Mind of Your Prospect

Monday Call, January 9, 2006

Incentive Trip 2006: Everyone should have received rules. One change from the call last week: Determining Exec./Pres. Status for Leadership points is determined based on status at end of Period 12.

How many times have you walked away from a ‘great’ meeting or conversation with a prospect, almost knowing they were going to come in at All Star/Master level and something went awry? Without knowing why? Here is a great check list to review to help you understand why, and **THUS**, avoid this from ever happening again. Learn to recognize the problem and come from solution.

1. Your Prospect does not like to go to strange meetings with strange people in strange places.

Try one on ones **FIRST**.

Invite him to dinner or lunch in advance of the meeting to mitigate the “strangeness.”

2. Your Prospect is not happy with his life but is afraid to change.

Show small changes: change your phone company to save money.

We are in two stages in our lives: Growth or decay and where do you Fit?

The change you are bringing him: 8-10 hours per week and he builds residual income.

Definition of insanity: to want something different but keep doing the same things. Change is mandatory.

3. Your Prospect does not think she wants to spend her money.

It is usually not the money that matters, but the value. People do not want money, they want things they can purchase with that money.

Discuss value: what does the All Star pack reflect in value?

4. Your Prospect 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 you need to have that belief

yourself...learning first hand of the transformational success of others. How to build that belief? Read about successful people in Celebrate, and attend every event Mannatech puts on. You can not fly with the eagles when you hang out with the turkeys.

5. Your Prospect 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 of you as a leader, the duplication of the system, how simple the business really is (it is not easy but it is simple).

Introduce them to Team members so they know they are part of a team...not going it alone.

6. Your Prospect wonders if you will help her.

Reinforce your commitment to her. Draft a commitment contract with her.

My people get:

Basic Trainings, Advanced Trainings, weekly training calls, monthly schedules to attend any op meeting I give, give op meetings at their homes/churches wherever, three way calls, weekly coaching calls, one on ones.

I draft a Support Sheet outlining many of the things I do and give that to them.

7. Your Prospect 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 them all. (14 per day for 2 years!!)

Draw circles...

8. Your Prospect does not trust people who are into secrecy.

Be honest, open and up front.

Yes, this is Network Marketing.

9. The Prospect 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 Prospect is comfortable with her current nutritional

supplements.

Uniqueness of Ambrotose...you have an incredible amount of support for this.

11. Your Prospect 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.

Talk about MannaRelief.