How to Differentiate Yourself
In Networking Circles
Monday April 19, 2010

- Article on Dr. Rob Sinnott from Dallas Business Journal
- Vaccine Info from Dr. Mercola website
- Mexico update

Deborah Shames and David Booth wrote on this in Jan -Feb Networking Times

1. We must learn how to Differentiate Ourselves
    a. Passion, ability and experience is not enough.
    b. What if we know everything about Mannatech but can't be effective sharing it?
    c. What if we have no idea what we do differently than our competitors?
    d. What if we hold that our contacts have a negative perception of our profession?

2. Speaking is the least expensive and most effective way of setting yourself apart
    a. We do business with people we like, know and trust not those who "ask for the close."

3. At BNI or other network marketing group meetings, you are asked to introduce yourself
    a. These are elevator speeches (how many other places do we use elevator speeches?)
    b. Content: First thing to consider: what kind of business do you want more of?
        1) Don't just make a laundry list of the products and services Mannatech has to offer.
        2) Choose one that you feel will be most beneficial, or the most attractive for that given group.
            a. Anti-aging
            b. Glyconutrients
            c. Skin Care
            d. Children's Products
            e. Mexico, global expansion
            f. MannaRelief
            g. Malnutrition worldwide: fight by fundraising
            h. Weight loss

i. Real Opportunity

3) Then take that one item and go deep (not wide).

The goal is to be memorable, not encyclopedic.

c) Introduction to your talk: Leave off "good morning, it is a pleasure to be here," evening," "I have a story to tell you," "Thank you for allowing me to present."

1) jump right into your "brief, arresting opening."

a. Grab a line from a current news story

b. Relate an analogy, simile or metaphor

c. Be creative and colorful...use descriptive words and visual snapshots, and avoid generalities (ie "situation”,” client," "problem"...and if you do this follow with "such as..." to give specifics)

2) Alternative would we to relate a client success story

Great success with this but you must "set the hook and keep your audience or client engaged throughout."

a. Act one: Obstacle

Simply state the challenge your client was facing, what was at stake and was it time sensitive.

The greater the obstacle, the more your audience is engaged.

b. Act two: the Solution

Detail the services you perform to overcome the obstacle.

Use active, muscular verbs such as *execute, designed, partnered, or discovered.*

People MUST see your value or you become a commodity and then it is all about price.

Want them to see you as bright, complex problem solver, creating a positive impression.

Can include what the client discovered.

c. Act three: the Benefit

This is what every potential business partner wants to know.

"Because John made $2600 in his first month, he was able to keep his house!"

For a dynamic close to your story, include the unexpected benefit (the client realized not you!)

d. Be authentic and personal

You establish credibility and trust. Polished speakers are less likely to achieve this than someone a little rough around the edges.