

Double Your Contacts

Monday Call, September 14, 2009

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“Double Your Contacts” Michael J. Durkin

Part 1: Beliefs

1. Beliefs versus Techniques: which is more important
 - a. Every sales person wants more techniques...how to close, etc.
 - b. What everyone needs is work on their beliefs! You have beliefs on every aspect of your business...so all need examining. See attached lists ...all are non-supportive of you building your business. So even if you learn powerful techniques, these beliefs must first be changed.

No technique will overcome negative beliefs without massive repetitive behavior and positive results.
 - c. Pick your three most costly and start today to rewrite them! Put them on cards and read them every day. Examples:
2. Techniques Reinforce Beliefs: How strong are yours?
 - a. Self assessment of your techniques See attached
 - b. The “Cornerstone of Selling”: 4 areas
 - 1) Belief Systems: come first
 - 2) Techniques: you have to be willing to risk, fail and ask for help...you master technique through repetition (intriguing how having strong beliefs supports you executing your techniques; and success in executing your techniques really builds your belief!
 - 3) Strategy
 - 4) Activity

3. You are not in the Business you Think you are in

a. What business are you in?

“It” all starts and ends with prospecting. So whatever is keeping you busy, you are not in the business without daily prospecting.

b. Rules:

Rule 1: You are in the prospecting business, don't forget it!

Rule 2: You must get face-to-face with a steady stream of qualified prospects.

Rule 3: You must Master the art of contacting and booking appointments by phone. You must OWN IT!

Rule 4: Stop predicting and start approaching

a) The farmer, the sharecropper and the hunter...which one should you be?

b) One of the tragic flaws of networker marketers: they think they can psychically determine whether someone would be good at the business, or be interested or not

Rule 5: Your friends, relatives, neighbors and work associates provide a valuable service by testing you.

a) Don't misread their reactions. Look at the sheet!

b) Second tragic flaw: You think your excitement and enthusiasm will rub off on your prospect.

Rule 6: Never show excitement or enthusiasm when contacting or booking an appointment. Save it for Opportunity meeting or Seminar.

Rule 7: Never use Buzz words

Third tragic flaw: you use 'buzz' words...

◇ We're Excited

◇ My Wife (Husband) and I got into a business.

◇ I want to show you an opportunity.

◇ Home Based

◇ Up Line

◇ You need to see this.

◇ You need to meet this guy/gal (they're really successful and super rich)

◇ I want you to come to meeting with me and meet some great people.

◇ People I know have a meeting every month

◇ Ground floor

◇ Ground floor opportunity

You immediately send your contact into network marketing fear.

Rule 8: If you want to be treated like all the other network marketers, then walk, talk and smell like all those other networkers.

How do networkers typically get treated: people will dump their venom they have for other network marketers, their past experience, and will be challenging to your cold contacts (people other than those you already know).

Rule 9: People want things they can't have

When you reach out to people if they sense you NEED them or are trying to get them into something, they will start putting up as many defenses as they can.

4. Maintaining Strong Posture that Attracts People to You

Examine the process of interviewing for a job...who is in control?

Learn from this! When you talk to people, posture is everything.

Stop looking at them as your next greatest business partner...they will read that. Instead "I don't care if you are not interested, you probably won't qualify anyway. But I am going to do you a favor and let you see perhaps the greatest business opportunity in the world!"

Part 2: Techniques, Strategies and Activities

5. Cold Contacts: Ninja type behavior

Distinct stages of Contacting:

- a. Initial Contact
- b. Observation Contact
- c. Name Exchange
- d. Reason for Information
- e. Set up the Re-Contact

Rule 10: Every person you Meet in the Course of Your Day Deserves to Know What you Know

Rule 11: You do not have to get the name and number of everyone you meet, just get good at meeting people.

Rule 12: Be observant and look for an opening statement to start a conversation—you can always say something to get someone to respond

Exercise: For 3 days make conversation with everyone you come across without trying to get their names or numbers.

Learn how to make observation comments.

Rule 13: Your goal when contacting is to get:

- a) a name; b) an email or phone number, and c) a reason to call them

You do not want to start disqualifying them now.

Rule 14: Get their name...it helps when contacting them.

After you make an "Observation Comment", a comment or conversation will ensue. Pregnant pause: then time for name exchange... "By the way, my name is Merri-jo Hillaker...and you are?"

Rule 15: Your job is to get information not give it. You are under no obligations to answer any of their questions.

You want to stay in control by asking questions. Posture is everything.

Rule 16: Do not allow yourself to be cornered—start "The reason for Info" stage just as you feel the interchange is going to end

Don't be needy, enthusiastic or excited. Maintain posture.

Many reasons...just up to your creativity...Examples:

Rule 17: Have a rehearsed answer that describes your business and what you do but don't be too enamored with it. Example

Rule 18: Never give them your business card...always be out of them so you have to ask them for yours.

Quickly handing out your card always looks like that is the main reason you were there in the first place.

level. So let's get them out in the open so we can start to take away their power. Turn to the next page and take the Prospecting Beliefs Self-Assessment.

Prospecting Beliefs Self-Assessment

First check off the beliefs that apply to you. As you read each statement you will actually recognize the voice in your head saying these things.

Then in the dollar sign space next to each statement, try to estimate how much that non-supportive belief system is "costing" you over the course of a year. One way to figure out the amount is to say to yourself, "If I was to get this issue handled so that it didn't stop me from doing what I need to do to be able to reach _____ level in the business, that would be worth _____ amount of income per year. That figure is the one you put in the dollar sign space. This figure is what it's "costing" you per year NOT to get it done.

- I like everything about the business except the \$ _____ prospecting part.
- When I call someone, I don't know if they will be \$ _____ interested and I hate the idea they might be aggravated or upset with me for calling them.
- I don't have time to prospect and do it right. \$ _____
- I don't like to be bothered at night on the phone \$ _____ and I don't like to bother others.
- I don't like having to call my friends. \$ _____
- I feel like I'm interrupting people when I call. \$ _____
- I don't want to look foolish or stupid if they say no. \$ _____
- I need people to like me and approve of me. \$ _____
- I'm afraid that if they give me an objection \$ _____ I can't handle I'll look dumb.

- Everyone has already been approached by some \$ _____ multi-level business. They don't need me talking to them about another one.
- I can't think of anyone who would be interested \$ _____
- It's rude to call people at night and interrupt their \$ _____ relaxation time.
- I don't like it when MY phone rings at night and \$ _____ people want to talk business.
- I'm not good on the phone. I get nervous and \$ _____ don't know what to say.
- I don't want to hound people like some pesky \$ _____ Network Marketing person.
- I can't stand "network-marketing types" \$ _____ they're always so darn happy!
- I just plain hate calling people to set up \$ _____ appointments.
- Showing the business is fine. It's putting the \$ _____ people on the list I don't like.
- What my friends think of me and the way I make \$ _____ my living is important to me.
- I don't like "selling" to my friends, relatives \$ _____ and neighbors.

Go back over the prospecting beliefs and circle the three that are the most prevalent and really damaging to your ability to prospect. In the (\$ _____) space at the end of the statements you circled, write in the dollar amount this problem is costing you in commission income over the course of a year.

Chapter 2: Techniques Reinforce Belief – How Strong Are Yours?

If your belief systems are strong and powerful you literally do not need good Technique. Any high level successful distributor in your network hierarchy will tell you that out of their conviction and belief came some of their best material. They got challenged, and because their belief was rock-solid they handled objections automatically and then said, "Wow, that was pretty good stuff!" Technique does play a part in reinforcing beliefs that support your ability to contact, make calls and book appointments. Let's look at the strength of your techniques.

Prospecting Techniques: Self-Assessment

First check off the technique issues that apply to you. Then in the dollar sign next to each statement try to estimate how much that non-supportive belief is "costing" you over the course of a year. One way to figure out the amount is to say to yourself, "If I had this issue handled so it didn't stop me from doing what I need to do to be able to reach _____ level in the business, that would be worth \$_____ amount of income per year. This figure is what it is "costing" you per year NOT to get it done.

- Not getting enough referrals from people who don't get in. \$ _____
- Inconsistent prospecting behavior. \$ _____
- Get cornered answering questions and talking too much when making a cold contact. \$ _____
- Don't have a system for tracking daily, when I'm making calls and when I'm not. \$ _____
- Don't have enough prospects on my list. \$ _____
- Don't have a written list of prospects. \$ _____

- Difficulty dealing with the "Call me in a month or so when I'm not so busy" stall. \$ _____
- Do not have a handwritten prospect list on my person at all times. \$ _____
- Can't get prospects live on the phone. \$ _____
- Can't get them to return voice mail messages. \$ _____
- Freeze up when I get a cold response, negativity or no response as I start to launch into the reason I called. \$ _____
- Can't find a quiet, business-like atmosphere to make my calls from. \$ _____
- Can go a whole week without making a phone call or making a cold contact. \$ _____
- Getting prompted to give your presentation over the phone. \$ _____
- Fear of picking up the phone. \$ _____
- Just plain "hate" cold contacting and phone calling. \$ _____
- Hear that I have obviously interrupted someone by calling and don't know how to handle it. \$ _____
- Get caught sending prospects to web sites or sending literature instead of getting appointments. \$ _____
- Can't handle the "I'm too busy or I'm doing okay in my job" stall. \$ _____
- Not motivated to prospect. \$ _____
- Showing up for appointments and the prospect is not there or not available. \$ _____

It is time to “Fall” in love with your Business



Your Trainer:
Merri-jo Hillaker, JD, LLM,
13 Star Silver Presidential

This is for serious people who
also want to have serious fun
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