

## **Double Your Contacts-Part 2**

### **Monday Call, September 21, 2009**

- NEW Webinar...**”Live Life to the Fullest” tonight at 8:00 p.m. to for you and your prospects to view register  
<https://www2.gotomeeting.com/register/490712259>
- New Program Starting October 3<sup>rd</sup> – 90 Day Mannatech Challenge - information will be sent out Today**
- Training on Instant Capture – Wednesday 11 AM CST – information will be emailed out Today.**
- Mannatech Tearsheets available on <https://new.mannatech.com>**
- Jeff Allen’s new training calls begins Sept 27 at 9 Pm CST 712-432-0075 passcode... 488494#**

#### **Michael J. Durkin, “Double Your Contacts” (Chapters 6-12)**

1. When to Make your Calls/Headgames Networkers Play to Avoid
  - a. You can play any head game you want...psychically predicting the best time to contact potenti9al customers.  
Advice: JUST CALL! Remember 60-70% will not be interested anyway. All your analysis is causing paralysis.
  - b. Cell phones give you total flexibility...allows you to say ”I am picking up the kids so I need to make this quick...”  
Again, just call, call and call some more.
2. Scripts: Why you should have one and How to use it  
Why? Nothing kills a networker faster than when you have a couple of bad calls and trip over words or get tongue tied.  
Many say “Well I can’t use a script.”  
Other reasons it is critical to have a script:
  - a. Having a script gives you a starting place  
Beginning is typically the hardest part of a call.
  - b. Having a script helps you get back on track.  
You never can tell which way a call will go with all the bunny trails of prospects. Refer back to script to get back on track.
  - c. Having a script gives people confidence. Real or not does it matter? It works.  
Should you practice?

Reading it a few times to your spouse could help but again, the best way to get good is JUST DO IT!

Quit waiting 'til you have it perfect...it will not happen.

How to avoid sounding like you are reading:

Technique called auto acting. What is it?

Whatever you do, don't adlib.

### 3. Tips for staying Motivated: How to sound strong and confident on the Phone.

a. Posture and physiology...are you destroying your own effectiveness?

Stand up, quickly and energetically. Take deep breaths from your diaphragm. Think about really positive thoughts. Head straight, eyes up.

Headphones can dramatically improve the effectiveness of your calls...allows you to get up and walk around. More energy can add more power for you.

b. "Grab your prospect by the throat in a nurturing way!"

Grab their attention, not in an off the wall kind of way but to differentiate your call from every other mundane call that they might be receiving.

Sound powerful, confident and in control on the call.

"People want to do business with those they feel are solid."

### 4. Using your Ears to Hear: How to Develop Instant Rapport over the Phone

a. You must listen (no visuals on the phone). Know what is going on in their environment by listening: kids activity, dinner cooking, TV in background. Know by this where you prospect is in this moment.

b. Get into their world quickly. Example: you hear kids screaming in the background what do you say? "Wow, sounds like things are really busy there right now. I know when my kids are like that I can't handle picking up the phone, You are really brave." or "How do you do it?" This will bring some real connectivity...and some bonding can take place.

c. Listen for tonality...it can tell you everything. When you listen for tone you listen at a deeper level.

Here are some samples:

How do you respond? If they clearly are not in tune with you or life, then “Did I catch you at a bad time?” “Sounds like I caught you in the middle of something. Should I call at a better time?”

d. How do you bond over the phone?

1) People like people who are like them. So recognize their style (personality quadrant) and try to join them there.

2) Matching tonality, pitch, volume speed...

When you do this, the prospect will be much more comfortable.

## 10. Why Network Marketers are Inconsistent with Their Prospecting and How to Fix it

a. How many prospecting calls should you make per day? Then ask How many calls you should make per day to book appointments to show your opportunity?

It is crazy how people respond.

b. What stops them from calls? Plan to do it and then other things come up, over and over until you finally get to say “It’s too late to make calls.”

Excuses, bunny trails, whatever could happen, does happen and the calls are not given any priority.

KEY: Life continues to happen after you register as an associate!

c. What is working against you? Perhaps how many calls you are scheduling...if you said 20, well there never seems to be the time to do them all so you never get started.

**Rule #19** (1-18 last week): If you associate pain with prospecting you will do everything you can to avoid it!

How do you overcome this issue?? Activity Is required.

**GREAT technique:**

1. You must set a goal you can achieve on a daily basis. No more blocks of time set aside you just commit to the number and get them done throughout the day.

2. The goal must be ridiculously realistic. “No matter what happens in the day I could commit to making those dials no matter what.”

So use a small number...say 3 per day or 2 per day. If you extrapolate that will build a great business.

***Consistency and associating pleasure with your calling can make a huge difference in your prospecting.***

## 11. Tracking Your Prospecting and Holding Yourself Accountable

a. Use an Activity Tracker (I have attached his from his book)

You may choose your high tech tool instead BUT he has found no matter the sophistication of the tool, people just don't do the prospecting.

b. Look at it everyday and fill it out totally. ***Everything you do around this activity tracker will reveal something to you about how you are as a Network Marketer and a person.***

Some will love the idea but never pick it up.

Some will use it sporadically.

Some will use it for about two weeks and then you will lose interest.

Some will set such high goals and never get to them.

Some will say "I have been looking for something like this for ages...and look at it every day every night. You will put a realistic goal in each day's space.

c. Hold yourself accountable.

d. Manage the numbers.

## 12. What to Say when you Call your Contacts and How to book a Solid Appointment

a. You have the power, your attitude is critical; you have what they need.

***Rule #20:*** You are under no obligations to answer any of their questions and it will actually hurt you if you do.

you are in trouble if you do.

You are the interviewer...you are determining if they qualify. So what is this about all their questions??

b. The mechanics of the Call: six distinct steps to make a quality call:

1) Reminder

"Hi John this is Mike Durkin. I don't know if you remember me but we met ..."

This is a paradox question...challenges the mind and invokes a stronger response.

2) Time

Stop trying to book appts with people who do not have an open mind.

After intro, "Do you have 30-50 seconds to talk?"

(a) It is not apologetic.

(b) Acknowledge that you have interrupted them and there may be a better time.

(c) It is different language than they are used to "Do you have a minute" or "Am I interrupting you?"

(d) you determine if they have an open mind...people answer the phone a lot with no willingness to talk.

(e) you are notifying them you too have limited time.

Responses:

### 3) Reason for the Call

Two thing prospects immediately start thinking:

Do I have time right now? What's the purpose of the call.

"The reason for my call is this..."

### 4) Qualifier-You're still interviewing and no reason to become needy now.

"Well what I would need to do is sit down with you for about 40 minutes or so and ask you some questions. Based on your answers I'll know whether or not there is a fit between us and whether or not I would make a recommendation to my partners and if we should go forward. ..."

### 5) Book the Appointment

What is the reason why most prospects don't readily invite you to come over and meet? They are afraid they will have to tell you NO.

"But if you don't think it's a fit for you would you feel comfortable in telling me that it's not for you and we need not go further? Can you tell me NO?" Now when they say sure, then "Great do you have your calendar ready?"

### 6) Post-close the appt

"Okay so I am writing you down in my book for..., before I go is there any reason you wouldn't consider this to be a confirmed, solid appointment."

