

Find the Other Person's Elephant

Monday conf call 02/20/06

Incentive Cruise: Where are you?? 13 weeks to go

Get rid of the word TRY!! It simply does not exist in a successful person's vocabulary.

Mannafest: 5 weeks away...make it a priority

New Advanced Ambrotose coming in early March

Tax Seminars: March 11 (replay on 12th) go to Mannatrain.net to register

From a great article by Bob Burg

1. So what is this elephant about any way?

a. Roy H. Williams, "Magical Words of the Wizard of Ads: Tools and Techniques for Profitable Persuasion"

6 blind men of Indostan and 1 elephant

1 touched the broad side...said the animal was like a wall

another touched the husk...said it was like a spear

another touched the trunk...said it was like a snake

other 3 did similar things, and all disagreed.

b. "Most efforts at human persuasion are little more than one blind man urging another blind man to 'see' the elephant as he does."

This is step one in your statement of intent.

c. Meaning: Not only do we see the world through our own belief systems, we tend to assume everyone else sees the world the same way.

2. What does this look like in your Mannatech business?

a. Have you ever presented your opportunity to qualified prospects, shown them all those incredible benefits and they failed to sign up? You are totally baffled.

List your benefits:

1.

2.

3.

4.

5.

ETC.

Perhaps you were presenting benefits that YOU find valuable but never found out what the prospect felt the same way!

3. How to be more effective in my Mannatech business? How do I raise the sign up ratio from 20% to 50, 60 or 80% ? What would this mean to my business?
 - a. Find your prospect's elephant...do not ever ASSUME their belief system is the same as yours.

2. Listen to your prospect...but of course, you can not listen if you never ask questions. Quit being the teller and start being the asker. Here are some great questions (come from "Ten Questions" by Hilton Johnson)
 - a. Motivation: "I am just a little curious, why did you take a look at this program?"
 - b. Permission: "It would be helpful to me if I could understand a little more about your situation. May I ask you some questions?"
 - c. Financial: "Are you completely satisfied with the amount of money you are making right now?"
 - d. Free time: How do you feel about the amount of free time you have to do the things you would like to do with your family?"
 - e. Job Satisfaction: "Are you totally happy with the kind of work you are doing now?"
 - f. Solution: "What would it mean to you if you found a business opportunity that would solve all those issues for you?"
 - g. Test: "Do you see how you will benefit by being a part of this program?"

- c. Ask questions to yourself as well during your presentation.
 1. How is my personal belief system distorting the way I should present?

Evaluate what belief systems you have incorporated in your presentation that skew the presentation
Look at other presentations to get another view of the "elephant"
 2. Always ask yourself and be cognizant of "How is their belief system different from mine?"
 3. Find their needs and present the benefits to meet their needs.