

Five Levels of Formality: To Overcome Rejection, Ridicule and Resistance when Prospecting

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- This week's "Product Focus:" Uth Moisturizer
- Social Media Wednesdays with Lindsay.... July 14th <https://zoom.us/j/92316191159>
- Mannatech Business Briefing Meeting – Thursdays at 12:30 PM CT and 8 PM CT - <https://zoom.us/j/92271023331>
- Next TNL: July 27th at 7:30 Pm CT www.allaboutmannatech.com
- Are you registered for Mannafest Sept 3-4 - <https://allaboutmannatech.com/plan-to-be-part-of-the-event-of-the-year/>
- SURPRISE: Bob and Peggy Adam 50th Wedding Anniversary M5M Gift - <https://m5mfoundation.org/donate/> *Note: Do not ask for note to be sent as we will be delivering a plaque*

Cases of resistance, suspicion, and ridicule reduced significantly when apply these basics to each person you approach.

Before encouraging unskilled new distributors to approach friends, family and others, teach them to approach them congruent with the way they usually interact with people.

Acknowledge existing relationships not only provides insights to new distributors, but more importantly, considering those existing relationships using the 5 Levels of Formality before making contact...to dramatically increase chances of getting to share their business opportunity.

"You never get a second chance to make a first impression."

"Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it." Johann Wolfgang von Goethe

"He or she who shows the most business presentations, wins." Rosetta Little

Foundation for book: How we Start off so Wrong:

Typical Step 1: With a new distributor the first objective is to secure appointments to show your business presentation.

We train lots of other skills, but this is step 1 to truly applying the other skills.

In the rush to get started, we build a list and not enough forethought goes into what we say. We give them a script which is nothing like how we talk with friends and family.

Little consideration is given to pre-existing relationships...generating resistance, suspicion and often ridicule.

You want the Warm Lists of these people...that is what makes networking work.

So, that is purpose of this book...How to get appts from those you already know.

Learn:

- 1) How when it comes to prospecting scripts, one size does not fit all
- 2) How to prospect everyone on your contact list using an approach based on your existing relationship.
- 3) How to overcome the mental brick wall when decide who to contact first
- 4) How to go back to people you have already blown out

- 5) How to reframe your thinking about your contact list before blowing them out
- 6) How to approach your closest family and friends and avoid coming across as salesy or weird given you only get one chance
- 7) How to overcome the fear of making the initial contact
- 8) How to clear the fog of who to approach first
- 9) How to identify and maximize prospecting opportunities that arise within your everyday life
- 10) How to develop relationships with people, over time, that will make it feel completely natural to share your business with them
- 11) How to get prospects to ask you about your business
- 12) How to successfully approach those intimidating people on your chicken list
- 13) How to get your new team members into action and off to a resistance-free start
- 14) How to reduce the chances of new team members quitting by teaching them skill that will get them off to the best possible start
- 15) How to embrace rejection by building an effective "No for Now" list
- 16) How to duplicate these philosophies and skills through your team
- 17) How to minimize resistance, suspicion and ridicule from the people who know you best
- 18) How to combat the fear of approaching people with the help of helium balloons

Bottom Line: We increase the prospect of success based on using the language and script relative to the existing relationship we have with the prospect.

Typical "Ineffective" Approach:

1. It's a no-brainer
 - a) When talking to friends, you have lots of freedom. "What are you up to? Listen I have something new I would love to show you I'll be right over."
Show the product and then talk about doing this as a business together!
2. "I've started a new business"
 - a) Go through launch training...for us Mannatech training site and YOU follow them through it as their mentor. They may be terrified, so you are right there.
 - b) First approach is with family...brings some immediate success.
3. "You're no salesman."
 - a) Now approach with the business to brother:
"Hi John, it's Sam. Just a quick call. I've started a new business and I'm really excited about it. I feel there could be some real benefits in it for you. When would be the best times to pop round to your house, tonight at ...or tomorrow at...?"
Brother disses you and dismisses it.
 - b) Then call came in from friend..."Phil while you are on the phone, I just started a new business and I am really excited about it. I think there could be some real benefits for you. When would be the best time for me to call around to your house...tonight at 6 or 7?"
Presentation: the products, build a team and make some residual income.
 - c) Another script: "Hi Jack, it's just a quick call. I've started a new business and I'm really excited about it. I think there could be some real benefits in it for you. When would be a good time for me to call and run it past you? This morning or this evening?"
Showed his video and his friend stopped half-way telling him it was a pyramid scheme. He had been semi-prepared for rejection...but not the way it would make him feel.
4. Comradery, Excitement, Optimism...Impatience
 - a) More training...brought more enthusiasm.

- b) Things are tough right out of the box, especially with family and friends.
- 5. Cold Market Blues
 - a) Easy was his first thought...so he was greatly optimistic.
 - b) Getting people to stop and talk was a lot harder than he thought it would be.
 - c) Just because everyone wants more money, it doesn't mean this is the way they want to make it. He also found himself totally outside of his comfort zone.
- 7. Yes, my first team member
 - a) Worked an exhibition...talked to hundreds.
 - b) Tons to follow up and one person was ready. Sent my link and sure enough he had his first partner.
 - c) "This isn't sales as such..."
 - d) His new distributor asked "when is the next exhibition?" There wasn't one and he thought that was how the business worked. None of his friends /family had ever signed up with him in anything, so this was his new method. He quit since no more immediate exhibitions.
- 7. Hidden in Plain Sight
 - a) Woke up in the middle of the night. "Was this really worth all the frustration. this emotional roller coaster that I'd not been ready for?" Quitting? My dad was not a quitter.
 - b) Then remembered..."my list was my fortune." If I didn't have a list, I didn't have a business. Maybe I was complicating my business. So, the next day I went back to my list.
- 8. "Every adversity carries with it the seed of an equal or greater benefit" Napoleon Hill
 - a. Started talking to those on his list.
 - b. Even when "rambled on," he actually got an appointment.

The Key: Reflecting on Your Existing Relationships

- a. Henry was very successful/rich..."Never pre-judge"
- b. Henry watched and offered to buy products but not join. He was already in another company where he was extremely successful. He asked if he could join Henry's business. "If you chase two rabbits, you end up with no dinner."
- c. One bit of advice he gave: "The people who hear the scam response the most, earn the most money."
- d. A second: "Your pitch cannot be the same to everyone...you also have to appreciate the nature of your relationship with that person."

5 Levels of Formality:

Level 1 - "The Coffee Script"

- a. Drawing: "You" in the center, concentric circles around
- First is level 1: People closest to you...family, close friends you speak to regularly
- b. You can use informal scripts..."Are you home? Great get the coffee on I'm coming over." So not only do you speak the same way you always do, you meet them in the same places you normally do.
- c. Goal: share what we have and help them make a decision about whether it is for them or not.
- d. Next, in the next 5 days make at least 10 contacts with Level One people.

Show your business on your terms not theirs so not over the phone "it's a visual thing..."
e. Be congruent with how you interact with them all the time...so no arousing any suspicions.

f. For those in family...can say just started a business...wanted to share with you first...no pressure just would love feedback."

"It's a visual thing I can't do it justice over the phone." Always in person...(now Zoom is your friend as well.

1. Being myself...It Works!

a. "So do you fancy giving it a go then?"

Then keep quiet. Try products first? Need to be a product of the product to really be great at the business.

b. "It's a visual thing and I wouldn't do it justice over the phone. I only need 15 minutes of your time."

2. Realistic Expectations

a. Our job is simply share what we have and help them make a decision. Not to convince people...whether they choose is often largely out of our control.

b. Learning that many, no matter their tough plight in life, are not willing to do anything about it. The truth: the vast majority of people are leading lives of quiet desperation.

3. "No-for-Now List"

a. Keep this going as you do not have to show the Plan again...
Seek their permission to keep them updated.

b. Call a month later remind them of the business offer "I just signed up a new distributor so if this timing is better for you, I will gladly place her within your team. Does that change anything?"

c. Detach from the outcome.

d. "No for Now" list is important...get permission to keep them updated. Can go out and just build your "No for Now" List...takes pressure off.

Level 2 - "Favor and Feedback"

a. People who you know but not as close as Level 1: extended family, friends of friends, past friends, distant relatives, work colleagues, neighbors that you'd ask a favor of

b. The further people are away from the center, the more formal the approach and language.

c. Ask for a favor: to take a look at your business/or pay them a compliment and ask for their feedback on your new venture.

d. "I've just started a new business and I'm really excited about it. How soon can I pop around and show you what I'm doing? There will be some real benefits in it for you."

Or.. second sentence: "Would it be okay if I pop in to see you for 20 minutes in the next day or two?"

Or..."I've always had a lot of respect for your business judgment and would love to get your feedback. When is a good time?"

1. Rekindling Relationships

2. Sometimes the timing is just not right

a. Just acknowledge it.. and ask permission "Would it be okay if I call you back say in three months to see if you can spare an hour or so? Your feedback is really important to me."

Level 3 - The Development Level

- a. People you encounter on a regular basis but are not otherwise close to you.
 - b. This is a very relaxed and forgiving level. Start off with small talk. Use the power of reciprocal questions...ie "So anything new in your life?" be interested and then they should reciprocate." Or "How is your business going?" You have time because these people are in your life. Just concentrate on building relationships with people.
 - c. Enjoy every conversation you have with people...be enthused. Their concerns are many times what you use later as reasons why.
 - d. "With the current financial climate you know how most people are looking for more disposable income?..."
 - e. No forcing the issue...this may take a while to develop. IF they need money, make a mental note of it do not jump all over it. Can always follow up later..."do you know the other day you said...I might have a solution for you. DO you have some extra time in the next few days?"
- Keep your posture and refuse to be drawn into demonstrating the opportunity on their terms. All about developing rapport and relationships.

1. Warm them up with rapport

- a. Who are you on "nodding and smiling" level with but never got into deeper conversations? Not even their names...
Time to open up a bit more to uncover their concerns, hot buttons.
Cold-----Warm: put each on the scale.
and as they get closer to the Warm end, now feel free to start the conversation about your business.
- b. When attending events, parties, use greater efforts to engage in "getting to know you conversations, not "intentionally" sharing your business with people you don't know very well. If you find someone, and ask about what they are up to, what will they say? Then say "now is not exactly a great time to go through it all but I would love to share it with you. I would really value your opinion. Do you have some free time this week when we can get together?"

2. Red Red Wine...drinking first is not your best approach!

If you are tipsy, the worst time to display fervor for your business. You tend to vomit all over people.

3. Back in the horse...just always be in conversation, and with new people, allow it to flow naturally...no push. Build rapport. The time will come.

4. "So what do you do anyway?"

- a. Great intro question. When they respond, have a fairly set response..."Well, you know how most people have to spend long hours nowadays away from family just to barely make ends meet?" "Well, I show people how in just a few hours per week to build a second income that will enable them to cut back on long hours at work and spend more time doing what they love." Think posture and control. If they ask what that is, "It might take about 20 minutes so now is probably not a good time...but I'd love to sit down with you over a cup of coffee and explain it. When would be a good time?"

5. High Praise Indeed...so are you moving people down the scale of cold to warm? At Level 3 as you do this, building relationships, you potentially will soon be presenting your opportunity.

Level 4 - The Opportunist Level

- a. Unlike those at Level 3, these are people you don't have much time to warm them up (a person on the airplane, at a bar, etc.) so unlikely to uncover his hot buttons.
b. So, chat with them about their job, complimenting them, then asking a direct question that gauges his interest in your opportunity.

- 1) Talking about their job:

"Wow, busy in here tonight isn't it?"

"So, do you do the evening shift often?"

"Do you work here full time then?"

"Do you enjoy your job?"

- 2) Now compliment them...keep it sincere

"Your personality seems perfect for what you do"

"It is always great to get served by a person with a smile on his face"

"So, how long would it take me to be as good as you are at this job?"

- 3) Then get them to understand how much you appreciate them

"You've got a great way with people"

"Listen I'm a recruiter for my own company and am looking for good people like you. Tell me if I could show you how to make more money, part-time without affecting your current job, would you be interested in finding out more?"

"Now's not the time...so write your number down for me and I'll call for a better time."

1. Recognizing Opportunities

- a. Apply level 4 at as many opportunities as you find this week.
b. Do this today with your Ubers, delivery guys for Amazon, etc.
These Level 4 encounters are purely opportunistic.
c. Call and "Rather than describing this in full over the phone, how about I drop you a video, you watch it and I will follow up in say 15 minutes?"
d. "Sounds too good to be true." Your response is *"I love it when people say that, it means that they've understood the full potential of the opportunity. Listen before you decide to come on board, I must stress that, as good as it looks, this is work and it takes time and effort."*
e. If ready to register, do it right there and then. "Are you in front of your computer?..." Teach them how easy it is.

Get all new sign ups into Mannatech training site where YOU are their Mentor.

2. Introducing: Helium balloons

When people don't join, NEXT. You see, you never will know and if you perfect your approach then it is just a person not interested! So, it would be great to have everyone carry a Red Helium balloon if they are looking and a Blue one if they are not. You would only chase the red ones. But is that what people carry?

Level 5 -The Chicken List

a. These are people that maybe intimidate you, and you have already pre-judged that they would not be interested.

Could it be you have put them on a pedestal?

b. Use your upline Leader to do the initial contact...Introducing themselves, referring to their mutual friendship in you, talking about the business partnership you just started and seeing if they would give their opinion of it.

Richard: "Don't worry, he's absolutely fine. Colin, the reason I'm ringing you is that Sam and I have recently gone into business together and your name came up in conversation as being a smart, ambitious, motivated type of person. Would that be correct?"

He answers...then

"Fantastic. Well, at the moment we're simply letting people know about our new business and asking their opinion of it. If I got some information over to you would you be prepared to look at it, as a favor to Sam?"

"Great...when would you be able to take a look?"

"So if we got back to you say...,would that work with you?"