

## **Follow Up and Follow Through**

### **Monday, January 23, 2006**

Incentive: You still have FIVE days left in Period 1...Let's Do It!

Compliance: Any remaining Issues? My upcoming meetings and communications with corporate

Mannafest: A Do Not Miss event!

#### 1. Why do I need to emphasize Follow Up?

A. "The fortune is in the follow up"

We have heard this hundreds of times as well as read it

"The Nine Unbreakable Laws of Network Marketing" includes this as one (book by Don Ginn)

B. When you fail to follow up...LOSE/LOSE, so why don't we do it?

(1) Assume the person will say no...

(2) Fear of rejection

(3) Lazy, and rather do other things

(4) Disorganized and fail to even know who we sent things to

(5) Whatever

JUST STOP IT!!! This is truly self sabotage behavior!

C. Solutions:

Why do I follow up like a maniac?

(1) Whenever I work with someone, my first thought in my head is "here is my new associate"; I never think negative

So, if everyone is going to sign up, why am I not following up?

Do you get that this is just by choice and you can choose differently?

(2) Overcome fear: people are not rejecting you, they reject making good choices in their lives.

(3) When you follow up, take the opportunity to learn their objections. Step 1: Ask what they enjoyed about the materials you sent; sometimes they talk themselves into it. Step 2: then ask is there any reason why you would not like to get started?

Search out the objections....become an objection monger. Be Prepared! (Mannatrain.net...listen to How to Respond to Objections)

(4) Discipline yourself to follow up first! Schedule it on your To Do list at the top!

(5) If you believe as I do that time is your only limited asset,

(6) If you believe as I do that time is your only limited asset,

(7) If you believe as I do that time is your only limited asset,

then WHY ARE YOU WASTING TIME SHARING THE GIFT  
IF YOU ARE NOT GOING TO TIMELY FOLLOW UP?

2. Six Rules on Follow Up by Todd Falcone (article in Networking Times)  
Todd wrote this article to help people overcome the No Shows on the follow up calls
  - A. Do a 3-way call on your first call.  
Doing this will increase your sign up ratio and thus, release you from future follow up for closing.  
This is especially important for family members, friends who have traveled down "your road" before, etc.  
I love 3-ways all the time so get into them for you and your downline
  - B. Firm up your follow up: always be specific
    - (1) Set a firm time on your next communication  
If sending additional info, get a commitment on when they will read it. Jeff Allen back pack approach...BE Urgent.  
"What time is good for you?"
    - (2) Posture: Come from strength, not meek and mousey!  
You have an incredible gift to share.  
Build you belief system if need be.
  - C. Transfer Responsibility to Them  
During you work with a prospect, always give them your contact information.  
"If there is some reason why you cannot make the appointment, would you give me the professional courtesy of calling me and letting me know you can 't make it?"  
Why do you do this?
  - D. Be on Time  
As if this is not true for everything you do in life.  
If you are not, they will never want you as upline...how can they trust what you say? Your integrity is in question when you show up late. Do not ever sacrifice your integrity!
  - E. Do not ever chase a person.  
If your prospect is not there when you call at the appointed time, then leave one more message that sounds like this:  
"Hi, this is \_\_\_\_\_. I know you are a responsible person so I am very worried about you since you missed our call. Please at least call me back to let me know you are alright."  
Remember, you have the Gift!

Disqualifying people is a critical part of your business.

F. Don't get emotional!

One thing you do not want to do is let your emotions get in the way of being effective. So if someone you have worked on and just knew was going to be your "Jett" does not respond, **DO NOT WALLOW IN MISERY!**

First, most times our judgment is off anyway on their abilities. Second, last time I looked there was no shortage of people out there.

Third, getting down gets you no where. So, just say "SW SW SW Next!"

This always is easier to do if you have 10-15 people in your hopper...your new prospect/follow up list.

"Were you begged, convinced, cajoled, chased or coerced into joining Mannatech? I doubt it so why do people keep calling back people who never respond?"

*Your job is not to convince people that this is a great opportunity, but rather to find those people who are searching for this opportunity and who, upon finding it, will do something about it.*