

# **The Foolproof FOLLOWUP Formula**

## **Monday Call, February 9, 2015**

- The next “Mannatech Now” meeting at Corporate Offices... is Tuesday February 10<sup>th</sup> at 7:30 Pm with Al Bala
- Mannafest 2015... March 5-8 Plan to be there!!! Register at [events.mannatech.com](http://events.mannatech.com) Keynote Speaker: Paul Zane Pilzer 101 Reasons why...Even Eric Worre says “Absolutely Show Up”
- Have you tried the Chocolate Phytoburst? A great way to add volume to your business
- Last week of BP 2... Don’t forget to check your reports in Success Tracker

### **Follow-up Fool Proof Method By Simon Chen**

1. Cold Market Myth
  - a. Rephrase your thinking: "You are good with cold market leads!" Every person you have ever met was a cold market. Look at your best friends today. You can convert anyone from stranger to friend.
  - b. You have to nurture the relationship or it turns cold again. Staying in touch is so important to build the friendship.
2. The Fortune is in the Follow up
  - a. Most people separate their Warm market from their Cold market...not two separate markets...just different ends of thermometer.
  - b. #1 reason people fail in Mannatech (any networking) is due to their failure to understand this concept!
  - c. 80% of the sale occurs after the 5th contact...so you see?
  - d. "There is never a bad prospect. Just the WRONG TIME for the right prospect. Some of the best networkers join you 1 year later...just wrong time when you first approached.
3. 3 Important Online Tools You must Use
  - a. Calendar...suggests Google Calendar
  - b. Contact Manager: use the built in "Contacts" application that comes on any Mac computer that syncs with iPhones and iPads. No Mac, use Google Contacts or Outlook.
  - c. Facebook: If you are not on Facebook yet, where have you been? It is not about liking Facebook it is about growing your business.
4. Creating the Drip List
  - a. Need a list called "Drip List" to stay in contact with each prospect you are working on
  - b. Two different samples of information you can drip
    - 1) Facebook posts that show you what you are doing or learning
    - 2) Weekly email updates
  - c. Mistake most make: dump buckets of info on their prospects

Don't allow your posts to become constant commercials for your business  
Little ideas of what you are doing, intrigue them. When they show interest, then great. Small chunk at a time...thus, "drip."

If they say "No," great. This is a business of sorting. Wrong timing can always be the reason. Don't waste your time "convincing people against their will."

d. "A man convinced against his will, will be of the same opinion still."

There is a time cost and energy suck when you fight and try to convince people to do things they don't want to do. Your energy should be saved for the good prospects.

5. Script for Prospects that Avoid you

a. In the beginning it is important to follow things word by word. Use scripts. If you change things up, the tone the posture, then before you know it, the entire meaning changes. Stick to the exact scripts.

b. Scripts:

(1) For warm market prospects that avoid you

(2) For cold market prospects that avoid you

(3) When prospects make excuses

6. When to add Someone to your Drip List

a. Here are two scenarios

(1) When you meet someone for the first time or it's been a very long time since you kept in touch with someone you know

(2) Prospect is not interested after you invited them to look at the information

"No problem, thanks for letting me know. I appreciate you for being honest and direct. I just wanted to present the information because I thought it could be a fit for you. Let's stay in touch. Could I follow up with you in 6 months from now?"

b. Phone number may be hard to get so look for other ways to get their info

7. 3 Ways to get Someone's Contact info

a. Facebook

"We should be FBF." they say "What is FBF?" You say "Facebook Friends...What's your email address. I will look you up."

Pull out your phone and open Facebook App. Once its open, type in the email address they gave you.

b. If not on FB, ask them for their email address.

"What is your email address so we can stay in touch?"

c. Business Card....simply ask for their business card.

"I'd love to stay in touch. Do you have a business card?"

Offering yours first generally causes the other person to offer back theirs.

8. Smart ways to use Facebook for Follow up

a. Newsfeed: shows what is happening in everyone's life.

Instead of wasting time on finding out what everyone is doing, you can create a filter that shows you ONLY what your prospects are up to.

Create this filter by creating separate Friends lists. (search "how to create a friends list" in Google for tutorial)

Efficient way to Only track your prospects and keep present in their lives.

b. "Touches" are every time you have an engagement with your FB friend. When you click on Like or comment, it keeps you in your prospects mind on a regular basis.

Eventually they look at your profile.

People always buy your "change."

Rule: no one is attracted to someone always negative...be positive, inspirational, offer up value, and they will be curious about what you do.

c. The more you like and comment on your prospects Newsfeed, the FB algorithm will start showing your updates and posts on their newsfeeds.

d. Goals of Drip List:

(1) You want to help people in general so stop thinking about just signing people up.

Keep Zig Ziglars famous quote in mind

"If you help enough people get what they want in life, you will get everything you want in life."

Go help make someone else's life better.

Look for people in transitional stages of their lives.

About to get married and need money for wedding.

About to graduate from school

Just moved into a new city and looking for new friends

About to turn 40 and hit mid life crisis

Just broke up in a serious relationship

A couple about to have children thinking of new financial needs

Common problems posted on FB:

How to lose weight

Just got laid off

Expenses are rising and I have another kid on the way

Gas just went through the roof...

Response: "Wow, that's awful. What are you going to do about that?"

They say " I don't know"

You: "I'm going to private message you."

In that message: "If I could show you a way to build a secure income would you be open to taking a look?"

(2) Eventually, lead them to know about your opportunity

e. Other ways to DRIP

Digital drip: skype, facetime

In person meetings

Direct mail

Postcards

TOP prospects:

Send gifts or good books you have read