

# "Go Pro: 7 Steps to Becoming a Network Marketing Professional" by Eric Worre

## Monday Call, February 2, 2015

- The next "Mannatech Now" meeting at Corporate Offices... is Tuesday February 10<sup>th</sup> at 7:30 Pm with Al Bala
- Dallas Area Monthly Business Training, This Saturday, February 7<sup>th</sup> at Mannatech Corporate Offices 9 AM... and live broadcast
- Mannafest 2015... March 5-8 Plan to be there!!! Register at [events.mannatech.com](http://events.mannatech.com)  
101 Reasons why...Even Eric Worre says "Absolutely Show Up"

Session 2 of 2: Skills 3-7

### 1. Skill 3: *Presenting Your Product or Business Opportunity*

If your presentation is by sending a video, watching a Webinar, i.e. using a tool, then not much you do. SO this is when you are presenting...whether 1 on 1, group, etc. you need to be professional

a. YOU are not the issue. "Let ME tell you about the products, the comp plan the mission..." NO. Big problems with that if you want to build a big organization. Act as consultant getting the people the tools, materials, people to answer their questions. "In network marketing it doesn't matter what works, it matters what is duplicatable."

You bring passion, enthusiasm, excitement and belief.

b. Learn how to stand in front of people...they make the most money. Learn how to tell your story. Preparation is key.

Every good story has 4 parts:

- (1) your background
- (2) The things you didn't like about your background
- (3) How Network Marketing came to your rescue
- (4) Your results how you feel about your future

c. Business presentation: get it down so can do it in your sleep.

e. Next phase: become a great trainer...duplicate a great trainer in your company.

### 2. Skill 4: *Following Up with your Prospects*

a. The fortune is in the follow up...must develop skills or like many, you won't do this at all.

b. Following up is just being in integrity...doing what you said you would. People will respect that. Never be late...same principle.

c. The only reason to have an exposure is to have another one...not sign them up! If every exposure leads to another, the prospect will eventually learn everything there is about the opportunity and ***make an informed decision***. Once Eric

stopped going for the sign up each meeting, his results improved immensely.

d. If send them materials and you book a time to follow up, what is next:

(1) They haven't reviewed it: "That's okay, I understand how life gets in the way. When do you think you could do it for sure, for sure?"

(2) They have reviewed it: "What did you like best?"

Another, "On a scale of one to ten, one being zero interest, and 10 being ready to get started, where are you right now?" No matter what number, ask how you can you can help them get to a higher number.

If number is high enough, they liked the business a lot then go right into closing. If not, schedule another exposure...based on what they want to experience...3 way with mentor, more info on something specific, another upcoming meeting, etc.

This is the professional way to handle the relationship.

e. It takes an average of 4-6 exposures for a person to sign up.

This helps build the friendship and the long term relationships which will exist after they sign up. Keep your urgency but patience is golden.

Be careful of "SW SW SW NEXT" attitude.

f. Condense the exposures for better results.

Posers: prospect once and move on.

Amateurs: several exposures over time

Pros: condense those exposures over shorter period...strategically.

Video, 3 way call, live meeting all in one week...

g. Questions and Objections

If you act defensive, prospect will have doubts.

If you act offensive, you'll chase them away.

Focus on concepts not tactics.

All objections usually fall into two categories: a prospect's limiting beliefs in their own abilities, the limiting beliefs in Network Marketing as a model to produce the results they want in life.

(1) Feel felt found.

(2) If limiting belief in their abilities (example: "I just don't have the money now") Tell your story or another's about money issues...

(3) If limiting belief around Network Marketing

"Wait a minute, you have a story. What happened? Were you involved in Network Marketing before?" they share

"What do you think was the reason it didn't work for you?"

"Do you think it was network marketing? Or was your timing perhaps off?"

"Oh no, pyramid schemes are illegal. I would never be involved with something illegal."

Ask question and get answers. Virtually every objection is a chance to educate. And our entire job is to educate. Be prepared.

If don't want to sell to friends, "What if I could help show you a way to share the products without it sounding like a sales pitch?"

### 3. Skill #5: *Helping your Prospects become Customers or Distributors*

- a. Educating is one thing...it is your job to guide them to a decision.  
Key: asking the right questions  
having a good posture
- b. Always pursue your goal of education and understanding
- c. Be prepared: have application forms, start up materials, whatever is necessary
- d. Be a great listener instead of talk, talk, talk...
- e. Five lessons he learned from watching the pros:
  - (1) Professionals are not emotionally attached to the outcome
  - (2) They are assumptive in their approach
  - (3) They promote themselves as much as they promote the product or opportunity
  - (4) They are always prepared.
  - (5) They ask question after question after question, and are great listeners.
- f. The 4 Questions Close
  - (1) "Based on what you just have seen, if you were going to get started with this company on a part time basis, approximately how much would you need to earn per month in order to make this worth your time?"
  - (2) "Approximately how many hours could you commit each week to develop that kind of money?"
  - (3) "How many months would you work those kind of hours to develop that kind of income?"
  - (4) "If I could show you how to develop an income of (1) per month, working (2) hours a week over the course of (3) months, would you be ready to get started?"

4. Skill 6: ***Helping your new Distributor get Started Right***

- a. Professionals don't just let your new distributors "figure it out."  
They set proper expectations, help achieve quick results, then continue to guide their new distributors through the many phases of our profession.
- b. "Game Plan Interview":
  - (1) Validate them making great decision; proud of them taking control of their life/for their family
  - (2) Help them have realistic expectations:
    - (a) If you succeed, it's going to be you who creates the success, not me. I am here to help you, guide you...but I can't do it for you.
    - (b) My job is to make you independent from me as soon as possible.
    - (3) There will certainly be ups and downs, good times and bad times. I'll know when you are in one of those bad times, you won't be calling me, showing up at meetings, on team calls. When that happens, how do you want me to handle it? Leave you alone or remind you or your commitment?
  - (3) Go through a Getting Started Checklist.
  - (4) Establishing their personal game plan. The plan should cover how to reach the first few levels quickly...positive reinforcement is critical.  
Review first customer, first distributor, first company event, earn first

check.

"Helping your new person to get off to a quick start is vital."

(5) Give some specific assignments

New distributors crave assignments along with deadlines. Professionals go from exposure to exposure, assignment to assignment.

Purpose: to get your new distributor "over the line"

## 5. Skill 7: *Promoting Events*

"Meetings make money!"

a. Destination events (like our Mannafest) are critical for your business.

People who go, grow.

(1) "There's something magical about getting away from your day to day grind and focusing completely on your dreams."

(2) When you see others walking across the stage, "The next time, I will be crossing that stage!" Peer pressure

(3) Sense of community...feel the visions, the mission, the camaraderie

(4) Meet other big name distributors and learn new things.

b. Lead by example...make it your top priority as a distributor.

c. Forget the cost...the price you pay for not showing up is far too great!

d. Encouraging is one thing...Become a Promoter of the event! Be relentless in your message. Don't buy into reasons why not...they are reasons to fail.

Emphasize the benefits of attending at every event!

Your income is totally related to how many people you have at an event...

Eric Worre's formula: you have 10 at the event, multiply by \$1,000 and results show you will make annually \$10,000.

## 6. 2nd Last Chapter: *Anything worthwhile takes time*

a. When a person starts a new business, they hope to break even after their first year. Why in Networking do we want our money back in first month?

b. When your income takes a jump, if you don't grow into that new position it will soon fall back. Invest in your personal growth consistently.

c. The "1/3/5/7 Formula":

1 year to become proficient in network marketing and profitable, so you are not really investing more money.

3 years and you will go full time, making good money so no need to work a job anymore.

5 years of consistent behavior to make a good 6 figure income.

7 years and you will become an expert!

d. Be an active grower

Model successful behavior.

Study constantly.

Be careful of distractions.

e. The Law of Association: you will become the average of the five people you spend the most time with. You will think how they think, act how they act, talk how they talk, and earn how they earn.

This law is real.

7. Last Chapter: ***It's All Worth It***

- a. The career you will create
- b. The freedom you will enjoy
- c. The lives you will touch
- d. The people you will meet
- e. The places you will see
- f. The causes you can contribute to
- g. The person you will become in the process

***"My life has been transformed by my Mannatech experience...I chose all in, and live this dream every day. Today my desire is to make it possible for everyone who joins our Company and chooses to "Go Pro," that they too experience their dreams plus more!"***

Merri-jo Hillaker  
Silver Presidential  
Giving Spirit Award Winner