

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

## Monday Call, January 26, 2015

- Try some of the New Chocolate Phytoburst Chews
- The next "Mannatech Now" meeting at Corporate Offices... is Tuesday January 27<sup>th</sup> at 7:30 Pm with Ray Robbins and Kevin Robbins
- Dallas Area Monthly Business Training 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)

### Session 1: Intro and Skills 1-2

1. When he started:
  - a. Started like many do: did not treat it as a business  
Made a few phone calls, made a little money and hoped to get lucky  
Positive attitude soon dried up
  - b. Blamed product, company, economy, everyone but himself.  
Went back to work, and rebuilt his organization 7 times, fell apart 7 times.  
3 years later and almost lost total hope.
  - c. What changed his mind? two things happened...(1) he watched a show where an "expert" spoke on a topic...how to become an expert: read everything you can, learn everything and learn it completely.  
(2) went to MLM convention came to realization "I can learn all the skills, perfect them and become an MLM expert"  
"In an instant everything changed...I didn't have to worry about being lucky."  
***"In this book, I'm going to give you the fundamental principles of that can guide you to become a Network Marketing professional."***
2. Network Marketing isn't perfect, it is just better.
  - a. All jobs I know of fall in 5 categories:
    - 1) Blue collar careers
    - 2) White collar careers
    - 3) Sales
    - 4) Traditional Business Ownership
    - 5) The InvestorThe old forms of compensation are dead or dying and we are going through the biggest economic shift in any of our lifetimes.
  - b. The New Economy  
***"The world as you know it has changed. For the people who don't recognize that fact, it will be the worst of times. For the people who do, it will be the best of times."***

The rise of corporations generated the 40-40 plan. In last 20 years, security has become a myth. Became 15 jobs over your lifetime. The world has become a "payment for performance" standard. No more paid for time...only minimum wage type jobs will get that.

The New Economy needs fewer jobs...exponential rise in technology.

c. Best way to survive: Network Marketing

Consumers still need to be educated.

More and more companies to choose network marketing because it is purely a payment for performance concept. Alternatives:

(1) use fragmented system of advertising

(2) hire large sales force

Why wouldn't you want to get paid for performance when there is absolutely NO CAP? Network Marketing is paid for performance with a residual stream!

ONLY DOWNSIDE: ***"You must accept a temporary loss of social esteem from ignorant people."***

Most people have had some experience in network marketing...they think like he did...get lucky and then blame the model. If those people are too much for you, then Network Marketing is not for you.

"Network Marketing isn't perfect. It's just better."

3. If you are going to be in Network Marketing, decide to be professional, Go Pro.
  - a. Posers: treat business as lottery ticket; hope to ride another's coattails
  - b. Amateurs: focus on (1)luck...find the perfect downline;  
(2) timing, did I get in early enough? did I miss the growth curve? (3) positioning...did I get in the right organization? (4) shortcuts...any gimmick to get me down the road; avoid hard work.

c. GO PRO: A person who is an expert at the skills required to build a large and successful network marketing organization.

Enthusiasm is great but sooner or later you better marry that passion with skills.

***"Outliers"*** book: practice to reach the expert level at anything.

"My world changed when I started focusing on the skills and made the commitment to practice, practice, practice, until I mastered them."

When you shift to a position of excellence, those around you will shift as well.

Bottom line: *"If you are going to be involved in this great profession, decide to do it right and treat it like a profession."*

*"It can take you out of working a job that doesn't make you happy to a place of total freedom."*

I am a Network Marketing Professional.

4. Like any Profession, you'll need to learn some skills.
  - a. Three major elements to your Network Marketing business.
    - (1) You have the company products;
    - (2) You have the company's compensation plan.
    - (3) Most important element is YOU.That means right here and now you need to take responsibility for your business.

b. Say goodbye to your upline. Tell them you will use them as a resource, but take full responsibility for your business.

### **Seven only skills: Today we will review 2:**

#### 1. Finding Prospects

a. Who do you know? Make a list. The posers make a mental list of 4-5 they want in their business...to get lucky. About 80% who join Network Marketing join with this in mind. Your job: make sure they understand this is NOT a reason to join. Educate people: this is not about luck!

The amateurs make a written list. They charge with a lot of enthusiasm but no skills. Their list diminishes and they fear they will run out of names.

It never hits people: finding quality people to prospect is a skill.

Pros: approached finding people to talk to as a core skill.

They start with a list and never stop adding to it. "Active Candidate List."

b. Four simple steps to master this skill:

(1) Make your list as comprehensive as possible.

Empty your mind on the paper...as many as you can possibly come up with (use memory jogger)

It is necessary to do this and do it up front.

(2) We're all only 6 contacts away from any person in the world.

Think about all the people on your list and who they know...add them to the list. Just keep building.

(3) Constantly expand it. The Pros add at least 2 people per day.

Make friends don't open them to your opportunity per se just add them to your list.

(4) Network on purpose. Get out there and just do it. Meet new people everywhere. Go places where you meet new people... join organizations, meetup groups, etc...

You will grow your business as well as make new friends.

#### 2. Inviting your Prospects

a. Learn how to invite them to find out more about your opportunity.

This is the most critical skill. You need no resume, experience. Hungry is good. Most start out giving a pitch. But when you act like a hunter, everyone feels hunted.

Great networkers are not hunters they are farmers: they build relationships.

"They were able to build trust with the people they met, and were able to skillfully transfer the belief they had about their products and opportunity."

Don't seek to recruit; seek to educate first and then allow the prospect to decide.

More like consultants...they built relationships and then offered common sense solutions to people's problems.

b. Instead of pitch, just invite people to do two things:

(1) To attend some sort of event

1 on 1, home party, 2 on 1, three way call, online webinar, group meeting etc...

Professionals understand how critical it is to have personal interaction to build trust and transfer belief...connecting.

(2) For building a large and duplicating organization, another method is to use a tool.

Tools are used to educate and can be done in mass quantities.

Events can then be a second step.

Step 1 learn how to invite people to watch a video,

Step 2 follow up with invitation to an event

Step 3 teach everyone else to do the same.

c. Here is what you won't be doing: pitching people and trying to dazzle the world with your wisdom!

Formula for financial independence: "your ability to get a large group of people to consistently do a few simple things over an extended period of time."

d. The emotions of inviting: 4 simple rules

(1) You must emotionally detach yourself to the outcome. If you focus on getting a sale, you will be disappointed. If you focus on education and understanding, you will have fun and your prospects will enjoy the experience.

(2) Be yourself. Don't become a different person when you invite. Just focus on being your best.

(3) Bring some passion. Be enthusiastic. Listen to some music that inspires you. Get focused.

(4) Have a strong posture. Be bold, be strong, be confident. Be yourself but be a stronger, more confident, bolder self.

e. 8 Steps to a Professional Invitation

(1) Be in a hurry. People are always more attracted to busy people.

(2) Compliment the prospect. The sincere compliment always makes a person more open to hear what you have to say.

(3) Make the invitation. 3 ways:

Direct approach

Indirect approach

Super indirect approach

(4) "If I, would you?"

First, it is reciprocal

Second, puts you in a place of power

Third, it implies you have something to offer

(5) Confirmation 1: Get the time commitment

(6) Confirmation 2: Confirm the time commitment

Then it is an appointment they have made.

(7) Confirmation 3: Schedule the next call

(8) Get off the phone

Remember in recruiting, there are no good or bad experiences, just learning experiences.

NEXT WEEK: The Other 5 Skills...