

What's Holding You Back?
Lesson #5: The Ultimate Sales Formula
Monday August 29, 2005

Chicago Event Mannaquest: Make plans to attend if you are doing the business...and get some new associates to go with you! September 9-10; training schedule is out...plan your trainings

Glycomics Conference at the Woodlands, Texas October 8-9

What is happening to the stock of Mannatech? Are you in it for long haul or short run? Results of second quarter.

Week 5 of: "When Good Intentions Run Smack into Reality" by Brian Klemmer

1. Sales: Do you have a negative reaction? You shouldn't cause you are in sales.

- a. Are you married? Have you ever gone on a date? Have you ever comforted anyone? Have you ever convinced your kids to do their homework?
- b. We are all in sales, like it or not. What is sales? It is communicating in such a way as to cause action.
- c. If you want to be successful in anything, sales is arguably the most important skill to learn.

2. Ultimate sales formula to KNOW: **Want + Problem + Solution**

a. Want: What does the person want? Find their need.

The formula must be applied in this exact order.

In Mannatech, we "sell" on virtues, or we sell on what happened to Greg Letourneau (streptococcus bacteria). Yikes, then we are not very effective because we never find the prospect's NEED! FIRST find the need or want of your prospect.

b. When we are knee deep in our own needs, it is terribly hard to investigate another's. This is a program that is stopping us. We need money so we want the All Star pack. They hear our need of money instead of their needs being met. We fail. Release your need; quit coming from dire straights, and come from heart.

c. As you look for needs of others, some do not know what they want. So you must become an expert need finder. How? Become a great

listener. If there is resistance, you must dig deeper...showing sincerity.

d. Problem: What is keeping them from getting what they want?

Do not identify the problem...that is their job.

You maybe can see them but you must not identify them...they are the ones that will be doing the buying.

If they can not see it, then you must ask them questions to get them closer.

Once they have identified what they want, and what the problem is in getting it, then they are ready for the solution you have been so patiently waiting to give to them.

e. Solution: The answer that will help them overcome their problems and get what they want.

Step by step you need to show your prospect how your solution will help them overcome the problems and get what they want.

Make sure you provide the solution that works and if you do not have it, lead them in a direction to get it.