

Secrets #5, 6 of Master Prospectors:

Know How to Build Rapport;

Know How to Build Bridges

Monday conf call 05/19/08

Don't miss: Sam Caster Tuesday night, 7:00 p.m. CDT

Two hour presentation on "The Story"

New posting on Website regarding Advanced Ambrotose

The book: "17 Secrets of Master Prospectors" John Kalench

Chapter 5: How to Build Rapport

1. Why is it important to build Rapport (and instant rapport at that)?
 - A. Rapport is a way to get a deeper, more meaningful relationship with someone; build trust and open and honest communication with someone.
My favorite two truisms about this business:
 People do not care how much you know until they know how much you care
 This is a need/fulfillment business.
 - B. Results: Your sign up rate will sky rocket.
 - C. Also, if you could look in the future at your downline three years from now, not one of your business builders is a person you know today. So, the cold market will be the place you will find those business partners.
2. You only get one chance to make a first impression...
3. What is rapport?
 - A. Did you ever meet someone at an event and within a short few minutes of communication you felt like you had known them your whole life? You had so much in common, and were so interested in each other. It's magic when that happens. Your Goal!
Rapport: a relationship between two people where each person present is open, comfortable relaxed and at ease.
 - B. What if you run into someone who is negative and their whole disposition is to avoid relationships? Ever meet any of those?
SW SW SW Next.

Lots of books on building rapport. Kalensch deals with some of the more recent developments in Neuro-linguistic programming (the art and science of communication) in the next section: 4. Match and mirror

4. Match and Mirror

People watching: look at couples...some do not even look like they belong together by their actions (no eye contact, barely communicate, no touching, distant from each other). Others totally dynamic, interacting, obviously having a great time together.

Power lunches: watch to see who is the promoter, the analyst, the controller and the supporters...you can tell how any relationship is going by watching them interact.

When people are having challenges their behavior is very different from each other...they are not in harmony.

When people are really getting along, there is a lot of mirroring going on...a technique of reflecting back a behavior or gesture of someone you are speaking to.

A. Posture:

Notice how a person is sitting or standing, arms positioned, hand gestures, tilt their head, legs crossed, sitting back or forward in chair. Then, match their posture.

Notice what different postures represent in communication. You may have heard the statement that 80% of all communication is not in words. It's true.

So match yours with theirs, and then slowly open up. Uncross the arms, straighten the legs. This is called meeting the person halfway.

B. Breathing

We all breathe differently. Like posture, it is also a form of communication...notice your breathing when you are excited versus bored. Match your prospect's breathing and then move them forward.

C. Eye Movements

As you watch another person's eyes, match the direction they are going. Nothing threatens a person more who can not look into your eyes than you staring straight into theirs.

Eyes are the windows to the soul.

Also, study eye direction especially after asking a question. If their eyes move up as if to imagine a picture, the person is visual. If their

eyes move back and forth, from side to side, they are auditory, and if their eyes look down they are trying to get in touch with their feelings. Now you know how to move forward with them.

D. Speaking Styles

Most people fall into one of three categories:

1. Visual: They say “I see.” They speak and breath more rapidly, they also tend to describe things in pictures. Vision is the dominant sense they process with.
2. Auditory: they say “I hear you.” Their memories and perceptions are stored by sounds. They speak at a moderate rate and tend to be articulate. They tend to be better listeners and appreciate greatly you listening to them.
3. Kinesthetic: they process with other senses especially feelings. They often have a tough time putting their feelings into words. Their voices are soft and their speech is slow. They are intuitive. Facts are far less important to them than feeling right.

Match and mirror and you will build rapport more quickly with incredible results. Meet people where they are at...if they are on floor 2 do not come at them from the 10th floor!

Remember: most people are either emotional or intellectual...so in your presentation use both “I think” and “I feel” so you do not leave anyone out.

5. ACTION STEPS:

1. When I meet people what impressions do I want to leave them with? How do I want them to think of me?
2. What can I do to learn more about rapport building? What books can I read, tapes, etc.?
3. Practice all the mirroring we discussed today.

Secret #6: Love to Build Bridges

1. Master Prospectors look at the World as their Oysters

A. Pearls can come from anywhere

Remember: 10 pearls in every 100 oysters

Museums, gas stations, the bathroom, grocery lines, bridge table, hotel lobby, Office Depot copy center, etc.

B. What is a stranger anyway?

“simply a friend you have not met yet.”

So if you want success, make yourself a people meeting, friend making machine.

“People don’t care how much I know until they know how much I care”

- C. If you always are making friends, then you are never looking for prospects.
Does this change the business for you?
2. After develop Rapport, build Friendship
- A. What is the one thing that is true about all your friends?
Requires a genuine curiosity in people
 - B. Study human nature
talk about the study of the psychologists on the airplane
3 tips:
What questions to ask? FORM
Be the best at listening.
Do not get into the “better than” trap.
Do you know anyone like this or are you like this?
 - C. Shift of State
In every relationship as you start getting to know them, watch their SHIFT
New tone of voice: softer, comfortable, non-aggressive
New posture: more open, relaxed
3. Build them a Bridge
- A. Transitional Bridge so they can get to the other side
What is the other side? prospecting
Key point: job is to get the person to take a look, an open-minded friend to friend look.
 - B. Mechanisms:
 - 1) transitional phrases
“maybe you can help me”..
Help is a big word
give examples; how do you come up with the “Do you know...” questions? From the info you get in building the relationship.
 - 2) Ask for advice
tap into the info you learned in FORM...pick on their strength and then ask specific to that strength.

- give examples
- 3) Champion one of their complaints
support them in truly opening up on an issue...give examples
then, "If I could show you a way..."
give examples
- 4) NEVER BURN BRIDGES
do not slam the door even if they are resistant
- 5) Remember: Prospects are sometimes like a good wine,
they are better after aging.
No one ever says no; it is just not the right time for them.

4. ACTION STEPS:

Try applying some of these principles to your actions this week!

1. Come up with questions I can ask people to help open them up.
2. What can I do to become a better listener?
3. What "bridges" that were discussed will I begin to work with immediately?
4. What unique bridges can I develop based on my talents to help bridge my prospects to me or my opportunity?
5. How do I stay in touch with those that need more time?

Transitional Phrases

Master Prospectors use Transitional Phrases to create this bridge – a bridge that helps their prospect comfortably move from one side of the conversation to the other... from building friendships to hearing about the Mannatech Opportunity.

1. “Maybe you can help me...”

“Maybe you can help me... I have a business here in the town, and it’s growing so rapidly that I’m looking for people interested in supplementing their income on a part-time basis with an income of between \$500to \$1500 a month...”

“Maybe you can help me... I’m looking for people who want to earn money, but don’t want to go to an office from nine to five every day. You know, people who want to spend more time a home with their kids...”

“ Maybe you can help me. Do you have any women friends who’d like to look ten years younger...?”

“Maybe you can help me... Do you know any women who’s good with people and wants more creative control of their work, their time and their life?”

2. Ask for “How would you...”

“Bob, I’m curious. How would you go about introducing high school teachers like yourself to an opportunity that would enable them to put their powerful teaching skills to work and turn their long summers vacations into major, part-time profit centers?”

“Sarah, what advice could you give me about how I can approach mothers and homemakers to let them know about an opportunity where they could be with their families, yet earn a significant income running their own home-based, part-time business?”

3. “If I could show you a way...”

Help vent their pain...

“Margaret, if I could show you a way, that, over the next six months to a year, you could start the business you’ve always wanted, work from home the days and hours you choose, earn that additional \$1200 a month to build that dream house you talked about and still have more time to spend with your kids that you do now – would be willing to take a serious look at something that could provide that for you?”

“Jim, if I could show you a way where your terrific talents with people could be put to better use, and in a couple of years, you could be earning twice what you’re earning today – without having the terrible boss telling you what to do – would that be of interest to you?”

4. Don’t Burn Bridges

“Chuck, I can see that you’re not interested right now. Would you like me to at least stay in touch with you? Maybe check back with you (or mail you product announcement, send you my newsletter, etc.) in a month or so to see if things may have changed”?