

Secrets #7,8 of Master Prospectors:
Master Prospectors Use More Than
a Pick and Shovel; Value Time more than Money
Monday conf call 06/2/08

Press Release from Glycoproducts International, Inc. on patent litigation

The book: “17 Secrets of Master Prospectors” John Kalench
Chapter 7: Use more than Pick and Shovel

1. Master Prospectors bring more to Prospecting than most
 - A. What do you use? First impression is the most important.
Usually you can not overcome a sloppy, disorganized, inefficient first impression. So bring your best.
 - B. Make prospecting as cost effective and results-getting as possible.

2. Business Cards
 - A. Do not just use the company standards
Get creative
Get a DBA
Why is this important? Are you doing a hobby or a business? Get serious about your business.
Pick a name that helps identify you
either health, wealth or “Gary Robinson and Associates” (your real name)
 - B. Consider using your picture (have you ever thrown away a business card with a picture on it)? Remember Bob Burg at Mannafest? People align themselves with those whom they are familiar with. The picture on the card does exactly that.
 - C. Be a CEO: extremely important you represent your business as the boss. You are offering others to run their own business as well.
 - D. Always carry other blank business cards...why?
 - E. What if you forget your business cards or run out?

3. Use of Personalized Notepads as giveaways
 - A. Very inexpensive way to do advertising...cost of less than \$1.00.
 - B. Look at your desk do you not see a broker, real estate guy, plumber, whomever promo item? Why do you not have

any?

C. Use in each mailing of your bills/accounts payable payments

4. Bank Account:

A. Are you still operating out of your personal account?

Are you in business or just hobby?

B. Bankers will treat you with so much greater respect when you have a commercial account with them.

5. Other Prospecting Tools

A. What tools are you using today? Examine each and everyone and determine: Are they professional? Are they complete? Are they organized? Does your approach flow?

B. What are people using today? Let's share...

1) Mannatech's "Optimal Health Plan"

2) Mannatech's "Why Mannatech?"

3) "Let's Go Natural" CD or DVD

4) Glycoscience Materials

5) www.exploremannatech.com

6) "I Can" CD or DVD or website www.icantoo.net

7) Go Give materials: ready DVD, gift packs

8) Core 4 napkin presentation

9) www.creatingourfutures.com

Use what works for you! But always remember KISS (keep it simple silly), and always come across professional. You are a walking, talking, living, breathing, advertisement for your product and your business opportunity.

Action Steps:

1. Have I done everything possible to look, sound and feel like I am in business? YES or NO

2. What can I do more to project a professional image of both myself and my business?

Chapter 8: Value Time More than Money

1. Most People put more value in their money than their time

A. Why? Scarcity mentality...they think money for some reason is a limited asset

Time is your only limited asset

If you lose \$20,000 in the market can you make it up?
How about if you miss a few days 'cause you are glum, can you ever have those days back??

B. Time management is critical to appreciate the things in life you deserve to have.

2. Appreciating the Value of Time

A. Some people weigh it based on the hours they work and the money they make. If you want 5 times the return on your Mannatech business do not think spending 5 times the amount of time will make that difference. It won't. Why?

B. In network marketing, the greatest mistake made is when someone makes a check for \$600 after working very hard for a month and then feels worthless due to the low pay rate...I was there.

1999: What my life looked like; I did not think I would ever move forward

Faith: belief that if you keep at it, you will hit the curve on the accelerated income chart you see for networking

Your time is worth what you expect to be making in two to three years from now.

C. The key is leverage.

You need to do 5 to 10 times as much with the invaluable time you have so get creative.

Master Prospectors earn 5-10 times more than average Networkers because they get 5-10 times as much done.

3. How do I accomplish more? With more effective prospecting tools

A. I see these people just grab whatever they have in the house to send to someone...anyone guilty of that?

Never would I ever do that.

Why?

B. Great prospecting tools to eliminate your time

How about others' time? How to get people to meetings?

That is 3 hours of their time so many do not do it, especially professional people.

So how to?

C. The video pass out (I am not comfortable with this...)

"Give me 1 minute of your time to hear about the best

business opportunity available. If I take more than 1 minute I will make a \$250 contribution to your favorite charity in your name.”

Then just introduce the incredible business opportunity and hand them a video which you will pick up tomorrow.

Carry them with you every where you go. Send them in the mail, etc.

Have an audio in case they do not play videos.

Use a website if possible but offer to view it with them...this is a relationship business.

- D. Educate about the Process first...then give them the product. So, have a tool/tools (audios and videos) you can share to educate someone on the Process...the system which produces the predictable results. This cuts through the time commitment we make to people. All Master Prospectors love the industry...they are the ones that do the best in overcoming the obstacles to create incredible income streams. So why not establish the commitment to the industry first, and then show the product? By then, they are already sold.

4. Action Steps: I need to take to make my time more efficient:

- A. What hourly rate do you make now in Mannatech?
Income per Period/hours per Period
What is your projected income in 12 months?
Projected Income per Period/hours per Period
- B. How am I prospecting?
How much time is each meeting taking?
What materials am I using?
What are the results?
Do I use 3-way calling?
- C. What else is available?
Why am I unwilling to invest the money in the assets I need so my time can be used more efficiently?