

More Effective Prospecting:
When is it that you Lose a Prospect?
Monday, April 16, 2007 Call

Incentive: Only 5 weeks left so “let’s get on the stick”; look at the points you need and divide them out and “Just Do It”;

Mannafest Trainings: Outlines now on the Mannatrain.net site

Skin Care: Serum should be shipping starting today!

Seth Story: As a man thinketh...put your intent out there and see what happens!

Today’s talk: comes from an article by Troy Dooly.

1. How many times do you hear yourself or others in your downline say “I lost a prospect, where did I go wrong?”
 - A. I created rapport, I knew my stuff, I did a great presentation, but when I followed up, he would not return my calls.
 - B. Everything was going great...then at the end it was like he took a 180 degree turn.
Step one: stop beating up on yourself; but remember self review and review of your approach will always serve you in improving.

2. Where did you lose the prospect? At the beginning or at the end?
 - A. Always lost at the beginning
Why? Because you failed to change his paradigm of suspicion mentality so you could determine the true needs of your prospect’s life.
 - B. Human nature concludes two things:
 - i. “This is too good to be true” (“I’d probably fail” if your approach is for the business); I can’t do it
 - ii. “This is just another get-rich-quick scheme”
Our job is to help the prospect overcome one of these two given paradigms/stereotypes from the beginning. If not, they operate as a door to unlocking the real needs of the prospect.

3. As professional networkers (and how many of you balk just at that terminology?), we must **BUILD TRUST** not just build rapport

A. FORM- this is a technique I teach for interacting and getting people to speak to you so you can understand where they are coming from. This is not good enough...must have total sincerity in your approach. But it is a place to start.

B. My two basic foundational principles of this business:

iii. People don't care how much you know until they know how much you care.

iv. This is a need fulfillment business.

Trust simply does not appear.

C. Step 1: You must take the prospect from the place of suspicion: when they suspect your main purpose is a self-serving one.

Why do you feel targeted when others approach you?

Whose agenda are you operating from?

I always teach that your most effective networking will be when you take your focus off the closing.

GOAL: to reach the point of trust where when we ask questions, they realize we are asking because we truly care about their welfare.

4. How to dispel the salesman stereotype?

A. This is important for you in your approach but also very important because so many associates fail to even approach people because they feel like they are going to be perceived as just selling, trying to make money off someone. We really need to dispel this thought.

B. Process to dispel:

i. Change your paradigm to HIGH TRUST WINNING MINDSET

1. goal is not to close but to build a trusting relationship

2. disassociate with the close

ii. Adapt a HIGH TRUST WINNING BEHAVIOR

From the moment you meet a prospect, demonstrate in every way that you are not a "salesperson"

Here are 4 of Dooly's principles:

1) Your language, words, tone of voice and demeanor should always convey respect and humility.

2) If the need arises, you can say, "I don't believe in 'closing' people or in being associated with the

negative image of a salesperson in any way.

3) Ask your prospects “Are you okay with a ‘non-salesy’ approach?”

4) Use phrases like “Would you be open to exploring,,,”, “I don’t want to assume that I can help you”, or “How can I help you feel comfortable that I don’t have a hidden agenda here—that I just want to have an open discussion about your needs so we can determine if we have a fit?”

So, when your prospects fears subside and they realize you’re not going to try to maneuver or control them, they’ll start to trust you and your relationship will move from one of surprise to one of mutual respect. From there you can create all kinds of incredible results!!

These are suggestions on how to change your behavior. Also critical for me is to change my mindset by always reading to support my shift in process. Here are some great readings for all of us to undertake to change our thinking, our programming, our beliefs:

Think and Grow Rich,

As a Man Thinketh,

The Magic of Thinking Big

And let’s not forget to spend some time viewing “The Secret”.

“What you’re living is the thoughts to which you give precedence.”