

**"Networking Recruiting Failure:
The 5 Biggest Reasons"**
Monday Call, August 20, 2012

- Tuesday Night Live – Al Bala 7:30 PM at Mannatech Corp Offices or www.mannatechlive.com
- Mannaquest: August 31-September 2... its not to late to get there!

Article by Doug Firebaugh

1. We get paid to do 1 thing: Communicating with people; and how well you do that will determine 95% of your check.
 - a. Marketing is blended into communication
 - b. Review these five reasons, and then come up with a game plan to change your focus and efforts to a more effective and productive style

2. REASON #1: You are not talking to People
 - a. Yes, this is #1...people plan and plan and plan...no action!
 - b. Action Tracker to make sure you are held accountable
 - c. #1 reason people do not share:
FEAR
Of what? Many things...
 - 1) Rejection
 - 2) I am not good enough
 - 3) Loss of friendship
 - 4) What will others think of me?
 - 5) Might make a mistake
 - d. How to overcome it?
 - 1) "Feel the Fear and Do it Anyway" Mannatrain – 10/15/07
 - 2) Get a recruiting partner to support you
 - 3) Acknowledge the price you are paying...tends to create different action
 - 4) Pray...scripture is really clear on fear ("FEAR NOT!" You either believe God is in control or you don't)

3. REASON #2: You are not talking to enough people
 - a. How does this happen? We sell out on 2 per day as "enough"
 - b. Jett's theory: 10 per day until you hit National Director

Nyle Pratt's idea: 1 sign up per week the first month, then 3 per week, then 1 per day. # of contacts will be determined by your success rate on enrolling.

c. SECRET: One of the biggest reasons failure occurs in Networking is too many distributors spend too much time with too few people.

d. SECRET: In recruiting, NEW blood keeps the heart of your business pumping.

"Talk to enough people and talk to people enough."

4. REASON #3: You are not talking to the right people

a. Wasting a massive amount of time.

Talk to the wrong people, spend massive amount of time getting them convinced, and then massive amount getting them trained, until they quit

b. Who are the "right People?"

1) People who light up and catch fire when you show them this business...and then light up other's when they talk.

2) Run from those who start complaining about one thing or another...this behavior will never stop.

c. "IQ" stands for Ignite Quickly...and if they catch fire quickly, they have a great chance of being the "right one" to pursue

d. SECRET: To attract the Right One, you must become the right one...you must become who you want to attract in this business.

How? Through personal development and empowerment.

5. REASON #4: You are not talking "right" to people

a. SECRET: A lot of distributors are simply saying the wrong things to the wrong people with a wrong message. You must talk to people from a YOU focus...called the "TINY" focus (their interests not yours)

b. Focus on what their interests are and do it professionally. Stop being self-absorbed.

c. SECRET: you should say the word YOU at least 4 times more than you use the word ME or I.

d. Exercise: try prospecting without using the words "me" or "I" at all (instead use "we" and "us")

6. REASON #5: You are talking too much to people you are talking to

a. Do not drown the prospect with all your knowledge...by the time you finish the prospect is more than finished!

b. Create a recruiting environment: recruit does most the talking

- c. Ask a lot of questions.
Listen a lot of minutes.
Ask a lot more questions.
- b. SECRET: Most people love to have an audience versus be the audience.
- c. If you are going to be a "hot recruiter" you must connect with people...and you do so by asking a lot of questions.

