

PAULA PRITCHARD:
Networking the Duplicatable Way
Monday, March 11, 2013

- TNL – XFM with Al Bala– 7:30 Pm CDT at Mannatech Corporate offices or www.mannatechlive.com
- Thursday night XFM Support Call at 8 Pm CDT 800-768-2983 access code 471- 7417#
- Mannafest 2013, April 25th– 28th
<http://www.mannacomm.com/mannafest2013/>
- Lubbock, TX Regional Event: March 15-16 -
<http://events.mannatech.com/event/1611>

"Owning Yourself" her book; she entitles her talks "Cracking the Code"

Who is Paula Pritchard?

1. Why Cracking the Code?

- A. Do we get stuck in our Networking business?
- B. Are others around us making it?
- C. Why can't I be one of those? Clearly they come from all different backgrounds, and experiences and lack of experiences. Am I really that different?
- D. There IS a path that works for anyone...choose it and you too will reach the TOP

2. Common Excuses

- A. "My sponsor isn't helping me"
Response:
- B. I don't know what to say
Response: Go work with three top leaders and ask them what and how they say it. When you follow the greats, you will become great!
- C. The Company.....
Response: the reason you are not making it is YOU...change you and everything will change around you.

3. START YOUR NETWORKING BUSINESS TODAY!

- A. Find a Mentor. This made Paula's business totally change. Be humble and coachable...others know a lot more than you do. But find one that you respect and admire.

- B. First 48 hours do what you need to do...Administrative Checklist (have one for you new associates the Navig8 Now is not complete...it is for a #2)
A #3 needs to set up their ***Professional Business***
- C. Getting Started: Strategic Steps to start your Business
 - 1) Get some training on How to Recruit, and Invite
 - 2) Set Goals
 - 3) Decide on your Business Plan
 - 4) Review Your WHY
 - 5) Follow Up training calls
 - 6) Contact List
 - 7) Get trained on How to Make Money (Member and Assoc levels)
- D. Start Your Business
 - 1) Enroll your first business partners with your upline
 - 2) Duplicate
 - 3) Continue to reset your next Leaderships level as your goal

4. Her Lessons on her path to Success

- A. Three major things contributed to "lengthening" her learning curve (15 months):
 - 1) She kept trying to reinvent the wheel
Stop resisting and start having blind faith.
 - 2) Overcommitted to my job. Used it as an excuse or reason not to spend time on the business. "Some of us are so busy making a living we don't have time to make any money."
 - 3) Network marketing "was just too hard."
- B. Then she became the top network marketing student.
 - 1) If your group does not want to go to distance, you have the wrong group! "If your group does not excite you, get a new group." Get a downline that does. This was huge. So after 15 months, she had to scrap and start again.
 - 2) "If it's going to be it is up to me." She became 100% committed. Napoleon Hill quote on Belief. So she changed her attitude..."To the top...adopt a ***posture of success***.
Then she started attracting successful people.
- C. Eradicate Fears/Wrong Expectations/Making people into who they are not/

- 1) Fear of rejection...did you ever go into a dept. store and walk out without buying something...then hear a THUD of disgust?
- 2) The discouragement in MLM comes in not meeting YOUR expectations. Know the numbers...if it takes 10 people to sign up 1, then to get to 60 people, need to talk to 600. Plan your Plan! She had 3 meetings per day. Success is the number of times you tell the story or show the business.
- 3) Find those who are hungry and ambitions. Stop trying to remake people.
- 4) What you do must be duplicatable. Make sure what you're doing is duplicatable or STOP DOING IT!

"Network marketers are people are people with a purpose...it challenges you to grow and become a better person, to learn about yourself and push yourself to the limits of your emotion."

D. The DO's and DON'TS of Network Marketing

E. Inferiority Complex...nearly 99% of people have an inferiority complex at age 11. Only 4% attempt to do something about it, and only 5% of those succeed.

F. 96% of us need to be told what to do. Only 3% can work on their own with little supervision. Only 1% can work without any supervision. SO, networking MUST be a team experience.

5. Dream Again

A. Change your input daily to positive messaging. This iwll support your dreaming again. This is a must in our business.

B. "Goals become internalized when you concentrate on how you will feel when you accomplish them."

Free throw experiment: One group did nothing, 0% improvement. One group practiced for 10 hours per week, they improved 24%. A third group visualized making their free throws; they improved 23%! What does this tell you?

6. Networking Nitty Gritty

A. Don't sell...present a great opportunity to change their lives...you are a story teller.

B. "You can not be a leader in network marketing without helping others be just as, if not more, successful than yourself."

Help others achieve their dreams as well...these are the investments that pay great dividends.

C. Network marketing is not a give and take business, it is a give and give business.

7. Skills needed to make it in this business.

A. Attitude. She grew in optimism and perseverance...lots of tapes, music. Don't let "life" get in your way. You will fulfill your own prophecy.

B. You are in control...it is your own choice. Those who are incredibly successful are not smarter than you...they just chose a "do or die" attitude.

Give yourself no way out.

C. Work on yourself harder than you work on your business. It will serve you well.

D. Take a personal inventory....see attached form. I love this one and do it every year. The better you feel about yourself, the better you will make others feel.

E. Listening skills are essential.

F. Be open and friendly.

G. Don't look at network marketing as a race...then you could be a "loser." Instead view it as a circle of encouragement, a spiral of accomplishment, a ladder of achievement.

8. Getting Started

A. First have a Checklist "New Distributor Checklist"

Have a Planner/Calendar...if it is not in the calendar, it won't happen.

B. Talk about the Opportunity...the greatness is the same day you start you can get your first person enrolled! So start the excitement right out of the box.

C. STEPS:

1) Explain the relationship (between you and your new business partner).

2) Understanding the Compensation and marketing plan.

3) Go over your goals and dreams with your sponsor.

4) Discuss the development of your business.

5) Formulate your plan.

6) Schedule 90 days out on a calendar.

7) Placing an order.

9. Building a Distributorship

A. She uses the Coca Cola analogy. No one knew of its possibilities in the late 1800's, but when heard of it who said "we are going global?" Others "It will be great in my neighborhood." Which one do you want to attract? You will only build a business consistent with your vision.

B. Be selective with your business partners. You're only as strong as your weakest link. Pick the top ones on your list. If you have to coax in you will have to coax all the way. "Amateurs convince, professionals sort."

C. Make your list! Work your List! 3 colors ink: Green for those with ambition and vision. Red for those dissatisfied with their job. Blue for the "wanters."

Choose your top 10, second top 10 and third top 10.

D. The presentation does not have to be perfect; the VISION DOES. You are a storyteller...you let them know where you envision it going and what part you want to play in that trip.

You are the messenger not the message.

E. Perfect the invitation. Have scripts especially for new people.

Direct and Indirect approaches.

1. Direct: 4 steps

- a. Introduction
- b. Want
- c. Lock in
- d. Close

*If you don't know their want, find it through FORM. Then, reconnect.

2. Indirect revolves around location

"I'm expanding my business to Atlanta and I thought you might know someone who wants to be in business for themselves. It would mean an extra \$3-5000 per month to them. Do you know anyone who might be interested?"

(Pick an income range applicable for that part of the country)

10. The Success is in the Show

A. Show it frequently, with excitement, with energy.

Can't say the wrong thing to the right people. There are people on your list who have been dying to hear about the opportunity.

B. Talk "business briefings" not meetings.

- C. Choose a presentation you really like, and memorize it. Make it yours. Again, stop recreating the wheel.
- D. Many different forums...you choose.
- E. Focus on the WHY not the HOW...that confuses the issue.
- F. Focus on peoples' fears. sh
- G. No distractions (take phone off hook at home, babysitter for kids, etc.)
- H. Make a great first impression.
- I. Make testimonials "non-selling" ad short...be duplicatable.
- J. After the presentation, she typically says "after a short break, I will show you in 15 minutes how to build the business."

Fast Start is as follows:

- 1) Determine what you want
- 2) Educate yourself
- 3) Start Right
- 4) Develop a Business
- 5) Educate others.

Learn and practice these five steps really well, and financial success will be yours! Learn these and teach to your business partners.

- K. Never be afraid to ASK.

She uses three questions at the end of the brief Fast Start:

- 1) What did they like best?
- 2) Where do you see yourself?
- 3) When would you like to receive your first check?

- L. Teach by example.

M. Don't ever "sell someone" into the business. It is like a job interview...if you really wanted the job how would you behave? Would they have to sell you? People who "sell" are desperate.

- N. Be a great leader...block out at least 1-2 hours per day growing your business, not just 3-ways, etc. Lead by example.

11. The Speed of the Group matches the Leader.

- A. In networking you learn and do at the same time.
- B. Passing on leadership: teach people to do the presentation by doing it with them until they get it down. Keep it simple. Have a system to follow and they will follow you.

Recruiting Scripts

Do you like cruises? How would you like to go on one every year for free?

How would you like to get these Real Food Nutrients at wholesale? Free? Free and make money?

A friend of mine is building a wholesale Real Food Nutrient distribution business. She needs some help and said I could make a \$1000 extra dollars a month part-time plus I could get healthy nutrients for free. I am really excited and she said I could include 2 more people. I thought of you. Are you interested in free nutrients and more money?

I saw or got involved with an International company that makes real food nutrients.

The company is growing in the middle of this recession!

Are you committed to improving the health of your family?

This may or may not be of interest to you...but it is an amazing opportunity and I would love to have you just take a look at it, almost like an investment.

Invitations

1. Want or hot button script:

Intro: Hi, I only have a minute.

Want: I called you for a reason or you have been on my mind since our last conversation. You told me you wanted.....

Lock-in: Were you serious or just kidding around?

Close: I think I've got a way you can have it. I can't go into it now. What are you doing later or tomorrow? Let's set up an uninterrupted time, I'd like to run an idea past you.

2. Contact Concerns:

§ Companies freezing or selling pensions

§ No overstock market or the 401(k)

§ Building bosses dream instead of your own

§ Trading time for money

§ Can I recoup market losses in time to retire?

§ Can I say enough money to put kids through college?

I know you have voiced the same concerns. Recently I met a successful business person with an emergency retirement strategy. I am really excited because it can put us both back on track. I don't have time now but let's set an uninterrupted time to get together. I want to run an idea past you.

3. I have the inside information on a brand new groundbreaking product that is predicted to sweep the country. Right now it is early so it is still a secret. I want to set an uninterrupted time when we can talk. If we team up on this we can become rich. What are you doing later?

4. (I believe you are worth more than you are making.) If I could show you a way you could double or quadruple what you are presently making (and never have to work alone) would you be open-minded enough to at least take a look?

5. It's apparent that you really like what you were doing and are very

good at it. Are you open to offers?

6. Are you open to investigating other income streams?

7. I heard you like to travel. Our company does world-class trips. They said to think of people we would like to travel with and I thought of you.

8. We are bringing a business to your area. I heard you are sharp and good with numbers.

9. Professionals: If you were me and had a way in which you could cut your office hours in half without affecting your income, how would you invite you to sit down and take a look?

10. Would an extra \$50,000/yr change the way you do your practice?

11. I've got a non-investment business proposition I'd like to discuss with you but I don't want to get into it over the phone. When can we get together?

12. I told Paula what good friends we were and she told me that if I didn't want to jeopardize our friendship that I needed to tell you what I am doing, irrelevant of whether you were interested or not. She said that if you found out six months from now after this company was already in momentum that you may be very mad at me for not giving you a heads up on what was going to happen. She made me realize that because you were a friend that was the least I could do.

13. I've had something incredible come across my desk and was wondering if you were open to looking at ways of generating more income?

14. Are you the kind of person that stays open to opportunities?

15. Are you the kind of person that keeps their ear to ground for opportunities?

16. I just had a friend of mine share a new business concept with me and I as excited as all get out. I was wondering if you might be in a

place in your life where you might be open to looking at ways to accelerate your ability to retire. I'm talking about putting yourself in a position to retire in just 2 – 4 years.

17. I have just had the most incredible project come across my desk and it made me think of you and the two of us getting to work together. Are you open to looking at ways to increase your cash flow?

18. I've come across a time-sensitive project that's got me very excited and I can't help but think this might be a good fit for you. Are you in a position where increasing your income might be of interest?

19. <<Name>>, do I have enough credibility with you to get you to take a look at away to increase your income?

20. Would you be open to looking at a proven, no-hype strategy that could position you to retire in just 2-4 years?

21. Are you open to looking at a business outside of (their business) industry?

22. "Do you keep your eyes open to making money in areas outside of (their business)?" (Law, education, medicine, etc.)

23. "Is there any reason you'd ever consider a business outside of..."

24. "Do you keep your eyes open to making money in areas outside of what you currently do?"

25. "I'm working with a company that is perfectly positioned to capitalize on a new cutting edge product. Are you open to taking a look at something outside of (their business)?"

26. "If the potential was big enough, would you be interested in sitting down and discussing how you and I could partner together?"

27. "On a scale from one to ten, how open minded are you when it comes to business?"

28. "Would you be open to hearing about a business if you could

make some serious money, without jeopardizing what you do now?"

29. "Ever think of owning your own business? What stopped you? What if...?"

30. "I've finally found something that we can work together on! Are you open to the possibility of the two of us working together to make some serious money?"

31. Do you like cruises? How would you like to go on one every year for free?

How would you like to get these real food nutrients at wholesale? Free? Free and make money?

A friend of mine is building a wholesale real food nutrient distribution business. She needs some help and said I could make a \$1000 extra dollars a month part-time plus I could get these healthy supplements for free. I am really excited and she said I could include 2 more people. I thought of you. Are you interested in free chocolate and more money?

I saw or got involved with an International company that makes real food nutritional products.

The company is growing in the middle of this recession!

Are you committed to improving the health of your family?

This may or may not be of interest to you...but it is an amazing opportunity and I would love to have you just take a look at it, almost like an investment. Do you like cruises? How would you like to go on one every year for free?

"May I ask you a question? - Are you married to your job or are you open-minded?"

"Would it be OK, if I could show you how to get paid really well, even save thousands per year in taxes, save hundreds of at risk kids, and

improving the health of you and your family?

We are bringing a business to your area.

Heard you were sharp and good with numbers.

Heard you like to travel. Our company does world- class trips. They want us to think of people we would like to travel with and I thought of you.

You are too important not to get the whole picture. When do you have some uninterrupted time?

I want you to meet _____. He has been extremely successful and he is one of my business mentors. You get to work with him also. I will call him and let him know you're going to be at the presentation Tuesday.

I was very impressed with you (your skills or service). I am expanding my business or I have a partner who is expanding his business. Are you open to any new offers?

If money were not an issue, how would your life be different?

I have a friend who is making a fortune with a business that is sweeping the globe. She/he is looking to expand into this area. I have decided to work with them. They are looking for 2 key people who are interested in opportunity and the ability to make a lot of money. I told them I would spearhead the search and you are the first person I thought of. Does this sound like anything you would be interested in talking about further? If so, I can schedule a call.

I have a fabulous business that allows me to work anywhere I want to and I'm looking for some sharp and motivated people to help me bring it to this area. Who would you recommend I talk to?

A simple sentence to get your prospect's instant attention by Al Schrieder.

Before starting your presentation, say:

"If you have a few minutes, I'd like to tell you how I quit my job

and still make more money.

"If you have a few minutes, I'd like to tell you how I got a full-time income by working two nights a week."

"If you have a few minutes, I'd like to tell you how I got a new car and will never have to make car payments again."

"If you have a few minutes, I'd like to tell you how I became a millionaire."

Power Phrases and 3 way set up

- I'm calling about business
- "I can't make you any promises, but there is a possibility for a huge financial home run!"
- You are too important to not see the whole picture. So when will you be in front of your computer? (Or if local, when can we get together?)
- "This thing is going to happen with or without you or me, the only question is who will participate and profit?"
- "You can either watch us make money or join us in making money- your call, either way we're still friends"
- "We've got to meet so I can show this/something to you."
- "I'd like you to meet a business colleague of mine. Let me pull her in on the call Does it make sense to sit down and discuss this?"
- "I'd like to put you on the phone with my business partner who can talk to you about this in a little more detail. What's a good time for us to talk in the next 24 hours or so?"
- I want you to meet _____. He has been extremely successful and he's one of my business mentors. You'll get to work with him also. I'm going to call and let him know you're going to be there Tuesday.

BUMP-INTO FOLLOW-UP APPROACH

Hi <prospect>. This is <your name>. We met a few days ago at the bank. I was very impressed with (you, your skills, service, etc). I am expanding my business or I have a partner who is expanding his business. Are you open to any new offers?

Sure. What to do you have in mind?

I'll tell you what. I'll have my partner get a hold of you. Is this the best number to call? Great. In fact, hold on just a minute and let me see if I can get him on the phone.

(3-way call with the objective of getting an appointment)