

Prospecting: Who Where, How and How Many **Monday, April 22, 2013**

- TNL – Merri-jo Hillaker and Dr. Dan Fouts – 7:30 Pm CDT at Mannatech Corporate offices or www.mannatechlive.com
- Mannafest On-Demand - <http://www.mannatechlive.com/mannafest2013>
- Mannafest 2013, April 25-28
<http://www.mannacomm.com/mannafest2013/>

"The 7 Step System to Building a \$1 Million Network Marketing Business" Joe Rubino

1. Lead with Business or Products
 - A. Those who lead with products, focus on establishing an extensive customer base.
From the numerous customers, a number of business builders will emerge.
Advantage: develop cash flow quicker, but slower approach to building significant wealth.
These product users who then decide to do the business, start on the same “share the product” approach.
 - B. Lead with business opportunity: build deeper, more active organizations resulting in longer term residual income.
Customers come from the pool of people not interested in the business opportunity.
Business builders are usually more interested in earning life-impacting income so more motivated to treat their network marketing business seriously.
Also, they are more interested in actively pursuing others interested in the business.
2. Creating Your Notification Names List/Prospect
 - A. Use memory joggers. With respect to each one, think of all the possible people they know as well. Create a computerized file. Then go to Yellow Pages, and for each category think of who you know.

B. Now start contacting:

- 1) Why are people hesitant:
 - a) Lack of belief in network marketing
 - b) Lack of belief in their ability to be successful
 - c) Lack of ability to help others.

2) Experience call hesitance?

Ask: With whom would I like to share my success and with whom would I like partnering?

Concentrate on: contributing to another's life without being attached to getting them in.

C. How many do you need?

1) Need 3-4 **Leaders** at least 1 in each of 3 legs: a business builder who conducts his or her business methodically and on a regular, consistent basis. That means daily activity list, follow company procedures and policies, attend conf calls, meetings, and display behavior others would want to aspire to and duplicate.

2) You develop 4 who then develop 4.

D. How many prospecting calls are required to find 4? Depends on your prospecting ratios. A success ratio is defined as the number of business presentations that are required to enroll one leader. Track your statistics.

1) If you are new, you are just beginning to develop your enrolment skills so make a reasonable conservative assumption.

2) Assume you commit to five quality conversations per day on the business. That would be 100 per month, and on a very conservative basis you would get 1 new solid business builder.

E. FOLLOW UP: this is a critical factor in your results...you must be diligent in your follow up. Many of your leaders will come on the fourth, seventh, or even the tenth follow-up conversation.

3. How to Insure Your numbers of Business Builders

A. Make a Regular daily action commitment.

Do you prospect daily? Make the commitment and **STICK TO IT!**

The author of the book built his million dollar business by making a commitment to make 5 quality business presentations every day/5 days per week for 24 months.

He might have made 20 calls to get 5 quality appointments.

You can commit to many other activities: calls, touches, etc. but none will produce the same results as will quality income presentations.

4. Local versus Long Distance Prospecting

A. With today's technology, easy to prospect around the world. However, so much easier to start in your own back yard. By being able to meet with your people/business builders regularly, you will be able to strengthen your partnerships/team member relationships much more readily. So build at home first. As you run out of local leads, expand to contiguous states/regions before targeting more distant prospecting sources.

B. Other regions: develop partnerships with leaders in other areas to support the entire group and tap into each other's efforts.

5. Designing your Prospecting Plan in Detail

A. Everyone is different so people will find different ways to achieve success.

1. Building your list is a Great Start for all who are willing to share with those they know. Also, great to build your business with those you know and like.

2. Cold Calling: not for the faint of heart. Must become an expert at rapidly developing rapport while immediately creating value. Good to develop and use scripts.

Approach niche-related businesses...those associated with health care, integrative health, etc.

Work with the Todd Falcone system to approach professionals.

3. Life style prospecting: the 3-foot rule

You can find people EVERYWHERE YOU GO!

What characteristics does this take:

Never met a stranger, just a friend you have not met yet.

Masters at breaking the ice.

Practiced a fluid method of creating an opening with their prospects.

Always prepared with materials, follow up.

They ask questions that stimulate conversation.

FORM or FLOP.

B. Advertising for Prospects

1. The most effective ads create rich, value laden benefits for their readers. Must target the people with what is most important for them! Hilton Johnson "If someone does not have a problem you can solve, you do not have a prospect."

Classified and targeted ads work.

See attached Classified Ads.

2. Warning on Internet advertising...it is like advertising on the Wild Wild West.

Avoid free for all sites.

Might get a free disposable email address first at hotmail or yahoo.com. (they give a whole bunch of ad sites on internet.)

3. Display ads. Can be effective but costly.

Target the people who read the publication.

Benefit driven and supported by features.

Feature an attractive eye catching graphic.

Powerful testimonial is good.

"Wanted: Insurance Agents, Attorneys, and Accountants for Lucrative Part-time Opportunity International NASDAQ Company Expands into California Market."

4. Radio Ads: benefit driven and target the exact profile of the customers or prospects you wish to attract.

"Where will you be financially in 4 Years?"

Effectiveness depends on station, signal, population density, time of day, etc. Also target the station based on profile you are looking for...i.e. no hip hop if looking for baby boomers.

5. Television Ads: not advised; too expensive.

6. Direct Mail...comes down to the ultimate cost and the quality of leads you will generate.

7. Flyers can work...great color paper right lanugaging. Make sure local ordinances allow posting, and make sure the places you are posting will produce the right kind of connections.

C. Trade Shows and Conventions

1. Great place for booths and collecting leads.

Conducting a successful trade show booth depends on several key components:

D. Lead Lists

1. The quality and cost can vary tremendously.

Opt in leads are people supposedly interested in home based business...but not all of these are serious.

E. Press Releases

6. Successful Prospecting Systems must meet 3 criteria
 - A. Duplicatable
 - B. Professionally produced and communicate quality, longevity, and success.
 - C. They are inexpensive to acquire and use, and are made readily available to new distributors, especially those on a limited budget.

"All top producers in Sales master the art of prospecting. They know that they can't control that much in the sales process but that they CAN control the number of prospects that they get in front of. Master the art of prospecting because once you own it, it can never be taken away from you. Read everything that you can about how to get in front of prospects. Attend every seminar that's available and listen to as many audios as you can that will teach you how to get a prospect to meet with you and listen to you."

MJ Durkin

Classified Ads

Partner with Doctors—Earn a Doctor's Income. Health professional network company seeks self-starters to work with dentists, MDs and veterinarians. Call 800-999-9999.

(Help Wanted) Medical professionals, nurses, techs—work from home in partnership with doctors. Your own business with dream income potential. Free info package. Call 800-999-9999.

Stay in Your Pajamas! Pick up a second income without having to get a 2nd job! Pleasant. Respectable. Free details. Call 800-999-9999.

Wake up to Dream Income in 90 days! Process patented weight-loss orders from your location. Pleasant, respectable. Call 800-999-9999.

Rapid weight loss—9 pounds in 9 weeks. Guaranteed 100% safe. Plus, pick up a second income without getting a second job. Free Sample and Video Tape. Call 800-999-9999.

Get paid to lose weight—100% safe. Guaranteed effective! Great for stay-at-home moms! Call 800-999-9999.

A Dream Income Potential—Doctors' professional network seeks partners to join our elite marketing team. For free audiotape, call 800-999-9999.

Teachers, Coaches, and Trainers wanted: Earn an exciting income from home by teaching others our proven turnkey system. For interview, call 800-999-9999.

International Company expanding into NY Health Care Market: Nurses, MDs and other Health Care Professionals Wanted for Non-Clinical Opportunity. Call 800-999-9999.

Tanning salons, Massage Therapists, and Hair Salon Owners Wanted. Earn a Second Income Without Getting a Second Job. Free Video Tells All. Call 800-999-9999.

Earn \$2,000 weekly with 8 Easy Sales of high demand breakthrough

environmental product. Full training and support provided. Call 800-999-9999.

“Millionaire Makers”—That’s what Success Magazine called us in their cover story because of our ability to help you be financially free. To learn how we can help you realize YOUR dreams, call 800-999-9999.

Fun, Money, Travel ... Enthusiastic self-starters wanted for lucrative income opportunity. Free info pack.
Call 800-999-9999.

Business professionals wanted to follow proven wealth-building system. 4-Year Retirement Plan. Call 800-999-9999.

Are you earning \$10,000/month? Call 800-999-9999 to let us show you EXACTLY how you can earn that and more with us.”

Attention: Experienced network marketers wanted for lucrative partnership. Company growth means wealth from following our proven plan. Call 800-999-9999 for FREE Video.

Teach & Grow Rich! Public Speakers Wanted—Top leaders now earning FT incomes PT. For Interview, call 800-999-9999 M-F.

Stay home! Partner with Doctors for Full-Time Income with Part-Time Effort. Full training and support. Free details. Call 800-999-9999.

Earn a Full-Time Income with a Part-Time Effort. Complete Training and Support. For your FREE CD ROM and Info Pack, call 800-999-9999 or e-mail WorkAtHome@grand.com.

Teachers wanted to teach others how to become financially independent. Full training provided. Earn what you’re worth with us! Call 800-999-9999.

Help others save money on their utility bills and get paid to do it! FT income potential working from your home. Call 800-999-9999.

“We Create Millionaires”—That’s what Success Magazine said about Drs. Joe Rubino and Tom Ventullo in its December ‘95 cover story. If you are interested in earning a very substantial income and would like to explore the possibility of partnering with two of America’s leading doctors whom Success calls the “Entrepreneurial Elite, call us at (800)999-9999

WHAT IF: YOU COULD RETIRE IN 2 TO 4 YEARS WITHOUT A PAY CUT? OR YOU COULD EARN A SUBSTANTIAL SECOND INCOME ALLOWING YOU TO WORK ONLY IF YOU CHOOSE TO?

At age 37, we retired from dentistry with a high 5-figure monthly income that allows us to now support other professionals in achieving the same financial freedom we enjoy. If you are interested enough to have a conversation to explore the possibilities of what our network can provide you, call (800) 999-9999 today. You have everything to gain.

Doctor: Would you be interested in a safe, scientifically proven, affordable way to improve your patients’ nutritional status? Are you looking for a second profit center? We have a Professional Support Program to support both options. No billing, no inventory to buy, no shipping or handling costs, with monthly paid retail profits. For FREE details, call 800-999-9999 today!

Scripts

Uncle Charlie, I've recently partnered with some very successful business leaders to support our company's expansion into the Chicago area. I admire your business expertise and thought I'd ask if you'd consider taking a look at what we're doing with an eye toward possibly joining me as a business partner.

Uncle Charlie, I know how health conscious you are. I'm working with a company that distributes some exceptional nutritional supplements. Would you be willing to take a look at them and let me know what you think? I'd appreciate you becoming a customer if possible. Thanks.

Uncle Charlie, I need your help. I'm leading my company's expansion into New England, and I'm looking for some potential business partners. Would you be willing to give me 30 minutes so we might brainstorm who you think might be willing to take a look at what we're doing?

Uncle Charlie, I'm looking to partner with a (your uncle's occupation) to introduce our company's product line to this group. Would you be interested in exploring some possible synergies with me?

Uncle Charlie, who do you know who could use some extra money?

Here is something you might say to someone who answers an advertisement.

Hello, is Linda there? Hi, my name is Joe Jones and I'm returning your call. You left a message after seeing our ad in the Boston Globe. Is this a good time to visit for a few minutes? Great! Before I tell you about our company and income opportunity, would you please tell me a little about yourself? Where do you live, what do you do for a living, and what sparked your interest in our ad?

Here are some things you might say to someone whom you meet as you go about your day.

Hi, I think I've seen you before in this store, shopping. I was wondering if you might be able to give me some advice. I'm new to the area and looking for people who might want to earn some extra income from home, working

with a very well-respected multimillion dollar company. Would you possibly know of anyone who might be interested in an interview? If so, I could arrange it so that our company would send you a nice thank-you check for your referral.

Break the ice and develop rapport by speaking about something that sparks your attention. It could be as simple as commenting on the weather or a newspaper headline at a newsstand, complimenting someone on her jewelry, and so on. Follow up this small talk with a compliment and a question that creates an opening. For example, you might say, “You look like the kind of professional person I’m looking for. Would you be willing to listen to this audiotape? I’d be happy to touch base with you afterward to see if you’d like to learn more. Would that work for you?”

Use an elevator presentation. Thanks to Hilton Johnson of MLM University for this technique. Break the ice. Develop rapport. Say something like, “You look familiar. Do you work around here?” (Yes) “Oh, what do you do for a living?” When they answer, say something like, “Really, I’m looking for people like you in my business.” If they ask you what you do, say something like, “You know how (fill in the blank). Well, what I do is (fill in the blank to create an opening).”

Here are some Examples

You know how most people work all their lives earning less than they really deserve, only to retire and be forced to live on half of what was too little to begin with? Well, what I do is show people how to retire 15 years earlier at twice their usual pay level. Do you know anyone who might be interested in learning more about that?

“You know how most people work all their lives at jobs that don’t pay them what they’re worth? Well, what I do is show people how to get paid what they’re worth by doing what they love to do! Would that interest you to learn more? What day this week can we talk for a few minutes?”

You know how companies pay huge amounts to advertise their product lines? Well, what I do is show people how to get their share of these revenues. Our partners earn up to a high six-figure yearly income. Do you know anyone who might be interested in learning more? We’re interviewing right now for self-starters interested in getting paid what they’re worth.”

Of course, having a simple system in place will dramatically support you and your new distributors to achieve great success. For example, if you or your company has in place that brief five-minute company, products, and income opportunity toll-free message I discussed earlier, all you'd have to do is say something like, "would you have just five minutes to listen to a brief summary of what I do to support people to earn extra money from home?" If the answer is yes, use three-way calling to connect your prospect to the recorded message. Or if you are out and about town, hand her your cell phone to listen in. After she has heard the message, ask if your prospect would be willing to further explore this possibility of making money from home. Make a request that your prospect take a next step. This might mean speaking with your business partner, attending a meeting, trying an initial product package, watching a video, and so on.