

Prospecting Successful People: How do I do That?

Monday Call, October 1, 2007

Welcome Back Program has one week left!

Mannafest...get your people on board early! Sweepstakes! New Ready Set Go program rolls out; and tons more...a Do Not Miss!

Incentive: Get to work now...remember 2 pts for every AO of a new associate

Power Trainings starting next week:

Your Mission Statement...who are you anyway?

Servant Leadership: maximizing your assets (downline)

1. Why approach successful people for my business?
 - a. Will sick people get you to Presidential?
 - b. Is your business exactly where you want it?
 - c. At the PUP Sam asked how many Pres had their own successful business before Mannatech? 80% raised their hands
 - d. Are you really working this as a business or a charity?

2. Why network marketing? This is your starting point...know what you are marketing:
 - Time freedom
 - Self development
 - Purpose driven
 - Unlimited income: no one telling you what you are worth
 - Residual income
 - Dream again
 - Great relationships
 - Reduce stress
 - No boss
 - Great incentives to get opportunities to travel the world
 - No employees
 - Tax benefits are terrific
 - Creating the standard for the ethics in your business

3. Why would a professional even look at it? Find their need/wants
ASK...LISTEN...SOLVE
 - a. Don't like what they are doing?

Statistics are overwhelming in most career jobs that people are unhappy with their jobs.

Lawyers specifically find little if any purpose in their law firm jobs

Do not like tracing every hour of a day, get tired of the drag and the incredible hours,

Ethical issues always looming, and the pay for most is not overwhelming

- b. Do not feel they are being fulfilled
 - Why are you here?
 - What contribution are you making?
 - c. Why be limited in their compensation?
 - You have talent and someone else dictates your worth
 - Why not find your limit assuming there is one?
 - Unlimited income, do not have to put in hundreds of hours to make money
 - Retire young retire rich...find a new way; if you worked this hard at networking for a few years, watch the income flow...
4. What do you have to help them overcome?
- a. The Risk...what are they giving up
 - Paint the better picture than what they have: Work from home so build a better family life, purpose, unlimited income
 - Ask what the current risk is? Social security stats showing what?
 - Suggest a transition...so start part-time
 - b. The sense of "I Can Do That"
 - They have to believe it
 - They have to believe they have a team around to support them
 - They want a system that works
 - They want to talk to the person who is making what they can make...so 3 way with your Presidential
 - Use income figures as found on Mtech webpage
 - c. A sense of timing
 - If they leave 6 figures when will they replace it?

Match personalities...check out the quadrants to make it work...make sure you know what you are dealing with

5. Recognize the driving forces of different age groups
 - a. 20-30: family time (new parents be stay at home dads, moms), unlimited income is attractive; Kiyosaki on residual income streams
 - b. 30-40: they are in their higher income years...so what next? Less stress, unlimited income, more free time, be your own boss
 - c. 40-50: now they have made a lot; but what contribution have they made? More sure of themselves, looking for purpose
The book "Halftime" is a great one to understand this
 - d. 50-60+: residual income for retirement, make a contribution, health is an overwhelming concern of your age group,
6. Your first contact
 - a) as Bob Burg teaches us, what can you do for them?
Pour into them before they even know you are in networking

Books as references:

"The New Professional" Charles King

"The Business School for People who like Helping People," Robert Kiyosaki