

The Power of Asking: 7 ways to Boost your Business

Monday conf call 10/29/07

Review of the Mexican Riviera Cruise

Bill Me Later

New CDs: Rob Sinnot and Sam Caster

Mannafest: Make it Happen!

Last week of Period 11: Use success tracker and support your people

This training is based on an article by Jack Canfield in Network Marketing Times

I. One of life's fundamental truths (and Biblical Truths):

“Ask and you shall receive.”

Look at little children: they have no problem

So why do we? Once again we need to return to be childlike...

Think of other characteristics

Honesty, anything is possible, the world is at their feet, love everyone without conditions, trust all, no prejudice, carefree, bold, determined, persistent...

As Don Partridge put it so well...get our fingers out of our own eyes...we have no problems...we just create them

If you are not moving closer to what you want, you're not doing enough asking.

II. Seven Asking Strategies You can Add to Your Business

1. Ask for Information

Deb Jones: The importance of asking questions!

a. We spend too much time telling instead of asking

We overwhelm people with information

Example shared of a waitress in a restaurant: If she asks you if you want a cup of coffee and you say no, no big deal. If instead she uses 10 reasons why you need the coffee, begging and cajoling you and you say no, now she is into depression from rejection.

b. Questions we need to ask to find out what a person's challenges are...ask questions that start with *who, what, where, why, when and how*...ASK, LISTEN SOLVE and make sure it is in that order.

Empower people to convince themselves

- 1) Do you have some health concerns?
- 2) Are you open to hear more information on a health breakthrough?
- 3) Would you be willing to take some time to look at something that has great potential of supporting your health?
- 4) If I lent you some materials, would you be interested in a new technology that could support your health goals?

c. Questions on follow up:

- 1) Is this a good time to talk?
 - 2) Did you have a chance to look at the materials?
 - 3) Does it make sense to you why glyconutrients are so critical for the human body?
 - 4) What are you currently doing for your health?
 - 5) Does it make sense that treating symptoms is not the answer?
 - 6) Is where you are with your health where you want to be?
- So, the idea here is to get them to think, not to convince or cajole them.

2. Ask for the Close

After giving a complete presentation, more than 60% of the time salespeople never ask for the order. This will put you out of business.

a. As you approach the close,

- 1) What will make you move forward?
- 2) What is holding you back from making a decision?
- 3) What can I do to support you?
- 4) Are you willing to make a long term commitment to your health?
- 5) Are you willing to be patient with this process?
- 6) Are you willing to try? Take the products for 6 months and see if you are satisfied? If not, get your money back.

b. Look for their objections: opportunities to educate them

"A man convinced against his will is of the same opinion still." So you need to fall in love with getting objections...which means you need to be prepared to respond (See Respond to Objections on www.mannatrain.net)

3. Ask for Written Endorsements

Not really applicable to our business but does have a play:

If someone works with you well, use them to help others join the business. It is time! You need to get to work on presenting the business and then collect testimonials from people as to their success. Can not use third party testimonials on products that are specific, but you can use third party testimonials about the business!

a. Content:

What you did to support them

The team and team work

The joy of fulfilling a passion

The results created in their financial life...how is their life different today

4. Ask for Top Quality Referrals

a. It is the easiest and least expensive way of insuring your growth and success.

b. Do it with all of your sign ups, but do it right

Timing is everything

Do not make them endorse the products or you will wait too long

c. Study "Referral of a Lifetime" Timothy Templeton

5. Ask for More Business

a. Look for other ways you can service your customers

Ideas: other areas of alternative health

Other issues in their life

Be a friend, establish a long lasting relationship

b. Look at adding additional products to their current regimen

c. Look at adding their spouse or kids as well...and expand to other family members

d. Classic concept in marketing is that it is a lot easier to get an existing client to add new products than to get a new client.

6. Ask to renegotiate

a. You need to develop skills in negotiation...it is another form of asking

b. Negotiate with a WIN WIN attitude and see what you can come up with

- c. How does that look for Mannatech?
 - Negotiate payment (soon to have Bill Me Later)
 - Negotiate products (help support by buying some of their All Star Pack)
 - Current associates...offer to give back \$100 of their upgrade to All Star if need for Power Bonus, or if they need.
 - There are just 100 ways of skinning a cat...just use your creativity!

7. Ask for Feedback

- a. What is feedback? It is not truth just a persons opinion
Thus, if someone says no, honor them but always go back and find out why...I mean the real why. Perhaps there are some nuggets there to help you grow.
- b. Always be open to hear...but again, it is just another person's opinion.
- c. No feedback, no growth. Green and growing or ripe and rotting?
Your choice.
- d. So set up regular customer surveys that help support you and your downline.

III. How to Ask?

- a. Ask **clearly**...be precise and take time to formulate your questions. Words are powerful so choose them wisely.
- b. Ask with **confidence**...be bold. If you are uncertain or hesitant you will not be as effective. Also, the law of attraction...what kind of people do you want in your downline?
- c. Ask **consistently**... most people give up. In prospecting there are many times 4-5 no's before you get a yes. Master prospectors understand this and keep asking.
- d. Ask **creatively**...do not sound just like everyone else. No not use trite phrases, trite approaches. Use your creativity to ask.
- e. Ask **sincerely**...never ask a question you do not want to know the answer to. They will read that like a book. Show a willingness to be vulnerable. Come from your heart, and keep it simple...that is how people will open up to you.