

# Training on the 4 Basics

Monday January 5, 2015

- The next “Mannatech Now” meeting at Corporate Offices... is Tuesday January 13<sup>th</sup> at 7:30 Pm

Why the 4 Basics:

- a. These 4 CORE are **truly the most basic skills everyone in our industry must get trained on** and excel at. Developing the skills that make a difference is critical. These 4 are critical for your success.
- b. Discipline is critical. The repetition of these 4 every day, day in day out is what creates success.
- c. Proves this business is not hard from an intellectual perspective...anyone can do it.

Easy yes? How about Easy NO! So why is it we don't do it?

1. Fear
2. Lack of Belief
3. Don't like to sell
4. Make up what you want
5. Love to be comfortable...broke but comfortably broke

I don't know but whatever it is GET OVER IT!

- d. A lot think they already know how to do that...well you might know how BUT do you know best practices?

## #1: Build a Contact List

- a. Make it large (always get more than 100 before you start).  
So don't forget international contacts as well
- b. Use a Memory Jogger
- c. Go back in time...clearly where you live today is probably not where you have lived your entire life
- d. Add to the List every day...at least 1-3 names
- e. Never pre-judge
- f. Start Connecting with ones you think will be best Business Prospects  
Build your business fast by getting great partners in with you; build it slowly by chasing sick people
- g. Who are you looking for?  
People who want to make \$100,000+ Because you want business partners  
Characteristics:  
"The Three H's: Hungry, Honorable, Honorable"
- h. Add to Contact List every day the rest of your Mannatech Career  
When do people fall off the List?  
Only when 1) Sign up or  
2) Die

- i. End of Year Letter, Thanksgiving Letter, etc.

## **#2: Contact and Invite**

- a. Now I have a List what is next?
- b. Brand New person has a hard time inviting perhaps...don't know what to say..  
Invite to what?  
1 on 1's, Starbucks meeting, home party, Bi-weekly area meetings, 3 way, webinars, whatever
- c. Develop a script: it can look many ways, but always remember your job is to build relationships  
If working with a new person:  
You can do a few calls with them: "Hey John, this is Merri-jo Hillaker. You don't know me yet but I am sitting here with a friend of yours, David Smith. (David says Hi...or whatever) He has just started a new business opportunity and told me he'll love to have you take a look at it as well. When is a good time for all of us to get together?"
- d. Other rules on inviting:
  - 1) The person who is asking questions remains in control...
  - 2) Never get into describing the business over the phone.
  - 3) Always have your calendar with you...
  - 4) If you are confident, asking questions, and excited people on the other side will want what you have.
  - 5) What do you say to No's?  
First, they are not really saying NO, rather I don't know enough.  
Understand the Looking Zone.  
Also. NO's will happen...I heard one time someone said "your IQ is not nearly as important as is your NO quotient."  
Your reaction to a NO and to a YES should be the same! Don't give other people control over your emotions.

## **3. Presentation a/k/a STP**

- a. Rules:
  - #1 See more people
  - #2 See more People
  - #3 See more People
  - #4 Use law of averages: out of 10 people, 6 excited, 2-3 may start and only 1 will succeed.
  - #5 Improve your averages
- b. 4 Keys to a successful business Presentation
  - 1) Melt the Ice
  - 2). Find the Dream (a/k/a what is so important to them

- 3) Elaborate on the Dream...as you present add in their dream and how they can experience it with some details you add
- 4) Get a Commitment  
Whether to close, or another meeting

Hold a Meeting/Book a meeting

#### **4. Follow up and Close...getting them started**

- a. The fortune is in the Follow Up....so DO IT and DO IT TIMELY!  
Why people don't after all that work? FEAR  
Be ready for NO's but focus on YES
- b. Be a great listener; Ask what they enjoyed so focus on the good stuff...
- c. NEVER ask them "Would you like some more information?" That is your avoidance questions on asking them "Are you ready to get started?"
- d. If they say they want more information, don't just agree and then get back home and try to figure out what they want. ASK them right up front..."What information are you looking for?"
- e. If they are not ready to get started yet, INVITE them to the next meeting..."Great why not come to the next meeting on Tuesday so you can make a more informed decision?"  
REMEMBER: Most people (like upward of 80% do not like to make decisions so BE PREPARED to make the decision for them)

And once they get started REMEMBER: the first 30 days needs to be an awesome experience...1) they develop a great 1st 30 day story to share with others, and 2) if they have a bad/neglected first 30 days, their belief may get shaky and you may lose them. So, get immediately into the 4 Basics with them, 3 way calls, meetings, etc. Tap into their excitement!!

BUT always remember: **Some will, some won't, so what NEXT!**