

# **"So What Really is This Thing called Prospecting?"**

## **Monday Call, October 29, 2012**

- Makeover Monday Call... Tonight at 8:00 pm CST 800-768-2983  
Access 4717417#
- TNL – Merri-jo Hillaker – XFM 100... One Hundred Events. One Day... 7:30 Pm CDT at Mannatech Corp Offices or [www.mannatechlive.com](http://www.mannatechlive.com)

Article by Russ McNeil (author of "Prospecting Rules")

Prospecting: "the central skill of our profession" John David Mann

"the life blood of our business" Robert Butwin

"in network marketing, it rules!" John Milton Fogg

Prospecting produces the fuel on which our business runs.

### **1. Prospecting is NOT...asking someone if they would like to be a part of your business.**

- a. How long have you been with Mannatech? How many testimonies have you heard? How many trainings? How much info do you have on the comp plan?
- b. Your new prospect has NONE of that. So how can it be right for you to ask him to be a part of your business? At least not the first time around.
- c. Of course you should make an offer...but not to join your team.

### **2. Prospecting is NOT...trying to get someone to look at your DVD or magazine**

- a. Assuming a prospect is interested is arrogant and self-serving. Your motive may be good, but it is the prospect's perspective that matters.
- b. When you thrust some paper or DVD or solicitation to a brand new prospect, that shuts them down, and worse of all...it shuts you down.
- c. The difference between WIN WIN prospecting and Lose Lose is how we go about it.

### **3. Prospecting is NOT...trading business cards and expecting the phone to ring**

- a. Use the materials produced by your company...they have been produced to result in maximum results.

b. Even if you do have the talent...does your team?? You must be duplicatable to have explosive growth in your organization.

#### **4. Prospecting IS...focusing on the other person**

- a. People don't care how much you know until they know how much you care. How are you expressing that?
- b. Practice rephrasing your conversations to use the word YOU more often...in other words ask questions more often than making statements.
- c. Make an offer based on what the result will be for your prospect...not so you can win the next incentive.
- d. Your questions should be natural...avoid interrogation like approach. Show facial expressions to show you are interested.
- e. Always look at each contact/experience as unique...for each person is truly unique!

#### **5. Prospecting IS...sending a consistent message**

- a. Most have their heart in the right place, but they contradict themselves in their messaging...be one with your heart. When there is incongruence between your emotions and your words, this incongruence is the "silent killer."
- b. A confused mind does nothing. Be clear with every prospect and stay on track. This is why it is critical to be prepared.

#### **6. Prospecting IS...differentiating yourself**

- a. The world is full of cynical people...don't be one. Learn to use positive words...use clean, upbeat humor not directly aimed at anyone.
- b. Show respect and appreciation for the prospect...this alone will be greatly differentiating (over lots of people in their life).
- c. Use words and phrases that are unique...examples.
- d. "What do you do for a living?" Instead of that very trite question, "What do you do professionally?"

#### **7. Prospecting IS...90% timing**

- a. Make an offer but not the one you think. Make an offer of opportunity but not to join your team. "are you at a point in your life where you'd be willing to explore outside opportunities as long as they don't take to much time?"  
This is a powerful question with a lot of positive psychology.

The bottom line: if you do a good job of relating to the prospect, the likelihood of him expressing interest is high. Remember though, only the prospect gets to decide how well you relate. It all comes down to his opinion.

So, if you are looking for a definition of prospecting try this one on for size:

**"Prospecting is the art, science, and practice of forming someone else's opinion."**