



DEVELOPING YOUR NATURAL MARKET

by Charlie Ragus, Founder of AdvoCare, International

Charlie was one of the most respected persons in the field of Direct Sales. With a lifetime of marketing experience, Charlie founded AdvoCare, International. AdvoCare is an elite nutrition company based in Dallas, Texas that attracts legions of devotees from every sector of America. In this article, Charlie offers a treasure of insights on creating a distributor explosion gleaned from his years of work as a highly successful distributor.

Perhaps the most exciting, lucrative, self-satisfying job in the business world is that of a direct sales career. It is not an easy job to succeed in, and yet, anyone who is determined and self-disciplined can do so. The job is a dream job in that the income is unlimited and you can select your own hours in a fashion that is true of few other occupations.

Selling is an acquired skill and the greats of direct sales are great artists. But, like the artist who paints, you must first learn the techniques and strategies before you can really express yourself in the art. This is a booklet about sales strategy for developing your Natural Market of prospective distributors, for the purpose of developing your own successful sales organization. It is a booklet that will help you get started and keep going, successfully and professionally, in a direct selling career.

I hope that you will absorb this sales strategy and become imbued with this proven technique of developing your organization, as well as the other techniques and strategies of direct sales. Then you, too, will have the opportunity of becoming one of the greats in this business.

If you can do that, and I sincerely believe you can if you really want to, you will have a career so rewarding to you and to your family that one day, you will look back on its beginnings and wonder what great fortune brought you to the door of this awesome opportunity. Read the material well, discipline yourself to learn the subject matter, master the subject matter, and go to work.

The following material is primarily directed toward developing a distributorship through prospecting and recruiting. However, this information must be applied to the sale of products, as well.

WHAT DOES IT TAKE?

After analyzing my own work records and the records of many, many direct sales distributors, I have concluded that the typical MLM distributor produces little in the way of measurable results in five of every six working hours. Much of what he or she does won't pay off for some time to come. In other words, sometimes it is hard to know when you've done a good day's work.

In a positive light, our job has some unique characteristics. It's not an ordinary means of making a living. It is a sole proprietorship kind of self-employment; it requires the qualities of an entrepreneur.

To be successful, you must have integrity, initiative and industry, coupled with a high degree of self-management ability. You need self-confidence, self-reliance and self-discipline in abundance. Above all, you must have the self-generated brand of determination that carries you through to victory, even though you operate in a negative atmosphere some days.

In other words:

- Know what you want to accomplish
- Develop a plan to get it
- Take daily action
- Don't settle for anything less

EXPECT GREAT THINGS OF YOURSELF

Everything about you - your facial expression, your movements, your dress, your tone of voice, the grip of your hand, the way you walk – tells people what you think of yourself. Almost everything about you shows your estimate of yourself.

Great results are produced by the perpetual expectation of attaining them. Despite natural talents, thorough training and education, direct selling achievements will never rise higher than the expectation. “They can who think they can. They can’t who think they can’t” is our inflexible, indisputable law of life.

Your self-confidence is the one thing you can never afford to surrender. Nothing enhances your ability like faith in yourself.

Therefore, set your mind so resolutely, so definitely, and with such determined expectations toward your desired success that nothing on earth can sway your purpose.

If you look like a winner, it’s much easier to be one.

Make certain you look as if you are successful. From every point of view, it pays to dress well. Always, look and dress like someone people would like to follow.

BE A PRODUCT OF THE PRODUCTS

You owe it to yourself to maintain proper body weight. Combining use of our Metabolic Nutrition System and the other nutritional products, monitoring your personal eating habits, and exercising regularly, can be a powerful mental tonic.

When people ask you about our products, you will then be able to respond sincerely. This is the surest way to build your business, for it makes the point that you truly believe in AdvoCare. You’ll find your friends and family asking,

- “Why do you look so good?”
- “Have you lost weight?”
- “Where do you get all of that energy?”

BECOME A PROSPECT

This business boils down to seeing people. The more people you see and tell the story of AdvoCare, the more successful you will become. Finding prospective distributors and customers is the key to this activity.

Prospecting begins with the accumulation of a large number of names of people you can see and interview under favorable conditions.

I personally believe that you earn 90% of your distributor income by finding the right person and 10% for selling, recruiting, and training a new distributor.

EVERYONE IS A PROSPECT

Develop the philosophy that everyone is a prospect for our product and your business until proven otherwise. Think in terms of people everywhere you go - all the time - every waking hour. Think of people you can talk to under favorable conditions. The most important thing is to develop the habit of collecting names all the time. The best prospecting system is one that has, on tap, more people that you could possibly see. But, a business based on endless prospects brings peace of mind. You’ll sleep at night knowing that the chances are good that you’ll have new business waiting for you the next day, and the next, and the next, for as long as you desire.

BUILDING YOUR ORGANIZATION

Without question, recruiting new, quality distributors into your AdvoCare organization is the single most important aspect of distributorship building. The fact is that nobody who is truly successful ever does it alone.

Understand that while distributor retention and productivity continue to be two key elements in the big picture of distributorship growth, the potential for strengthening these areas will always be undermined without quality recruiting.

It is my experience that distributors who consistently achieve sustained growth, high retention, and excellent incomes have a recruiting system in place that is comprehensive and proactive. The components most often found in effective recruiting systems include:

- An established recruiting philosophy
- The identification of who you are seeking
- A process for finding that person
- A recruiting goal

The lifeblood of a good distributorship is recruiting the right people. Some of the challenges associated with recruiting are:

- Not enough people to talk with
- Distributor failure or drop out
- Ineffective recruiting process

Many of these challenges can be avoided by keeping three key points in mind.

1. Recruiting is a systematic process
2. AdvoCare is a terrific career for the right person and the right person only
3. Our job is to get in front of the right person.

THE RIGHT STUFF

The right person will be excited about the opportunity of an AdvoCare career with unlimited income potential. The right person will require less development time, become successful early, and make and excellent distributorship builder in the future.

Some characteristics are important in determining whether a distributor will be successful.

- Has a high energy level
- Is results-oriented
- Has demonstrated a success pattern
- Is well-known in the community
- Possesses confidence
- Has a competitive spirit
- Willing to go to work
- Dissatisfied with their current situation
- Is financially motivated
- Is teachable

THE BASIC OF RECRUITING ARE UNIVERSAL

Professional stature. Quality image. High productivity. These are the characteristics of distributors sought by everyone. Yet the goal is still eluding many—perhaps the majority of us. Why?

Having worked in our industry full-time for more than 15 years, and having worked closely with many of our industry leaders, I have identified common problems impeding quality recruiting. Similarly, there are certain fundamental solutions that result in recruiting distributors with high productivity, good professional stature, and a quality image. It is remarkable that the challenge of quality recruiting is so similar across the country and within each direct sales company.

WHAT CAN BE DONE TO RECRUIT QUALITY, PROFESSIONAL AND HIGHLY PRODUCTIVE DISTRIBUTORS?

Recruit where the image is strong. “If you want to catch big fish, don’t fish in a pond full of little fish.”

When looking for prospective distributors, search among those people who have a positive image of direct sales. These people, of course, are your own customers, friends, relatives, business associates and co-workers. They are your successful distributors, customers, friends, relatives, business associates, and co-workers. They are the people who already know you or know your distributors. These people are your “natural market”.

Remember, finding the right person takes time. It is a numbers game. The more people you see, the better chance you have of finding the person who fits.

WINNING DISTRIBUTOR PROFILE

- Like, take and believe in all our products
- Have a predisposition to sales
- Seek more control over their future
- Risk-takers looking for greater recognition for their life’s work
- Want to create greater security rather than seek it from another source
- Want to be their own boss while working on a winning team
- Exhibit consistent previous success
- Have strong self-esteem
- Have a high sense of integrity and purpose about their life’s work

HOW DO WINNING DISTRIBUTORS MEASURE AGAINST THE SEVEN “C’s”?

Character: Sprinters in our business are a dime a dozen, but the marathon runners (those who will stand the test of time and distance) require character in abundance.

Courage: Some prospective distributors look great and talk a good game, but they melt into mush on the firing line of day-to-day activity.

Competitive Spirit: I like people who like to keep score and want to do better, month after month.

Creativity: The savvy to shift gears, regroup, and keep going.

Can-Do Attitude: A level of resourcefulness – that unwillingness to comprise on results and the willingness to adjust activity accordingly.

Career Vision: A long-term, professional commitment to building a business.

Constancy: Steady, unshaken determination, resolve and loyalty.

WHY IS QUALITY RECRUITING A PROBLEM?

- The public image of the distributor and the industry.

Research has shown that the public’s general opinion of direct sales distributors is not very high. It is interesting to note that this not-so-wonderful image applies to sales people of all types.

The population at large has had little or no contact with a distributor, and too often, if there has been contact it was with a distributor who quickly left the business or who has jumped from company to company. It is little wonder that so many people have a perception of dowdiness and mediocrity about multi-level sales.

But, there is a bright side! That smaller part of the population that purchases products and is serviced

by a committed distributor from a reputable company, feels positively about the service and products they receive from their distributor.

- The lack of understanding about the role of the distributor.

Most of the public has little or no understanding what a distributor does. To the uninformed majority, the vision of a distributor is someone with a glib tongue who, using tricky tactics, will extract money from their tight budget with vague promises of salvation in the dim and distant future. In short, they perceive the job to be one of fast talk and fuzzy promises.

- **The distributor's lack of confidence in his or her own ability.**

A lack of confidence is all the more perplexing since it is most often subconscious; hence, it cannot be dealt with objectively. This subconscious lack of belief in one's ability to bring a new distributor through to success manifests itself in a number of ways.

When a distributor isn't confident about guiding a new distributor to success, he or she tends to look for candidates to whom little damage can be done, should they fail:

- Those who are unemployed
- Those who are in "no hope" or dead-end jobs
- Those who have not yet been successful at all

In each case, if the distributor fails, nothing is lost (or so some believe).

Too often, the distributor avoids the challenge of taking a strong performer from another occupation for fear that the person will not experience even greater success as a distributor.

- **The distributor's lack of skill in developing other distributors.**

Too often, the distributor's lack of confidence is based in fact. Many distributors can talk about what should be done, but too few are adept at training others in how to do it.

This shortcoming stems from three sources:

1. Not knowing what the distributor's job really entails.
2. Not knowing how to sell.
3. Not monitoring the new distributor's activity so corrective action can be initiated when appropriate.

NEVER STOP PROSPECTING

Direct Sales is a numbers game and large numbers will prevail. You must realize that direct sales is and always will be, a numbers game. If you talk to enough people, you will make your share of sales and recruit your share of distributors. The key, however, is to qualify people so you are able to recruit more distributors in much less time, talking to fewer people. The relationship between calls and contacts, contacts and appointments, and appointments and sales relates to the Law of Large Numbers.

Letting the numbers and percentages work for you, you need to realize that every time you call and don't make contact, make contact but don't get an appointment, or make an appointment but don't close the interview, you're one step closer to success.

The numbers work over a long period of time. The more calls in which you don't hit your goal (talking to the right person) the greater your odds that the next call will be successful.

The marketing strategy of: "If I talk to enough people, then I will be successful" is based on the statistical phenomenon called "The Law of Large Numbers". This law does work! In fact, it works with such a certainty that it does, indeed, excite distributors who apply it consistently. This is as it should be, for it is all based on the truth of statistical probability.

An excellent example of the Law of Large Numbers recently surfaced during an election campaign. It was reported that the elections went especially well for the Maria Shriver-Arnold Schwarzenegger clan, when Maria Shriver's brother, Mark, won a seat on the Maryland Assembly without using his middle name, Kennedy, in his advertising. Mark attributes his success to the fact that he personally knocked on 12,000 doors to introduce himself and his campaign. In addition, his parents each knocked on 12,000-13,000 doors, individually, working seven days a week from April thru November. He felt it was this personal touch that gave him the edge to win. In other words, he personally applied the Law of Large Numbers.

In direct sales, recruiting results are critically linked to the number of contacts initiated with prospective distributors. Figures vary somewhat depending on skill level, but the relationship between new, prospective distributors and recruiting success is extremely important. Generally, it takes about 25 screening contacts to get about 10 positive responses resulting in opportunity interviews and 3 new distributors.

Have you established the following inviolable standards of activity and performance?

- 25 screening contacts per week
- 10 opportunity presentations per week
- 3 new distributors per week

Accordingly, once you recruit three new distributors, the law begins, again. Remember, it takes 10 new distributors to find three who eagerly work the business, and still, only one of those three will “stick”. Obviously, to work through such large numbers, it requires both a system and dedication to that system.

Legions of otherwise capable distributors fail each year because they are unable or unwilling to translate what they know and believe about direct selling into prospecting behavior. They don’t go to work.

I cannot help but wonder if part of the reason for this high failure rate is because most people simply do not have the stamina and morale to work such a strategy for very long. Clearly, this strategy can be challenging, and highly time and labor intensive.

Eighty percent (80%) of all distributors who fail within their first ninety days do so because of insufficient selling, prospecting, and recruiting activity.

Therefore, be patient. Finding the right person takes time. Distributorship building is a numbers game, just like sales. The more people you see, the better chance you have of finding the person who fits your needs and whose needs you satisfy.

FIVE RECRUITING TIPS FOR IMPLEMENTING THE LAW OF LARGE NUMBERS

1. Always be prospecting for new distributors. It is a forever thing.
2. Multiply your enthusiasm, effort and activity through your down-line distributors. It represents gold.
3. Service your customers and recruit from within their ranks.
4. Look for successful characteristics in potential distributors; don’t hope to develop them yourself.
5. Lock them in on the products.

DO YOU BELIEVE IN YOUR ABILITY TO DEVELOP SUCCESSFUL DISTRIBUTORS?

- Do you have a process for monitoring your weekly activity and performance?
- Can you do it yourself?
- Can you prospect, sell, and service the way a successful distributor is supposed to?
- If you can, then you will. If you can’t, then take the time to work on these skills until you master them.

FIVE LAWS OF PERSUASION

There are five great laws of selling or persuading:

Attention
Interest
Desire
Conviction
Close

It does not matter whether you are selling a refrigerator or persuading men to accept a new idea or philosophy. The same basic laws of persuasion hold true. This is the way the human mind and heart reach conclusions and take action.

1. Get their ATTENTION.
2. Develop their INTEREST in what you’re saying.
3. Stimulate a DESIRE to know more.
4. Promote CONVICTION that it works.
5. Ask for a COMMITMENT to action.

“If you knew beyond a shadow of a doubt that you could not fail, how would you recruit?”

UNDERSTAND WHAT YOU ARE SELLING

1. YOURSELF
2. THE COMPANY NAMED ADVOCARE
3. THE OPPORTUNITY ADVOCARE OFFER

COMMON SENSE RULES FOR RECRUITING WINNERS

RULE #1: Always be recruiting; it is a full-time job. To grow, you have to accept that you will always be recruiting. Remember, it is exciting to find people like yourself and to get them interested in your business, even if they never join it.

RULE #2: Experienced distributors don’t recruit experienced distributors. I never say “never”, but I would rather build my organization up from scratch than attempt to rebuild some other distributor’s efforts.

RULE #3: Multiply your enthusiasm and effort through your current down-line distributors. This is a key to recruiting productivity and multiplies the Law of Large Numbers.

RULE #4: The most important product you have to sell is the system and process of obtaining dreams. When I’m in front of a prospective distributor, I’m selling myself, AdvoCare, and the opportunity AdvoCare offers. Each prospective distributor must be convinced that I will do everything in my power to make that person successful.

RULE #5: Look for successful characteristics in candidates; don't hope to develop them in these persons, yourself. A prospective distributor doesn't have a winning character if you can't see evidence of it in the individual's past record.

RULE #6: Winners come from selection. Don't be afraid to suggest that direct sales may not be for everyone.

RULE #7: A well-selected distributor is half way to success. From the new distributor's perspective, the process is just beginning. From my point of view, we aren't starting from scratch; we're building on a strong foundation.

TALK TO PEOPLE DAILY

Remember Rule #1 – “Always be recruiting, it's a full-time job.” Tell them how good you feel about using the products. Remember, anytime you are around people, you are around potential customers and distributors. Take advantage of every possible moment to share your enthusiasm and commitment to AdvoCare. This is the best way to help your business grow. Don't be afraid of feeling awkward at first. It's not what you say that's so important, it's how you feel about what you say that's important. You are sure to find that people will thank you for sharing your discovery with them.

Keep in mind that even if you have never sold anything in your life (many of our truly successful distributors have no sales background), your business can grow just as it has for so many others...if you use the products and talk to people!

EVERYONE HAS A NATURAL MARKET

The people who will be easiest to talk to about your AdvoCare business are people you already know or know of – your NATURAL MARKET. They already know you and trust you. This is sometimes referred to as your sphere of influence.

Sphere of Influence is simply the people you know – people who are somehow, some way, a part of your life, directly or even very indirectly.

Your sphere of influence includes everyone from immediate family members to distant relatives, close friends to casual acquaintances; the person who delivers the mail, the plumber, the dry cleaner, the person who cuts your hair – practically anybody who in some way touches your life and whose life you touch.

Each of us has a person sphere of influence. For instance, if you take a pencil and paper and write down everybody you know using all your resources (personal phone books, PTA list, homeowners list, Christmas card list, civic club list, church directories, etc.) and add the names, you'll probably list approximately 200 names.

Also, every time you add a new distributor to your organization, that person has about 200 people in their sphere of influence. Cultivate a network of enough persons and your personal sphere of influence will soar to incredible heights.

NOW, LET'S MAKE A LIST

Let's make a list of everyone that you know anywhere across the United States. Dedicate sufficient time exclusively to completing your NATURAL MARKET LIST. This becomes your “working capital.” A distributor with a good list has the equivalent of money in the bank!

Look everywhere that you keep the names and numbers of people you know socially, casually, and professionally. You will want to include acquaintances from years ago. In AdvoCare, there is no such thing as “long distance”, because everybody in America is as near as an inexpensive phone call. AdvoCare is set up to help you sponsor and train anyone, anywhere in America!

If you are married, “brainstorm” with your spouse. Avoid screening out people while jotting down names. The first time through, EVERYONE is a prospect who may lead to someone even more promising.

Your list will continue to grow rapidly for several days as you see or recall the names of other people, so keep a pen and paper with you at all times. This list is your starting point for both building a retail business and your personal distributor organization, and it will continue to grow as you meet new people.

START NOW! DO NOT PUT IT OFF!

Procrastination is the thief of fortune. Therefore:

- Do not wait to start your list.
- Do not eliminate any potentially successful people from your list by prejudging them.
- Do not try to figure out whether or not they will be interested in AdvoCare.

If you know them, put them on your list!

WHO DO YOU KNOW?

As long as you know people, you know people with needs. People in sales. People who own or operate a small business. People who manage or supervise others. People in positions of leadership in a civic organization, church, youth group, sports or self-help program. People who are involved in self-improvement activities such as college night classes, health clubs or weight loss programs. They are all potential AdvoCare customers and distributors, and you may be able to recruit many of them to help you, and they are your friends.

THERE ARE FOUR LEVELS OF FRIENDSHIP:

1. **Acquaintances:** These are people with whom you have occasional contact. With acquaintances, you have the freedom to ask general questions and to communicate on a level of public information.
2. **Casual Friendships:** These are people you know who share a common interest, activity or concern with you. Here you have the freedom to ask specific questions, share ideas, wishes, and goals.
3. **Close Friendships and Fellowships:** These relationships are based on mutual life goals. You have the freedom to suggest mutual projects toward reaching these goals.
4. **Intimate Friendships and Fellowships:** These relationships are based on commitments to the development of each other's character. With these close friends, you have the freedom to correct each other.

WARM MARKET LIST

"WHO DO I KNOW THAT?"

- I respect _____
- Shows genuine concern for other people _____
- Is active in their church _____
- Does personal counseling _____
- Is a church leader _____
- Is a doctor _____
- Is a lawyer _____
- Is a professional _____
- Is in clubs or group organizations _____
- Is active in civic affairs _____
- Teaches in school _____
- Teaches for a business _____
- Deals with the public _____
- Works for the police department _____
- Works for the fire department _____
- Works for the post office _____
- Is a city official _____

- Is in management _____
- Is a supervisor _____
- Is a consultant _____
- Is looking for more out of life _____
- Is ambitious, aggressive and "on the go" _____
- Is considered a leader _____
- Has children in school _____
- Has children in college _____
- Wants to set a good example for their children _____
- Owns his or her own business _____
- Holds a stressful, responsible position _____
- Wants to have freedom _____
- Is considering a new profession _____
- Is changing jobs _____
- Has recently changed jobs _____
- Is unable to advance in his/her job _____
- Has talents but is held back _____
- Is an experienced direct sales person _____
- Is an author _____
- Is a designer _____
- Is a promoter _____
- Is in advertising _____
- Desires to have success in business _____
- Is going to college _____
- Is going to business school _____
- Is going to trade school _____
- Just graduated _____
- Parents _____
- Grandparents _____
- Sisters _____
- Brothers _____
- Aunts _____
- Uncles _____
- Cousins _____

"WHO IS OUR"

- Mail carrier _____
- Paper carrier _____
- Dentist _____
- Physician _____
- Minister _____
- Florist _____
- Insurance Agent _____
- Accountant _____
- Political Representative _____
- Pharmacist _____
- Veterinarian _____
- Optometrists _____

"WHO"

sells business machines	_____	who upholstered our furniture	_____
sells kitchen appliances	_____	went with us to the races	_____
sells cosmetics	_____	are the people in our car pool	_____
sells/installs carpet	_____	installed our telephone	_____
owns the restaurant we love	_____	has a Laundromat	_____
jogs with me each day	_____	teaches ceramics	_____
plays tennis with me	_____	owns a taxi service	_____
lifts weights with me	_____	cuts our grass	_____
is in my aerobics class	_____	painted our house	_____
sold us our home computer	_____	owns the pet shop	_____
sells advertising	_____	sold/installed our refrigerator	_____
is the radio D.J.	_____	owns/manages our apartment	_____
writes for the newspaper	_____	is in the Rotary, Lions, Kiwanis Club	_____
teaches cooking classes	_____	is in the Jaycees	_____
is the swimming coach	_____	is in the garden club	_____
reads and studies nutrition	_____	is in the book club	_____
are my neighbors	_____	is my child's teacher	_____
is my barber/hairdresser	_____	is a deacon or elder in our church	_____
teaches our children	_____	owns a drapery business	_____
was my best man/ushers	_____	manages a health/fitness center	_____
was our maid/maiden of honor	_____	does our income tax	_____
were our bridesmaids	_____	owns the dry cleaners	_____
took pictures at our wedding	_____	teaches drivers education	_____
is my banker	_____	delivers for U.P.S.	_____
are our babysitter's parents	_____	works at the jewelry store	_____
goes hunting/fishing with me	_____	works at the travel agency	_____
was my military buddy	_____	sells aluminum awnings/siding	_____
is the builder of our home	_____	sells real estate	_____
goes bowling with us	_____	sells cars	_____
is the president of the P.T.A.	_____	sells sporting goods	_____
was my fraternity brother	_____	sells clothing	_____
my sorority sister	_____	sells vacuum cleaners	_____
are the people we met camping	_____	are the people we work with	_____
is my boss/former boss	_____	repaired our T.V.	_____

I KNOW SOMEONE WHO IS A

Nurse	_____	Mobil Home Salesperson	_____
Golf Pro	_____	Airline Ticket Agent	_____
Student	_____	Computer Programmer	_____
Fashion Model	_____	Soft Drink Distributor	_____
Security Guard	_____	Interior Decorator	_____
Sheriff	_____	Grocery Store Owner	_____
Fire Chief	_____	Insurance Adjuster	_____
Secretary	_____	Cookware Salesperson	_____
Welder	_____	Professional Baseball Player	_____
Candy Salesperson	_____	Professional Football Player	_____
Law Enforcement Officer	_____	Professional Basketball Player	_____
Music Teacher	_____	Dance Instructor	_____
Art Instructor	_____	Waitress	_____
Typesetter	_____	Highway Patrol Officer	_____
Forester	_____	Physical Therapist	_____
Seamstress	_____	Dental Hygienist	_____

Carpenter	_____	Office Manager	_____
Pilot	_____	Bakery Owner	_____
Flight Attendant	_____	Plant Foreman	_____
Bus Driver	_____	Dietician	_____
Bank Cashier/Teller	_____	Anesthetist	_____
Mechanic	_____	Surgeon	_____
Editor	_____	Librarian	_____
Lab Technician	_____	Missionary	_____
Social Worker	_____	Drafting Manager	_____
Brick Mason	_____	Printer	_____
Race Car Driver	_____		

OTHERS I KNOW

BEFORE YOU MAKE THE FIRST CALL

1. Prepare in advance. Know what you are going to say. Prepare your questions and responses in advance. Know the products. Know the Marketing Plan. Learn and present an abundance of both product and business stories.
2. Limit your own talking. You can't talk and listen at the same time.
3. Focus. Concentrate on your conversation and the prospective distributor's needs. This means temporarily shutting out your personal problems and worries. Difficult at times, but possible – and definitely necessary.
4. Put yourself into your prospect's shoes. Understand their needs and concerns by thinking like them.
5. Ask good questions. Asking questions will help clear up any points or concerns your prospective distributor may have. Paraphrasing the prospective distributor's concerns back to them in the form of a question will keep you on track.
6. Don't interrupt. Nothing will turn a prospect off quicker than interrupting them. The same goes for finishing their sentences for them.
7. Respond (as opposed to react) to the ideas, not the person. Do not allow yourself to become irritated or insulted. Objections and questions are not personal.

TIPS FOR CONTACTING PROSPECTS

Making The First Approach

1. Be enthusiastic. Be confident. Be relaxed.
2. Don't attempt to explain too much of the program over the telephone.
3. Your goal is to get the chance to tell the story.
4. Use testimonials -- ALWAYS!!!
5. Be urgent...Do it now!
6. Remember the courtesy of communication: Get the listener's permission to present the information you want to share. Example: "Do you have a minute to hear about this great opportunity?"
7. If they say, "What is this about?" Your response is "I'll explain later. Right now, I would like to establish a definite time for us to get together to discuss."

SCRIPTS

Scenario: You-To-Someone-You-Know Telephone Script

DISTRIBUTOR: “(*Prospect Name*), this is (*Your Name*). I’m glad I caught you. I’m really excited about something. I just started my own business on a part-time basis here in (*name of town*). I have an opportunity do really well. If everything works out, I’m going to be doing this on a full-time basis. (*Prospect Name*), the reason I’m calling on you is that I need some more help and I thought about you right away. I don’t know if what I’m doing is going to be for you or not, but the best thing I can do is make sure that you get all of the information and let you be the judge. The person who got me started is (*Sponsor’s Name*), and (*he/she*) is standing right here with me. (*He/she*) is a really nice person and I want to introduce you over the telephone and let (*him/her*) tell you more about us. (*Prospect Name*), this is (*Sponsor’s Name*).

SPONSOR: (*Small-talk for a moment, then say...*): “Listen, (*Prospect Name*), I’m really glad we were able to get in touch with you. (*Referring Person*) has said some very nice things about you and it sounds like we have a lot in common. However, I don’t know if what we’re doing will be for you or not. Perhaps the best thing to do is to see that you get the facts about us and let you be the judge.

“Let me ask you a question, (*Prospect Name*). If I could show you a possible way to substantially supplement your present income over the next 12 months without disturbing what you are doing right now, would you be willing to spend some time to just get the facts?” **WAIT FOR THEIR RESPONSE. DO NOT SAY A WORD!!!**

Set the appointment!