

COMMUNICATING WITH YOUR PROSPECTS



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INVITE

Whether you are shy, or have fumbled a few chance meetings, we devised this cheat sheet to help you start conversations. These are intended to get other people interested in, and ultimately follow through, in purchasing Mannatech products.

Before we get into the conversation starters, you should keep in mind that each one will be used differently depending on the people you know (**Warm** market) and people you happen to meet in the course of your daily life (**Cold** market).

These scripts are to be used during face-to-face interactions or over the phone. We have other materials available for social media that you can access, but this one is for traditional, one-on-one encounters.

When talking in person, the fear can settle in. It's when nerves can win over passion, but don't let it! You possess the info and opportunity that people need! A chance at a new life, freedom and better health. You get to help someone transform their life. Don't lose sight of that.

TIPS FOR SUCCESSFUL INTERACTIONS:

1. **Be in a hurry.**

Keep your conversations short. Inject an ounce of urgency into your speaking, and people will sense you are busy, but had just enough time to think of them. It's flattering. For example:

Warm market—"Hey Jenny, I have a ton of things going on, but I wanted to talk to you real quick."

Cold market—"Hi there. I have just a second, but I had something I needed to ask you."

2. **Be a good listener.**

Focus on what people are telling you. Being a good listener means you know when to be quiet and let the person talk about themselves. The sale should always come naturally. This means you shouldn't be stepping over sentences to get to the "point." After all, creating a relationship should be the first goal.

Use the FORM (Family, Occupation, Recreation, Motivation) method to understand your new friend better.

Family: Ask others about their families and don't be afraid to share about yours.

Warm market—"How is Susie doing with soccer?"

Cold market—"How did you meet your significant other?"

Occupation: What do they do for a living? Use differences to your advantage.

Warm market—"How's your boss at *place they work*?"

Cold market—"Tell me more about your job."

Recreation: What do they do for fun?

Warm market—"Did you finish that book you've been reading?"

Cold market—"Where's your favorite place to eat?"



Motivation: What is important to them?

Warm market—"What in the past has made you the happiest?"

Cold market—"If time and money weren't an object, what would you do?"

FORM is an excellent way to keep the conversation going if it stalls out.

3. **Be sincere.**

People know when you aren't. They know when you just want to make a sale. It's been said that "People will do business with those they like and trust," so earn that trust. Compliment prospects with sincerity. For example:

Warm market—"You're one of the most well liked people I know and I've always admired that."

Cold market—"You seem really smart. What do you do for a living?"

Be sincere in every form of communication!

4. **Be confident.**

Body language is crucial for excellent communication. Don't slouch or cross your arms as it sends the message that you are uninterested and closed off. Be inviting and warm. Confidence spreads. Remember, you have what people need! Be excited about that.

5. **Make the Invitation.**

Here it is. You've approached someone, you've been in a hurry, sincere and have talked about their family. You have earned enough trust that you feel comfortable inviting them to a place where you can show the plan.

Here are a few ways to go about doing that:

Direct Approach

Warm market—"I think I've found a way for us to increase our cash." **OR**

"This is the call you've waited for!"

Cold market—"Do you keep your career options open?" **OR**

"Do you plan on doing what you're doing now for the rest of your career?"

Indirect Approach

Warm market—"I've just started a new business and it's a little scary. Do you think I could practice on you until I'm confident enough?"

"Nothing gets past you, so I was wondering if you'd help me poke holes in this new business I've started. Can you help?"

Cold market—"Who do you know that might be looking for a strong business that can eventually earn money while they sleep?"



"Do you know anyone who has hit a wall with their career and is looking for something new?"

You can also take the "If I _____, would you _____?" approach:

"If I gave you a DVD that told you everything about this amazing business, would you watch it?"

"If I gave you this brochure about our transformational products and technology, would you read it?"

This approach allows you to indirectly gain trust and pique interest. It opens the door for an easier invitation and follow up.

Remember to already have a couple of times and dates available!

6. **Get a Confirmation.**

Once you've invited them to hear what you have to say, be sure to do the following:

- Get a time commitment: Make sure all parties agree on time and location.
- Get a phone number: For following up and day-before confirmation.
- Give a phone number: You want them to be able to contact you if anything changes.

Don't forget to confirm the date with them again at least 24 hours before the meeting.

7. **Get going!**

Don't draw out the ending. You're in a hurry, so get off the phone and get on to your next invite.



BE ABLE TO LET IT GO

WORDS OF ENCOURAGEMENT WHEN INVITING OR PRESENTING

Not everyone will be interested in what you have to say. That's OK! If you feel like a prospect is against everything you are saying from the start, it's alright to let them go.

Warm market—"You know, this doesn't really seem like a fit for you. However, I'd really appreciate you letting me know of anyone who wants to be a part of this potentially life-changing opportunity."

Cold market—"I don't want to offend you, but it seems this opportunity isn't necessarily right for you. Maybe we can get in touch if things change in 3-6 months?"

No doesn't always mean never, so move on if someone is taking precious time away from a successful invite.

Remember:

Be in a hurry.	Be confident.	Get going!
Be a good listener.	Make the invitation.	Be able to let it go.
Be sincere.	Get a confirmation.	

Here are a couple of examples you can use to spark a conversation about our TruHealth™ products:

YOU =  THEM = 

I noticed on FB/Instagram/Twitter that you've been posting about dieting/losing weight. Have you had success with this approach?

It's going pretty well.

That's awesome! If you're looking for something that has the potential to accelerate your results, have I got something to share with you.

Introduce TruHealth System: "It's this new fat-loss program that focuses on having a healthy body composition, not just pounds lost on the scale. It's so easy to follow and it's allowed me to start taking back my life. I love it!"

Alternatively:

Honestly, it's really hard. It isn't going so well.

I get it. Dieting can be super hard. That's why I started using the TruHealth System.

What's that?

Introduce TruHealth System



2. **Warm** market—If you’ve been using TruHealth and look thinner/healthier, your future customers may start the conversation for you.

YOU =



THEM =



You look great, have you lost weight?

Actually, I’ve lost ____ inches on the TruHealth System.

Really?? What is that?

Introduce TruHealth System: “It’s this new fat-loss program that focuses on having a healthy body composition, not just pounds lost on the scale. It’s so easy to follow and it’s allowed me to start taking back my life. I love it!”

Or, another scenario:

3. **Warm** market—You can also flip the above conversation to break the ice:

You look great, have you lost weight?

Actually, I’ve lost ____ pounds. It’s been a struggle, especially because I love my bread!

Laugh ME TOO! It’s why I’ve been using this new, remarkable system that focuses on inches lost, instead of pounds.

Really?? What is that?

Introduce TruHealth System



4. **Cold** market—Ask them about their eating habits. Most everyone loves to talk about food.

Have you tried out this restaurant? (have one in mind already)

I have! It's so good.

It's amazing! How often do you eat out?

OR

I haven't. How is it?

It's amazing! My favorite thing is the (have a dish).

That sounds good. I should try it out sometime.

You totally should. How often do you like to eat out?

Pretty often. All the time, actually.

That sounds pretty expensive.

Yes, it can be. Especially when I do it every day.

What if I told you we have a system that will save you money on your eating out budget and help you lose fat?

That just sounds ridiculous.

Smile and then introduce them to TruHealth "It's this new fat-loss program that focuses on having a healthy body composition, not just pounds lost on the scale. It really helps you save money on your monthly food budget too. It's so easy to follow and it's allowed me to start taking back my life. I love it!"



QUICK STARTERS

REMEMBER, when starting conversations:

Be in a hurry.	Be confident.	Get going!
Be a good listener.	Make the invitation.	Be able to let it go.
Be sincere.	Get a confirmation.	

Now that we've elaborated on a few questions, here are a bunch that you can use on your own to get the conversation about TruHealth started:

Warm market:

"Hey, (insert name), I just finished this incredible fat-loss journey. Let me tell you about it!"

"Doesn't (so and so) look good? I wonder if they used the TruHealth System?"

"How would you feel about taking back your life?"

"What are you passionate about?"

"What's something you wish you could still do?" (Depending on the reason, TruHealth may be the answer)

"What did you have for lunch?" ("I had a TruPLENISH™ shake and it was delicious.")

"What would motivate you to run a marathon?"

Cold market:

"I heard that almost one-third of the world's population is overweight. I don't know about all of them, but I know TruHealth helped me.

"What do you normally eat for breakfast?" (Lead into simplicity of TruHealth)

"Do you drink tea or coffee?" ("Did you know that you can have both on the TruHealth System?")

"If I could have any super-power, it would be to eat bread without getting fat! Fortunately, TruHealth is the closest I'll get to that."

"What has changed your life in the past 5 years?" ("For me it's TruHealth.")

"What if breakfast was easier and helped you lose fat?"

"What if you didn't have to worry about eating the right thing at the right time?"

You don't have to memorize all of these! You only have to pick one that works for you and use it. Good luck!



CREATING INTEREST

Creating interest is the beginning of getting a prospect to purchase what you're sharing, or to join your opportunity. Plain and simple, if someone isn't interested in what you have or what you have to say, it's difficult to create a relationship that leads to a product sale or business opportunity.

This document outlines ways to create interest online and in person. It breaks down this approach through **Warm** markets (people you already know) and **Cold** markets.

Keep in mind that you want to avoid selling anything. The point of creating interest isn't to sell, but to find common ground. Remember that network marketing is based on cultivating friendships. But those friendships don't exist without laying a foundation first. That's what creating interest is: building trust and a solid foundation for a lasting friendship.

Let's talk about creating interest online first.

Keep in mind that social media shouldn't replace the personal aspect of network marketing. It is, however, one of the best tools to create interest and gauge who is interested in what you have to say.

WAYS TO CREATE INTEREST ONLINE:

Use the Customer Engagement headlines found on system.mannatech.com to generate conversation. Be sure to lead prospects to compelling content in order to build trust and establish yourself as a subject matter expert. The way you title your social media post will depend on what content you are sharing. Here are a few examples:

These supplements have been found to help increase brain power!* Find out what it is here!

I've found one essential oil that is the best ever. Click here to see what it is!

Often, you may just want to post something about your experiences. This can include a quick tag, meme or headline. But remember, keep it generic. You want people to like your content because of what it says, not whom it's from.

***These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.**



BEST PRACTICES

FOR GETTING "LIKES"

A "like" on social media shows that someone is interested in what you have posted, and it leaves the door open for further conversation. To effectively use "likes" to help grow your business, here are a few tips to increase their likelihood.

Post at the right time: No one is checking their social media at three in the morning. If you're a night owl and post normally at this time, your post will be buried by the time anyone is awake enough to do anything. The ideal times to post are around noon and between 7-10 pm.

Post the right number of times: Post too much and you turn people off. Too little, and interest is lost before any action can be made. It all depends on your social media outlet of choice, but some general rules are:

- 1-2 posts on Facebook daily
- 3-7 posts on Twitter daily
- 2 posts on Instagram daily
- As many posts on Pinterest as you want

Follow and participate: Follow those in the industry you are passionate about (not competitors). Participate in topics they pose and be sure to be a part of conversations that exist elsewhere about your particular interests. These help you become more of a subject matter expert, which creates trust with potential prospects.

Use media on social media: This includes pictures, videos, songs and articles to help prospects engage with you.

SOME SOCIAL MEDIA HEADLINES YOU CAN USE ARE:

"I just finished an incredible fat-loss journey!" #goodbyeinches

"I've been so much more alert and focused lately."* #supplementswork

"I am loving my skin right now." #skincaredontcare #itreallyworks

"I LOVE THE NEW ME!" #losetheinches

TIP

Social media is a great avenue to share your story as well! Use the *Telling Your Mannatech Story in a Compelling (and Compliant) Way* flyer (found at system.mannatech.com) to craft your own story that you can share with others!

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MOVING THE

CONVERSATION OFFLINE:

Since social media isn't a replacement for the personal interaction in network marketing. Your goal after creating interest should be to take the conversation offline. Through private messaging, email or phone, share specific information about Mannatech.

If they are a *Cold* market prospect, you can engage them like so:

YOU =

THEM =

Hi there! I noticed that you liked my article/pic/video. What about it interested you?

I was impressed by your fat loss. I wish I could do that!

Well, I've got some information on what I did to shape a New Me. Would you be interested in it?

Absolutely! I'm desperate to try anything at this point.

Great! Let me send it on over. What's your email address?

something@somewhere.com

Alright, I'm sending it over right now. Would it be ok if I called you around noon tomorrow to see if you liked what you read?

Sure! That sounds great. My number is xxx-xxx-xxxx.

Wonderful! I look forward to talking to you soon!

End Message

Alternatively, you can engage someone's post as well:

Nice after pic! Is that diet still going strong?

Not really, I've already started to slide.

Would you be interested in hearing about a fat-loss system that helps you build healthy habits instead of just quick weight loss?

I sure would.

Great! I'll send some material to you right now. Is it ok if I call you around lunch time tomorrow to go over it?

Yeah! My number is xxx-xxx-xxxx.

Awesome! I'll talk to you tomorrow!



Alternatively, for **Warm** markets:

YOU =



THEM =



Hey Jenny! What's up? I saw that you liked my article/pic/video. Didn't I see you just post about wanting to earn a little extra cash?

Yeah. That was just a joke though. There is no way I could give up all my responsibilities to start a part-time job.

I hear you! But what if I told you that you didn't have to?

What do you mean?

Let me send you some info I came across that might interest you.

Ok. That sounds good.

Alright, I'm sending it over right now. I'm going to call you tomorrow morning to see what you think.

Perfect! Or, if I like it, I may call you!

Deal! I look forward to talking to you soon!

End Message



WAYS TO CREATE

INTEREST IN PERSON:

Before we proceed, make sure you have familiarized yourself with the INVITE section of scripts located on page 3. It won't be as easy, but remember to avoid talking about Mannatech specifically just yet.

As a general tip, try to use open-ended questions. They help you avoid that dreaded "no," and keep the conversation flowing.

TIP

To create interest, you must show interest!

YOU =

THEM =

Hi! My name is _____. That salad looks delicious. Are you watching your calories?

Yeah. Just hoping to drop some of these pesky pounds.

I hear that! I used to struggle with that too until I tried this new system.

Really?

Yeah! Here, let me give you this. *hand them *Everything You Know About Fat Loss* flyer*. Would it be ok if I gave you a call tomorrow around two to see if you have any questions?

Sure that sounds fine.
Gives you their number

Great! Thank you. I'll call you then.
Enjoy your lunch!

In this instance, you were in a hurry but you showed interest at the same time. You left everything generic and with the proper follow up, you'll hopefully have a new customer for life.



For **Warm** markets, you get to do a more direct approach:

YOU =



THEM =



Hey Linda, I saw that Jimmy was home from school the other day, that's a shame.

You're so sweet for noticing.

I've been giving some supplements to my kids that they love. Plus, they taste really good too!

I doubt that. Do you have to force your kids to take them?

laugh "NO! They even ask me when it's time to take them.

Tell me more about this miracle vitamin.

At this point, you can leave a generic product flyer behind and follow up with them in a day or so. With Warm markets, because you already have a relationship, the process is smoother.

Once you have created interest, move on to the next step in the System: Sharing Mannatech.



SHARING MANNATECH

At this point, you've started a conversation and created interest in Mannatech. Now it's time to share Mannatech-specific information with your prospect. You should already have a budding relationship with them, so from here on out, you're dealing with Warm market prospects when sharing.

Hopefully you have been keeping track of your prospects with the Memory Jogger found in your Success Guide. This will make it easier to remember what an individual is looking to get out of Mannatech. It also helps you recall what you left behind as a pique interest piece. The information you already have on your Memory Jogger will be invaluable to strengthen the relationship you have with the prospect. A conversation with someone you're about to share Mannatech-specific information may go like this:

YOU =

THEM =

Hi, Jeff! I was calling to see if you had a chance to look over that flyer I gave you the other day.

Hey there. I did have a chance. It's really interesting.

Are you still wanting to get back in shape after your foot surgery?

You bet! Do you have any more information on this fat-loss system? I really think that can help.

Absolutely! Let me send you a link to a video I have. I'm also going to send you to a website that tells you more about our TruHealth Fat-Loss System.

Great. Thanks for all this.

No worries, together, we can help shape a New You in no time!

Sounds good. I look forward to your info.

I'm sending it right now. I'll give you a call tomorrow to see which flavor you'd like to buy.

Awesome, talk to you then!

Hang Up

send over the newyou90.com link and link to TruHealth video (found at goo.gl/ykAxBw)



A FEW THINGS TO TAKE AWAY FROM THE PREVIOUS CONVERSATION:

1. You knew that Jeff had foot surgery recently. With that knowledge, you were able to lead the conversation to something he was familiar with.
2. From speaking to Jeff, you discovered a problem (he wanted to get back into shape) and came up with a solution (TruHealth).
3. You sent over Mannatech-specific information on TruHealth, such as, the website (newyou90.com) and a link to the TruHealth video.
4. You created a sense of urgency by telling Jeff that you'd call tomorrow to take his order.

TIP

Don't forget you can always use texting to share Mannatech info as well! In this day and age, many people don't answer their phone. Feel free to text them the information you want to share.

YOU =



THEM =



Hi, Jeff! Just seeing if you had a chance to look over that flyer I gave you? 😊

I did! It's pretty neat.

Are you still wanting to get back in shape after your foot surgery?

👍 Do you have any info on this fat-loss system?

Absolutely! Check out this vid (goo.gl/sGB0LD) and this website (newyou90.com). I think it'll have all you need.

Great. Thanks for all this.

No worries! I'll give you a call tomorrow to see which flavor you'd like to buy. :D

Haha. Awesome, talk to you then!



Another way you can easily share Mannatech is with your own personal experiences. *Telling Your Mannatech Story in a Compelling (and Compliant) Way* (found at system.mannatech.com) to craft your own compelling and compliant story that you can share with new prospects.

As a reminder:

FOR ANY PRODUCT TESTIMONIAL, CLAIM OR PERSONAL STORY, FOLLOW THESE RULES TO KEEP IT COMPLIANT:

- It MUST be accurate AND truthful.
- It MUST give reasonable expectations.
- It MUST NEVER suggest that any Mannatech product treats, cures or prevents diseases.
- It MUST NEVER guarantee or promise financial or physical results.

An example of a compliant story:

"I'm here because I hit rock bottom with my weight. I gained so much that I couldn't do the things I used to love doing. I couldn't play outside with my kids or be on my feet for any long period of time. It was devastating. I was looking for something that would allow me to take back my life. Something that would shape a New Me.

That's when I heard about Mannatech from my friend at church. When she told me about the 180-day guarantee, I realized I had nothing to lose but the fat. TruHealth changed my life by helping me create healthy habits that allow me to enjoy life again. TruHealth gave me my life back."*

When telling your story, keep in mind of what it is: A story! It needs to have a cohesive beginning, middle and end. Once you memorize your personal story, you can start massaging it to fit in with your prospect.

"You know, Jeff, I was in your shoes once. I had an injury that kept me out of the gym. While I lounged around the house, my weight began to pack on. Because of it, I couldn't do the things I wanted anymore. I was desperate for something that could give me back my life."

These statements still have to be truthful! If you didn't hurt yourself, maybe you know someone who did. The point here is to mirror the problem of the prospect in order to connect with them on a more personal level.

Once you have shared your Mannatech-specific info, the next, and most crucial step, is the follow up.

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FOLLOW UP

After you have shared Mannatech-specific resources with your prospect, the next step is following up. It's often said that the fortune is in the follow up. This means the money you can potentially earn comes almost exclusively from the follow up. Therefore, it's important to have a system in place that you can follow to improve the efficiency of your efforts. Keep in mind, following up is about leading your prospect to making a decision to either: Join as an Associate, or become a customer who buys the products. Avoid the hard sell and pressuring, as it can break the trust you have built up.

Instead of a hard sell, try the assumptive approach instead:

YOU =

THEM =

Jeff! I'm just calling to see if you had a chance to look at that info I sent you?

I did. I had no idea a product like this could change so many lives. That video was so moving.

I totally agree. It's powerful to see how Mannatech can change lives. It's one of the reasons I'm doing this. SO, which flavor did you want to order? Vanilla or chocolate?

Uh, I'm not sure, which one tastes the best?

Vanilla for sure. It's a great base for all the recipes you get to experiment with.

How much is it?

Well, it's \$XXXX, but I've found it actually saves me money than what I typically spend eating out.

Alright, great! Let's do Vanilla.

Perfect. Let's get you set up with the Starter Bundle, which includes our guide, a 30-day supply of the entire TruHealth system, a shaker bottle and a measuring tape! Whew, I'm out of breath. *smile*

Wow. You're certainly setting me up for success, aren't you?

You bet. And even if you don't like it, you have 180 days to return it for a full refund.

It doesn't look like I really have anything to lose!

—*take their order*



This works extremely well when selling products. But what about if someone is more interested in the opportunity? The best way to go about this is by taking cues from the master of network marketing, Eric Worre:

YOU: On a scale of 1 to 10, with 1 being you have zero interest and 10 being you are ready to get started right now, where are you?

If it is anything above a 6, then follow up with these four network marketing closing questions:

YOU: Based on what you've looked at, if you were to get started with Mannatech on a part-time basis, approximately how much would you need to earn per month in order to make this worth your time?

YOU: Approximately how many hours could you commit each week to develop that kind of income?

YOU: How many months would you work those kind of hours in order to get to that income?

YOU: If I could show you how to develop an income of (their answer) per month, working (their answer) hours a week over the course of (their answer) months, would you be ready to get started?

These questions are open ended to avoid that scary "no," and they get to the point quickly. Even though you're talking to a Warm market, respect their time by being succinct. Let's dive farther into the first closing question:

YOU =

THEM =

Based on what you've looked at, if you were to get started with Mannatech on a part-time basis, approximately how much would you need to earn per month in order to make this worth your time?

Oh, I don't know. I'm not really sure.

I understand. It's a bit to think about. What If I said that you could easily earn enough to at least pay for your products each month. Would you be interested in that?

Absolutely!

GREAT! It's pretty simple. All you need is (amount of product sold in proportion to their order) each month to pay for your product. That's (x amount of people spending x amount on their own products). See, piece of cake! *Speak with your upline if you need help figuring out the correct amounts.

Well that doesn't sound too hard at all!

I know, right? Let's get you signed up as an Associate!

sign them up



This approach takes some planning ahead on your part. You need to find out what they have ordered and how much product sales would be involved to help them earn enough to pay for their order. It won't always be as simple as saying a sentence, but this extra work shows that you are paying attention to the prospect and their details. This is a desired trait when doing business.

Let's see what could happen when Eric Worre's second question is asked:

YOU =

THEM =

Based on what you've looked at, if you were to get started with Mannatech on a part-time basis, approximately how much would you need to earn per month in order to make this worth your time?

Oh, I don't know. I'm not really sure.

I understand. It's a bit to think about. What if I said that you could easily earn enough to at least pay for your products each month. Would you be interested in that?

That's cool and all, but it doesn't really seem like it would be worth my time. I'm just too busy.

I hear you. Approximately how many hours could you commit each week to pay for your own products?

Maybe five? I only really have a few hours a week that lets me breathe.

I envy you. *smile* If I told you that with the introduction of technology like Facebook, Twitter, Instagram and the like, you don't have to spend as much time as traditionally thought.

Really?

Oh yeah. It's wonderful to think about how far we've come. With the entire world at your fingertips *show cellphone* you don't have to spend hours trying to build a business. You can do it in minute increments.

I never really thought about that!

I know, right, with that new info in mind, would you be more willing to put in a few minutes a day to earn enough to help pay for your products?

Absolutely. That seems pretty feasible.

Great! Let's get you signed up as an Associate!

— *sign them up* —



This scenario shows a few points that you have learned from the past steps. It lets you address a potential “no” and turn it into a yes. It lets you show off your skills as a subject matter expert on technology and how it effects the world and, more specifically, a prospect’s earning potential. It showed that you were listening. When the prospect mentioned they only have a little time, you found a solution to that problem.

HERE IS THE POINT:

None of this would have happened if you hadn’t followed up! By skipping this step, you miss out on crucial closes and chances to grow your downline. That’s why the fortune is in the follow up!



DEALING WITH NO

NO DOESN'T ALWAYS MEAN NO

Let's start this off with an uncomfortable truth: As you work to grow your influence in sharing Mannatech, you will hear the word "no" along the way. It's natural to let this reply get you down, but what sets you, and the best, successful business people from the rest is how well you'll be prepared to deal with "no."

Sometimes "no" just means, "I don't know," or "I'm not sure." Often when someone says "no," they really just need time to think things over or they need more information. Instead of just shrugging them off and slinking out the back door, use this opportunity to discover why.

YOU =

THEM =

So do you want to try the chocolate or the vanilla TruPLENISH today?

Oh, neither, thanks though.

No problem. Would you mind if I asked why you're not interested in shaping a New You?

I'm just not comfortable with any quick-fix weight-loss schemes.

I totally understand! And it's why I really love this. It's not a scheme. It's a program designed to help create healthy habits so you can be the best you. A positive side effect of it is actual fat loss! Plus, with our Satisfaction Guarantee, you don't have anything to lose!

That's some good information! Do you have anything else I can read over before I make a decision?

Absolutely! (hand them any of our pieces on TruHealth) Is it ok if I contact you in a couple of days to see where you stand?

Sure! Thanks again!

Then, you have to follow up!

In this situation, we turned a "no" into a hard "maybe." With the leave behinds for them to look at and with a considerate follow up soon after, your "no" can become a "yes."



SOMETIMES A "NO"

COMES FROM A LACK OF TRUST

Think about the last time someone asked you for something. Chances are you were eager to help because you knew that person. The same goes with network marketing. People will be more likely to buy from you if they trust you. This means you should strive to build a stronger relationship with your prospect before they are comfortable enough to move ahead. In this case, a "no" just means, "I don't know you well enough yet." This is why social media, customer engagement headlines and compelling content on the web (like those found at system.mannatech.com) are important tools that help establish you as a subject matter expert.

SOMETIMES IT'S BECAUSE THEY ARE MISSING SOMETHING ELSE

Many times, a "no" in the beginning is one out of habit. Your prospect is just used to telling people "no." That word can be used in many different ways, but with the same effect:

"I don't have time."—Could mean that they think what you have isn't worth it.

"It's not for me."—They just don't have enough info to make an educated decision.

No matter which "no" comes your way, be sure to always greet it with a positive attitude:

YOU =



THEM =



I don't have time right now.

Oh, I completely understand, I'm in a hurry as well, what would be a good time to talk about shaping a New You (or similar phrase for another Mannatech product)

You know, it's not really for me.

It's totally ok if you feel that. Do you know someone in your life who wants to optimize their health and finances?

If you can already have answers ready in anticipation of a "no," you'll be able to provide the prospect with what they need to get one step closer to a "yes."



DON'T TAKE IT PERSONALLY

From the start, avoid becoming emotionally attached to the outcome of a conversation. Approach every meeting with the mindset that you are creating new friendships; not that you are going to sell someone something. Detaching yourself from the weight of the word “yes” by looking at meetings from a different light can ease the emotional attachment and give you the confidence that draws others to you.

With that in mind, you shouldn't take rejection personally. A “no” doesn't normally mean the person you're talking to dislikes you. Everyone is fighting their own battle, and sometimes a “no” is just the easiest way out. Remember: A “no” doesn't always mean “never.”

LEARN TO LET GO

At some point during the conversation, you will realize the person you are talking to is no longer interested in what you are saying. They may be looking at their phone the whole time or being rude in general. At this point, it's ok to let them go and move on completely to someone else.

YOU =

I can see that this opportunity isn't for you. I'm really sorry. If you don't mind, is there a chance you happen to know someone who might be interested?

Keep in mind that for every person who isn't interested, there is someone out there who is. Don't waste your time with those who are genuinely turned off by what you are saying. There are about three billion adults on the planet, so there are many people out there who want and need what you have!

TIP

Don't be discouraged by those who are uninterested. Think of the experience as an opportunity to practice your speech and interview skills!

CELEBRATE THE “YES”

YOU DID IT! You got a “yes!” Feel free to celebrate your successes, but don't forget to keep your sights set on what's important: Your “why.” Take this momentum and roll it over into your next conversation. Winston Churchill said, “Success consists of going from failure to failure without loss of enthusiasm.” So even though you may hear “no” more times than you hear “yes,” keep a positive outlook. Harness your enthusiasm and remember how you felt so you can easily handle a “no.” Keep your goals in mind, keep sharpening your skills and soon you'll be hearing “yes” more often.



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