



## LESSON #4 – FOLLOW-UP

### THE IMPORTANCE OF FOLLOW UP

#### **They say that the fortune is in the follow-up.**

This skill is one you need to turn into a habit that you LOVE, if you do that then getting new prospects to join and stay in the business will be easy for you.

Network Marketing is full of people that make all sorts of commitment and then don't follow through.

Be a professional and do what you said you are going to do, we guarantee this will reflect in your bank account.

As a professional you need to keep a diary of appointments and promises, so that you don't let people down and most importantly you don't let yourself down.

Don't be late for your meetings and appointments, when you respect other people's time they will respect yours. This is something you want the people in your TEAM (downline) to duplicate, so if you do it right, they will also do it right.

**Important:** You are either early or you are late for a meeting, make sure you are always early.

People will like and respect you for being professional and honest.

If you say you will do something, then you need to follow through and do it, you need to understand that most of the people you sign up, will do what you do. So, if you want to have a team of people that perform well, you need to perform well.

So, when we are prospecting we talk about exposures, (an exposure is every time you meet a person and chat to them), it doesn't mean that you are talking about the business. You could be probing with questions about their life.

Eric Worre says, **the reason for the exposure is to set up the next exposure.**

This means you are not meeting the person to sell to them, but rather to educate them on a better life. If you do this right they will sell themselves, you won't have to ask them if they want to join, they will say, "how can I join?"

So, this is how exposure should take place. You meet someone in the shopping, centre you go to, so you make some small talk by using the ARC triangle method discussed in lesson #1.

Remember you are a consultant, so you are breaking the ICE with a bit of reality first. Hi, I love that Top/Shirt you are wearing it really suits you and makes you look like a professional, what do you do for a living?

The conversation can go anywhere, remember you need to be listening very carefully. You are not selling, so when you feel you have enough for the first exposure. You say nice meeting you, I must run I'm meeting my friend or brother or mother or anything. Will I see you here next Saturday morning? They will probably say yes, you say great we will chat then, see you. Bye.

You have set them up for the next exposure, next Saturday after your chat you repeat the process again and again. At each exposure, remember they will also be asking you about yourself, but keep your talking short and sweet.

So, you will start dropping hints and leads as to what you do, and you will be gradually educating them on your business opportunity.

As I said earlier, if you handle this correctly, then by exposure 4 or 5 they will be asking you to tell them more. At this point you still want to educate and not sell, so you tell them about the benefits that can help them specifically with their problems. You could give them the link to the company introduction video and say when do you think you will get the opportunity to look. Remember we are setting up the next exposure, they say, "OH, I will watch it tonight when I get home", you say "fantastic, would it be OK for me to call you tomorrow and follow up with you?" (Do not get excited and do a brain dump, this will push them away).

When you call them you say, "so what did you like about it." Let them do all the talking, this will help you understand where they are at, and in which direction you need to lead the conversation.

If you have done a great job with the educating part, they will ask you when and how they can join. They will sell themselves, it is always better to get team members that sell themselves, that means they understand and they want in.

As I said earlier the average person that joins Network Marketing goes through four to six exposures before joining.

You don't want to push too hard, but you would like the exposures to be as close together as possible. So, if you saw a person once a week, that could be the longest period between exposures. A good speed would be a day or two between exposures. There is no right or wrong, but the Network Marketing Professionals

all say it's better to talk to the person 4 to 6 times in two weeks than leave it longer.

They say if exposures are too far apart, then what happens is **life**, the person gets back to their normal routine and forgets all about what you have just told them.

That's not always the case, if you only see the person once a month you can still prospect them.

This exposure process helps you become friends, which is kind of the whole point of the business. We want to help those we know and trust, and they want to work with us.

During the exposures you will come across **Questions and Objections**

Remember an objection is not a "NO", often it's that the prospect has not understood something and needs to have it cleared up.

Do not get angry, abrupt or rude with the prospect you will drive them away. Consider that it was you that wanted to understand something better, if the person got angry or abrupt with you would you still want to be in their company. No of course not, so don't do it to your prospect.

Accept that they are making you into a more open and understanding person. They are giving you the opportunity to show them how professional you really are.

Use the opportunity to shine, I promise you will win.

Don't get me wrong, I am not saying that everyone that has an objection, is looking for the solution. There will be people that are totally negative that will try to rattle you. As soon as you have overcome their first objection they will have another and then another. When you have answered three objections and the person is still negative and has more objections. Just say you know I don't think this opportunity is a fit for you right now, maybe sometime in the future chat soon bye.

Remember, our goal is education and understanding, it's not to win an argument. Do you really want this person to be a part of your team anyway, they will drain you of all your energy? They are not ready.

You have managed to control your emotions and therefore when that person does want help one day they will come to you.

## Objections fall into two categories:

1. The prospect has a limiting belief in their own abilities. They are not sure they can be successful.
2. They have a limiting belief in Network Marketing. They are not convinced that network marketing can help them reach the goals in life.

For both categories, one of the best concepts is **empathy** – how you relate to people.

The best way to relate to people is to let them know you are just like they are.

You had the same doubts, the same questions and the same fears and you overcame them.

Here we get into another important part of being great at prospecting, great story telling, but only true stories.

It is very important to tell your story of how you went from where you were to where you are, or if you don't have your own story you can tell stories about other people you have read about in Network Marketing.

Stories will do more in overcoming objections than anything else.

One of the tactics Eric Worre (the greatest network marketing trainer and coach) recommends is called “**Feel/Felt/Found.**”

This works with the concept of empathy.

When a prospect offers an objection you say, “I know how you **feel**. I **felt** the same way. But here is what I **found.**”

You can change this based on your story and on your prospect.

**Prospects with a limited self-belief**, normally have these objections;

1. It's not my thing
2. I don't have enough money
3. I don't know anyone
4. I don't have enough time
5. I'm not a sales person
6. I'm too old, too young or I don't have any experience

Do not get clever by telling the prospect what they **have and don't have** even if you know the person very well, this will only make them angry. You will lose them and never be able to talk to them about the opportunity again.

Remember, our goal is education and understanding.

It's more powerful to relate to the person with empathy and tell your story or someone else's story.

### **Scenario 1:**

The prospect says, "I just don't have the money."

You say, "I know how you feel, I had the exact same problem. I never had enough money to pay my bills, I had nothing left at the end of the month. I seemed to be getting deeper into debt each month."

"But then I also realized if I didn't have enough money now, how was I going to survive in the future. I was tired of struggling, I wanted more from life. I needed something that could help me make the change, I needed something that was very low RISK with the possibility of exceptional return. This was the opportunity that did it for me. This was the best decision I ever made."

Let me ask you a question - "If you really felt that this was an opportunity for you to take control of your future, do you think you could find a way to make it happen?"

Most of the time the prospect would agree that they could find a way.

The exact words are not important but focus on the concept.

You told them you were the same as they were, with the same objections and pain of not enough money. You told them you found a way to make it happen and solved your problem. You have bonded with that prospect on a different level.

When people know that you had the same problems and dreams as they do they relate to you on a totally different level. It becomes real, a real possibility, not some story a sales person is telling to get them to buy.

Remember, all the stories cannot be about you, but you can tell stories about other people you know and their pains and struggles. (all your stories must be real people and must be true).

This concept is simple, it works and produces amazing results.

**Prospects with a limited about Network Marketing**, normally have these objections;

1. Is this a pyramid scheme?
2. I don't want to bother my friends and family
3. How much are you making
4. Is this MLM
5. Is this one of those things
6. I'm not interested in MLM

The prospect says, "is this MLM?" or variations of the same thing as, is this one of those things or is this a pyramid scheme or I'm not interested in MLM.

Don't get angry, what did you think they would say. What this tells you is that they probably don't know how Network Marketing can benefit them. They have heard all the stories about why it doesn't work. The false promises others have made, and they don't want to be a part of that nonsense.

So, be patient and say something like, "why do you say that, have you been involved before what happened?"

Let them tell you their STORY, encourage them to tell the story and why they believe it didn't work.

Eric Worre gives a great example of this in his book, Go Pro – 7 steps to becoming a Network Marketing Professional.

The prospect may say, "well I joined a company a few years ago, bought some product and lost my money." Reply from you, "what do you think was the reason you didn't have success?"

They say, "my friend talked me into it and I didn't have much time, I thought more people would join instantly but they didn't. I guess I lost interest.

You say, "do you think you gave it your best shot?"

They say, "No not really."

You say, "do you think it was Network Marketing or the timing?"

They will say, "probably the timing."

Do you understand how much more powerful this is than taking an aggressive approach?

Remember it's about education and understanding, it's not about being right.

You could also relate to them at this point and tell your story or someone else's story.

It doesn't matter what they say, you are going to listen to their story and then relate with a story of your own. Not in a rude arrogant way but a nice helpful way.

If someone said, "I don't want to bother my friends and family."

You can reply by saying something like, "let me ask you a question, if you joined and found the product to be amazing would you not tell your friends and family about it?"

The last objection is, "So how much are you making?"

If you are already making money, it's easy to answer.

If you're not, you can say, "well I have only just started in the business myself and I'm doing it part time.

I am excited about this company, they have such a great Vision for the future of our country.

I knew that if I did not join, nothing in my life would change.

I looked at what they were offering and then, analysed what I would lose if I did not join or I joined and did nothing.

Then, what would I lose if I did not join and take advantage of the opportunity, that would be the future I want for myself and my family.

Or you could tell a story of someone you know that is making a bit of money in the business already. "I'm not earning a lot yet, but Fred is my sponsor and he has gone from zero to R10,000/month in one year." It must be a true Story.

## **You need to read Tanya Aliza's – Follow up script pack**

I can forward it to you if you like. Send me a email saying, Follow up script by Tanya Aliza. And I will email it back to you ASAP

