

WHAT YOU NEED TO KNOW ABOUT PROSPECTING

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The lack of making prospecting calls has always been the single greatest reason people fail at network marketing. It's the hardest part of the business and yet, it's the single greatest activity that we **MUST** do if we are serious about building a successful organization.

This list of "things you need to know" will make the process a little easier for you. Who knows, you might just find making calls enjoyable once you understand how to play the game. (We'll cover Part II in the next issue.)

HERE ARE SOME HELPFUL PROSPECTING TIPS:

Make Only A Single Prospecting Call Each Day

The first prospecting call is always the most difficult to make. (Have you ever noticed that?) It doesn't matter if you've been doing it for 15 days or 15 years, the first call is always the one that gets to you.

The best way to overcome the challenge of making calls altogether is to decide to make that first difficult call...**no matter what**. That is the only commitment. It is the only agreement you have to make with yourself to make this work.

Here's why that is so important:

You will find that most of the time the first call was not as difficult as you imagined and that alone may inspire you to make another one. If you do, you will discover that the second call will be even easier.

If you get discouraged and want to stop, no problem, you always have that as an option. But, you must always make that one single call every day and **then** decide if you're going to continue making calls that day or not.

You can make a single prospecting call everyday... can't you?

The Value Of A Routine

The most successful people in network marketing have a set routine for making prospecting calls. They make their calls at the same time, the same way everyday whether they feel like it or not.

In most regular jobs don't we usually do things a certain way everyday? Why should it be different in network marketing?

The problem we have as independent business people is that we have too much flexibility in choosing our work schedules and therefore have a tendency to avoid doing the things that are a little uncomfortable.

The network marketer that sets a routine for making prospecting calls and sticks with it is absolutely guaranteed to eventually succeed. (A network marketing accountability coach can be invaluable here.)

The Law Of Momentum

In the beginning of a prospecting call program, it will take you ten units of effort to achieve one unit of results. As you continue to make calls and build momentum, it will only take you one unit of effort to achieve ten units of results.

Said another way, the more you do it, the easier it gets and the better the results.

The Best Time

When is the best time to make prospecting calls? In the morning, afternoon or evening?

The best time to make prospecting calls is the first hour of your workday regardless of when you start. Why? Because your head will be clear and you'll be more likely to make them. After hours of cluttering your mind, it's very difficult to pick up that phone and start dialing. (I'll bet you know what I mean.)

Starting your day making prospecting calls will also "create busy." What I mean by that is that things will begin to happen; Prospects will be returning your calls; You will be making appointments, doing three-way calls, sending prospects to your website, etc., etc. It jumpstarts the whole day and makes the rest of the day active, productive and a lot more interesting.

The Reason For The Prospecting Call

What good is making calls if you don't know specifically what you want your prospects to do? Most people make calls hoping something good will happen but they don't have a clear picture of what that is.

The ideal result of a prospecting call is to get a qualified appointment. If that's not possible on the first call, the next best bet is to get them to take some kind of positive action. It might be to get them to listen to a teleconference message, view a movie at your company's website, agree to a three-way call or receive a package from you. Whatever.

The important thing to remember is to know in advance several ways you can "advance" your prospect to go to the next step after they have identified themselves as a qualified prospect.

The Most Effective Way To Get Into The Habit of Prospecting

Perhaps the most effective way to get into the habit of prospecting with the least amount of frustration is to have a "coach" help you design a prospecting system that you can live with. At MLM University we have trained coaches that can help you do just that.

The Engine That Drives A Successful Network Marketing Business Is Prospecting.

There's really no way to get around that fact. It's the highest income producing activity you can do. If you're not willing to do it, forget about it.

Oh yeah, a few folks have gotten lucky and recruited a couple of people who made them rich. But, that was like winning the lottery. For the rest of us, we're stuck with grinding out a large and profitable organization by making prospecting calls over and over.

So, if we **have** to prospect to build a successful business, we might as well get good at it. Right?

In this issue, I'm going to attempt to drive home some important points you need to know in order for you to get really, really good at the business of prospecting.

Here you go:

The Language

An important part of any good prospecting system is to know exactly what you are going to say to your prospect.

You need a script.

Go to the most successful network marketers in your organization and find out what they say when prospecting. Successful leaders usually have a script and/or a formula for making effective calls. (You will easily recognize the power of this script when you hear it because you will see how bad your "winging it" script sounds in comparison.)

If you can't find a successful person with your company that will help you with this, locate a training program that teaches **specific language** for making qualified prospecting calls and learn those scripts backwards and forwards. Believe me, you'll be glad you did.

The Law Of Large Numbers

There is no such thing as a bad prospecting call. Every call has monetary value in the long run. You can prove this by crunching your numbers.

Insurance companies can tell you how many people are going to die next year. They can tell you how many will be men and how many will be women. They can even tell you what they will die of. There is only one thing they cannot tell you, and that is, **who** is going to die. They base their premiums and their profits on these numbers...and you too can benefit from knowing your own numbers.

You need to have a chart system for keeping perfect track of your calling activity. When you make a call, you make a mark. When you make contact with a prospect, you make a mark. When you get an appointment, you make a mark. And when you make a sale or get an enrollment, you make a mark.

Keeping track of your prospecting efforts will allow you to look at your daily, weekly and monthly numbers, see what's working and what's not and make adjustments.

A simple tracking system is the health chart of your business. It will allow you to calculate the long-range monetary value of a single prospecting call...whether that person says yes to your proposal or not.

That's the professional way to build a successful network marketing business.

The Myth Of Rejection

Do you remember the joke about the guy who stood on a busy street corner and every time a pretty girl walked by he would ask her for sex? One fellow observing this went up to the guy and asked if he didn't get a lot of slaps asking a question like that. The guy responded with, "Yeah, but I get a lot of sex too."

That's the image most people have about prospecting...you have to get lots of slaps before you can achieve success. That's not true...if you know what you're doing.

We fear the unknown. We assume that because we don't like to receive prospecting calls ourselves, everybody will reject us. Again, not true.

Most people are relatively nice to network marketers when they call even if they are not interested in their offer. This of course, is provided that the person making the call gets right to the point and doesn't try to shove something down the prospect's throat. (Remind you of anybody you know?)

Rejection is almost never as often or as bad as people imagine. If you don't already know this, you probably are not calling the right people or using the right scripts.

The Personal Assistant

One of the really neat things about making prospecting calls is that you don't have to do it forever. You can **eventually hire someone to do it for you.**

Yes, you really can.

There are many talented people who would love to work out of their homes making appointments for you. You can pay these people a fraction of what your time is worth and they will keep you busy doing the highest income producing activity of all... giving qualified presentations.

However, **here's the caveat:**

Before you can teach someone to set appointments for you, you must first know how to do it yourself. You cannot expect someone else to do something reasonably well that you can't do extremely well.

Take the time and learn to be a prospecting machine and then teach someone else to do it for you. I believe it's the network marketing prospecting system of the future.

The Greatest Security

Finally, suppose you were blindfolded and taken to a foreign country and left there with no money, no credit cards and no knowledge of the language, could you survive? Of course you could if you knew how to sell and would be willing to prospect.

You could persuade someone to translate your presentation and make the calls for you. By the evening of your first day in the strange land, you would have money in your pocket and have a comfortable place to sleep. No problem.

Can you do that with any other business? No.

WHAT YOU NEED TO KNOW ABOUT PROSPECTING

Knowing how to sell and how to make prospecting calls is the greatest business asset you can have whether you're in network marketing or not. If you do not have the success in your network marketing business that you really want, learning how to make prospecting calls and actually making them will take you and keep you at the top level of your company.

Don't take my word for it, ask the president of your company.

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