

How To Approach And Communicate With Prospects

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THE APPROACH....The critical first step in the Prospecting Process

- The Inner Stuff: Preparing yourself for successful Approaches
- Approach Objectives
- Define Hot & Warm Market Prospects
- Hot Market Approaches
- Warm Market Approaches
- How To Manage Possible Questions and Concerns
- What To Do When I Get Home...Check List

THE APPROACH....The critical first step in the Prospecting Process

THE APPROACH

Presentation

Follow Up

Closure

- A process of SIFTING Hot and Warm Market prospects for their interest in the USANA Opportunity as a Business, and/or USANA's life changing Products.

The Inner Stuff: Preparing Yourself For Successful Approaches

- Know your Dreams...Your “20 Reasons WHY”.
- Belief and Enthusiasm speak louder than words..... “Belief List”.
- Posture: Be neutral...Be the Cat...You have what they need...You only need two..
- Understand and respect the numbers.

Approach Objectives:

- To ask questions and discover needs, wants, and values.
- To control the call with questions.
- To “Create Curiosity”, and allow the TOOLS do the work.
- To get an appointment.
- To get OK to send information or a “Pre-approach pack”.
- To invite to a presentation.
- To get a business card for future contact.

Define Hot & Warm Market Prospects:

- **Hot Market Prospects:**
 - People you know.
 - People on your NAMES LIST.
 - Referrals you receive from people you know and meet.
- **Warm Market Prospects:**
 - People you meet as you go through life. Daily contacts or those you bump into.

Hot Market Approaches: Use Your Phone!!!!

- When calling a prospect, always ask questions.
- Use F.O.R.M as a questioning format:
 - How's the **F**amily?
 - How's the **O**ccupation?
 - How's the **R**ecreation?
 - How's the **M**oney?
- Questions will help you to discover their Dreams, Desires, Needs, and Wants.
- Do what we all Do Naturally... **ASK QUESTIONS**

Direct Approach:

“Hello_____, It’s_____. Listen, I’m calling you on a business matter. Do you have a minute?”

If **No**, ask: “Great, when can we talk? It will only take a minute.” And call back later.

If **Yes**: “Great, before I share what I’m excited about, let’s catch up. How are the kids?” (use F.O.R.M.). As they answer, use phrases like, “I see” or “say more about that.” Write down how they feel and their stated needs and wants.

Direct Approach:

Active listening is essential. Restate what they told you.

Example: “What I hear you saying is that you hate putting the kids in day care,” or “you’re frustrated with your job. I’m sorry to hear that.”

Direct Approach (cont'd):

“Listen, I only have a minute. The reason for my call is that I’m working on a business project that I’m very excited about and thought of you. Now, this may not be for you but if it is, I know you’d be perfect and it might be the solution to your concerns about day care or your job dissatisfaction.”

Direct Approach (cont'd):

Objective: Share Information

“I’d love to send you some information to see if you’re interested and call you in a few days to see what you think. Would you like me to send it?” If yes, send the “Pre-approach pack”, if no ask for referrals.

Direct Approach (cont'd):

Objective: Set Appointment

“I’m working on a business project and thought of you. This may not be for you, but if it is, I think you’d be great at it , and it could be a solution to..... Is there any reason why we couldn’t get together for 45 minutes so I can show you what it’s about?” If yes, set an appointment, if no ask for referrals.

Remember, You will need to CUSTOMIZE your script to fit your style.

You can substitute: “I’m working on a business project” with “I just started a Home Based Business” or “Part Time Home Business.”

Practice calling people you know and NOT talking about USANA. Just ask questions and call them a few days later with your approach.

Learn to LINK your prospect’s stated needs and wants to getting an appointment or getting out a “Pre-approach pack.”

Third Party Referral Approach or “Who do you know?”

- **Ask your prospect for the type of person you are looking for. Ask for specific qualities.**
 - “Hello_____, This is _____. Do you have minute? I was wondering if you could help me with a business project I’m working on. I’m looking for two people who are open minded, success oriented, self starters, who want to earn extra income and have more free time, like to have fun, are outgoing, care about their health....Who do you know with some of those qualities?”
 - Their response will be “No one”, or “I know a few people”, or **“WHAT ABOUT ME ?”**
 - Your response to **“WHAT ABOUT ME?”** is “You know, you’d be great at this. Let me send you some information” or “Is there any reason why we can’t get together for 45 minutes?”

Opinion Approach: Use with Successful People You Respect

“Hi_____, This is _____. Do you have a minute? _____, I really respect your business skills and how successful you are, and I was wondering if you could help me evaluate a business project I’m excited about. Would you have a few minutes to review some information and give me your thoughts? I’d respect your opinion.” If yes, get them a “Pre-approach pack” or set an appointment.

I Need Practice Approach: Use with friends and family.

“Hi_____. This is _____.”

“Listen, I just started an exciting home based business and need to practice on 10 people to get comfortable. Is there any reason why we couldn't get together for an hour for me to practice with you. I could REALLY use your help....OK?”

Warm Market Approaches: Walking And Talking

- Direct Approach:
 - Initiate conversation. Control conversation by asking questions. Always customize your approach with your prospect's needs and wants.
 - “Just from speaking with you, I have a feeling you'd be great at what I do...let me ask you a question....”
 - “If I could show you a way to earn more money and enjoy better health, would you be willing to listen?”

Customize this approach to fit the concerns and needs of your prospect.

Warm Market Approaches: Walking And Talking

- Compliment Approach:
 - “You have a great attitude, you could be great in my business” or “With your people skills, you could make a fortune in my business.”
 - The person you compliment will almost always ask: “What’s your business?” Let them know you are really busy now but ask for their phone number or business card and call them later, or give them your card with your web site.

Warm Market Approaches: Walking And Talking

- Curiosity Approach:
 - Use products (Nutribar or Nutrimeal) in front of co-workers and be enthusiastic.
 - Say: “These products are GREAT! I’m having so much fun with my part time home-based business.” Then walk away. People will come to you.

How To Manage Possible Questions and Concerns:

– “Tell me all about it?”

- Response: “Sure! The name of the Company is USANA Health Sciences. Have you heard of it? Great, let me get you some information that explains everything and I’ll call you on Tuesday or Wednesday. Which day would be better? Great, let’s talk then.”

How To Manage Possible Questions and Concerns:

– “Is it Network Marketing or MLM?”

- Response: “Absolutely! This is a legitimate 100 million dollar Company that offers an unprecedented financial opportunity to those with desire. As I said earlier, this may not be for you, but don’t you owe it to yourself to take a look? Would you like me to send some information or do you want to get together?”

How To Manage Possible Questions and Concerns :

– “No time: I’m too busy”

- Response: “ I know how you feel, I felt the same exact way. What I discovered is I can fit it easily into my busy schedule. Would you like me to send some information or would you like to get together?”

– “Is this selling?”

- Response: “ Do you like selling?” If yes or no say: “Then you’ll love this. Would you like me to send information or would you like to get together?”

Always restate their concern and use Feel, Felt, Found.

How To Manage Possible Questions and Concerns :

– Example of a Neutral Statement:

- “This might not be for you but if you’re sincere in wanting more free time and more money, you owe it to your self to at least take a look, don’t you?” If yes, set appointment. If no, ask for referrals.

REVIEW

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WHAT TO DO WHEN I GET HOME....CHECK LIST

- **Write your “Names List”.**
- **Write your “20 Reasons WHY”.**
- **Start your “Belief List” (Qualities and positives you KNOW to be true about yourself and USANA).**
- **Set a written goal of 2 approaches each day and DO IT!**
- **Block time in your date book or planner for “Approach” calls and appointment times.**
- **Practice your approach with sponsor, upline or family member...repeat it 50 times until it feels natural.**
- **Pick ten names from your list and call them using the approach of your choice.**

WHAT TO DO WHEN I GET HOME....CHECK LIST

- **Before each call, read your “Belief List” and your “20 Reasons Why”. Doing this will give you the inner POWER to move forward and achieve success from your efforts.**
- **Stand up during each “Phone Approach” and smile before you dial.**
- **Remember to “Create Curiosity”... and control the call by asking questions.**
- **Keep a written record of each “Approach” to track your results and share with your sponsor and upline.**
- **Be patient and remember...you only need TWO. When you sponsor your TWO, help them find their TWO.**

***Have Fun, Laugh A Lot, and
Enjoy The Journey Towards
The SUCCESS
You So Richly Deserve!***