

SKILL: CONNECTING WITH YOUR MARKET

Preparation Checklist

- ☐ Set your business hours: _____
- ☐ Print off the Weekly Action Plan and begin to fill it out
- ☐ Update your contact list

OBJECTIVE

Create a foundation in your business by understanding your connections and how you can effectively communicate with them.

GOALS

- ▶ 1. Learn to understand your new, developing, and known markets.
- ▶ 2. Meet 10 new market contacts.
- ▶ 3. Text 10 developing market contacts each day.
- ▶ 4. Call or personally invite 3–5 qualified (known market) contacts each day.

To become a successful professional, you must develop your ability to communicate well with many different types of people. Whether you are telling someone your USANA story or giving them a formal presentation about USANA, being a powerful presenter can enhance your ability to communicate effectively and will be a valuable skill in your life and your business.

TRAINING: AVAILABLE MARKETS

Markets are simply a way to describe the connections you have and who you choose to focus on. Understanding different markets will help you know how to find a solution that fits your contact's goals.

Known Market

The known market includes those who you already know. You understand what their personal “why” is and you already have a solution in mind. Using this knowledge, you know you can guide them to a solution through the proper exposures.

Developing Market

These connections are still in the development phase of their “why.” You are working to understand what their “why” is and have a few ideas of what solutions could work best for them, but you are still actively clarifying what would help them the most. This is the stage where you are working to build authenticity and trust.

New Market

These are connections you don’t have yet. These are the individuals you meet daily as you go throughout your day. These should be a target market for you because successful entrepreneurs are always looking for new ways to connect with people.

Over the last 10 weeks, we’ve focused on your known market. Now, we will work toward building up your developing and new markets. The key to developing this skill starts with learning how to identify with people and relate in a way that increases your influence with them.

HOW TO CONNECT WITH NEW CONTACTS

There’s no greater feeling than having a great conversation with someone you really connect and share interests with. Feeling connected to others can have a profound effect on your life. Be positive, believe in yourself, and decide to find new connections everywhere you go. As people see your positivity and excitement, it will rub off on them.

This week, focus on making 10 new connections with someone you’ve never met. This is about making a connection, not discussing a USANA solution.

A new connection means you exchange contact information (phone number, email, Facebook, WeChat, etc.) and make plans to connect with them at some point in the future (coffee, lunch, walk in the park, etc.). A new connection means a new friend.

Rule #1: Go out to have fun and live the lifestyle you want to live.

Where you are is exactly where you need to be. The best way to make genuine connections is to go about your day in regular fashion and meet new people along the way. Whether you’re at the grocery store, out for a walk, or waiting in line at the movies, you have the opportunity to be connecting with others. People can feel your attitude and can sense when you care. It’s not waiting for the perfect moment to introduce yourself, it’s being open to creating moments.

Rule #2: Focus on others.

Go about your day with a specific goal in mind. No matter what you do or where you go, there will be people around you. Without a goal of making new connections, you can easily miss those around you who could use your friendship and guidance. When you set a goal to connect with people, you will be more aware of the opportunities around you.



Follow these steps to help you make connections throughout your day:

Step 1: Ask a who, what, when, where, or how question to start a conversation.

Step 2: Warmly listen.

Step 3: Comment positively and sincerely on what they say.

This is a great time for a sincere compliment.

Step 4: Try to identify their passion.

Ask, “You must really like _____.”

If they agree, compliment them on finding their passion.

If not, ask what their passion is.

Step 5: Ask them if they are open to finding what they love doing in multiple ways and mention that you may have a few ideas you would like to get their input on.

Step 6: Exchange contact information.

Once you’ve made these new connections with the intention of meeting up again, you should follow up and set an appointment to keep the conversation going and to enjoy the new friendship you’ve created. This is where your new connection turns into a development contact. Many times, the easiest and more effective ways to communicate are through text or social media.

HOW TO INVITE WITH TEXT AND SOCIAL MEDIA

Text Message

Texting is one of the best ways to create a genuine connection. It often carries more significance and more priority over email or social media. The goal of a text invite is to invite your new connection to further your relationship.

Step 1: Ask a question that helps start the conversation.

“Are you free for breakfast?” or “Want to grab lunch?” or “What does your schedule look like in the next three days?”

Step 2: Use your indirect inviting skills and ask them to help you.

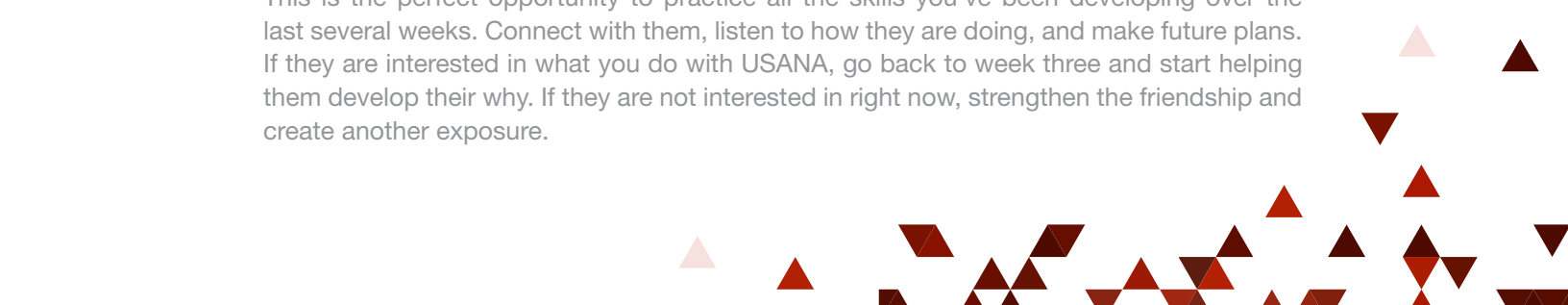
I have an idea I’d like to show you.

I have a project I’m working on and would love your opinion.

I’d like to hear what is going on in your world and share what’s interesting in mine.

Step 3: Meet and Share

This is the perfect opportunity to practice all the skills you’ve been developing over the last several weeks. Connect with them, listen to how they are doing, and make future plans. If they are interested in what you do with USANA, go back to week three and start helping them develop their why. If they are not interested in right now, strengthen the friendship and create another exposure.



Keep in mind what you learned about sales resistance and rejection, and make this a positive experience for you both.

Social Media

When it comes to your online business presence, quality outranks quantity. Pick one (or maybe two) social media outlets to help you connect with various people. Regardless of which one you choose, be sure to personalize it so your followers hear your story.

Facebook

What to share: Thoughts, pictures, links, and events.

Keep it fun and interesting. Fill your friends' newsfeeds with a good mix of humor, business, and personal inspiration.

Twitter

What to share: Thoughts, links, health news, applicable trending topics, and hashtags.

Keep it consistent and post regularly. Keep your USANA tweets informal and informative.

Instagram

What to share: Photos that represent your #USANAlifestyle.

Let people see you live a life of true health and wealth. Be clever about the ways you incorporate USANA into your photos.

USANA's social media networks post an ample amount of content. Don't be afraid to steal something you see and share it with your friends. Pay attention to what people say about your posts and be interactive. Great connections can come out of a thoughtful question or and insightful comment thread.

Check out USANA's blog What's Up, USANA? <http://whatsupusana.com/> for more tips on how to use social media in your business.

ACTIVITY

New Market Worksheet—Making New Connections Anywhere You Go

Where do you already have planned to go this week? (store, bank, movies, restaurant, park, gym...)

Place 1: _____ New Contact: _____ New Contact: _____

Place 2: _____ New Contact: _____ New Contact: _____

Place 3: _____ New Contact: _____ New Contact: _____

Place 4: _____ New Contact: _____ New Contact: _____

Place 5: _____ New Contact: _____ New Contact: _____

Developing Market Contact Sheet—Making a Decision to Build the Relationship

Who: _____ Possible Why #1: _____ Possible Why #2: _____

Who: _____ Possible Why #1: _____ Possible Why #2: _____

Who: _____ Possible Why #1: _____ Possible Why #2: _____

Who: _____ Possible Why #1: _____ Possible Why #2: _____

Who: _____ Possible Why #1: _____ Possible Why #2: _____

Who: _____ Possible Why #1: _____ Possible Why #2: _____

Who: _____ Possible Why #1: _____ Possible Why #2: _____

Who: _____ Possible Why #1: _____ Possible Why #2: _____