

SKILL: **CONNECTING WITH YOUR MARKET AND BUILDING YOUR TEAM**

Preparation Checklist

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

OBJECTIVE

Understand your markets and learn how to create a new relationship focus in your business.

GOALS

- ▶ 1. Identify and use the hierarchy of connecting.
- ▶ 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.

The best professionals in any field excel because they sincerely care. The strength of their influence comes from the trust others have in them—something that develops over time. Trust that creates real influence starts by building strong relationships that connect people with whom, and what they are looking for.

With USANA, you have something of value to offer—a higher quality of life. As you connect with others, you can help guide them to creating more quality in their life and more long-lasting, exciting relationships.

TRAINING: HOW TO IDENTIFY AND USE THE HIERARCHY OF COMMUNICATION

There are many ways to connect with others. We all have personal rules, both stated and unstated, that distinguish how we prefer to be contacted. An important part of connecting with and influencing others is learning to communicate in an effective way. You need to understand which forms of communication work best for each individual. True connection begins when the person with whom you are speaking feels valued.

TOP METHODS FOR COMMUNICATION

- ▶ In person
- ▶ Phone call
- ▶ Text message
- ▶ Email
- ▶ Video call
- ▶ Social media message
- ▶ Instant messaging

ACTIVITY

Let's practice determining the best methods for your contacts. Write the names of your top five developing contacts and their top three methods of communication. (You can leave the connection value space blank for now).

▶ 1. Name of Contact _____

1. Preferred Method _____ Connection Value _____

2. Back-Up Method _____ Connection Value _____

3. Other Method _____ Connection Value _____

▶ 2. Name of Contact _____

1. Preferred Method _____ Connection Value _____

2. Back-Up Method _____ Connection Value _____

3. Other Method _____ Connection Value _____

▶ 3. Name of Contact _____

1. Preferred Method _____ Connection Value _____

2. Back-Up Method _____ Connection Value _____

3. Other Method _____ Connection Value _____

▶ 4. Name of Contact _____

1. Preferred Method _____ Connection Value _____

2. Back-Up Method _____ Connection Value _____

3. Other Method _____ Connection Value _____

▶ 5. Name of Contact _____

1. Preferred Method _____ Connection Value _____

2. Back-Up Method _____ Connection Value _____

3. Other Method _____ Connection Value _____

How to Determine Connection Value

Think about how likely this person is to act based off of the method you would use on a scale from 0–10. 0 meaning they wouldn't act, 10 meaning they will happily accept. Basically, do you think this communication method will effectively inspire your connection to action? This will be mostly guesswork at the beginning, but as you practice determining connection value, this will be increasingly easier with everyone you meet.

Now, go through the list above and assign a connection value for each method.

Now that you've assigned connection values, how will this change your connections with your developing marketing this week?

Whether you are presenting one-on-one, in a group, or to an audience, communication is a key factor. Let's assess your current strengths in communication.

On a scale of 0–10 (0 being not comfortable at all right now, 10 being extremely comfortable and at ease), how comfortable are you connecting with:

ONE-ON-ONE

Connecting with one individual at a time

Friends & family:	_____
Colleagues & co-workers:	_____
Service clerks (i.e. cashiers, waiters, department sales)	_____
Other patrons:	_____
New connections:	_____

GROUPS

Connecting with various people individually in one setting

Friends & family:	_____
Colleagues & co-workers:	_____
Patrons:	_____
New connections:	_____

AUDIENCE

Connecting with multiple people at the same time

Familiar group:

Recent group:

New group:

This week, make a goal to pick one category from the one-on-one section that could use improvement. Think about how you can enhance your connection value.

One-on-one category: _____

How will you do it? What actions will you take during your business hours?

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