

Prospecting (Inviting)

“THE LESS YOU SAY, THE MORE YOU MAKE”

This profession is a gift! No other business models are designed to have the profitable and residual business that you love while having the freedom and time to spend doing the things you REALLY want to do with your life. And let's be honest, at the end of the day, true time freedom is what we really wish for, right? But, IT TAKES CONSISTENT ACTION AND TIME TO GET THERE!

Here are some myths of network marketing:

1. It's easy and takes little to no effort
2. Only the people at the top make money and it's impossible to get there
3. Your business is all from attraction marketing and social media

EHHHH NO.

This is a BUSINESS. If you treat it like a business, it will pay like a business. If you treat it like a hobby, it'll cost you money. And it's not an overnight thing, it takes time, commitment, and consistency! Be coachable and DO NOT quit! Give yourself a consistent 2 years minimum. Treat it like a degree that you won't go into debt for!

Prospecting is just *INVITING*. It is **NOT** your job to sell or convince people! It is simply your job to SHARE WITH EXCITEMENT! Then sort them based on their response!

Step 1. Make a list of 100 people (then continually add to this list as you network! Do a phone “dump” and Facebook/Instagram friend “dump” and just start writing people down! Social media is big for building relationships and never running out of prospects!!) **NEVER EVER MASS COLD MESSAGE OR SPAM!**

Step 2. Work on your approach! You don't need to be a robot and use these scripts verbatim, but something along these lines! I usually lead with the business opportunity, and if they are interested in the products, send the beauty quiz link (from your back office or Monat Connect App!) DON'T TALK TOO MUCH! It's like dating. Just peak their curiosity! Don't be desperate. 1 minute voice message, keep it short!

☐ **WARM MARKET APPROACH FOR NEW PEOPLE: USE VOICE TEXT OR PHONE CALL**

“Hey _____, I recently did a thing that I'd like to share with you. I want to see if you or anyone you know comes to mind. It'd be a HUGE HELP. Would you mind taking a look?”
IF THEY AGREE, SEND A VIDEO!

☐ **OPINION APPROACH: USE VOICE TEXT OR PHONE CALL**

“Hey _____, I could really use your help. I am working on a new business that I'd love to share with you and I'd like to get your opinion and some honest feedback. I need someone that I really value and respect! I appreciate it.
IF THEY AGREE, THEN SEND A VIDEO!

☐ **I TOTALLY SCREWED UP APPROACH: USE VOICE TEXT OR PHONE CALL (IF YOU'VE ALREADY APPROACHED THEM WRONGLY BEFORE)**

“Hey _____, I owe you an apology. The last time that we spoke, I shared my business with you in the wrong way. I didn't realize it at the time, but now I know better! Things have been going well, and I've been thinking about you. I wanted your feedback, it may or may not be for you; but maybe you know someone who would be interested.”
IF THEY AGREE, SEND THE VIDEO!

☐ **3 STEP SET UP before the video!-YOUR SITUATION (WHY-BE VULNERABLE AND AUTHENTIC), I'M ALL IN, TAKEAWAY!**

“Before I have you watch this video, you know that I've been doing this _____ (your job), but I'm maxxed out. No matter how hard I work, I can't make any more money. I've been looking and praying for something and I'm all in on it. I'm not just dipping my toes in. I don't know if it's for you or not (shoulder shrug), but I wanted to let you know what I was up to. **TAKE DOWN THE SALES WALL! BE REAL!** If you know them well: “I just didn't want you mad at me by not telling you what was going on with me” Then, say “I'll message you back in (give a time frame)”

LET THEM KNOW THAT IT'S OK TO SAY NO!

Understand that not EVERYONE is your business partner prospect! You **do have to work with these people daily!

Step 3. After you approach and they are interested, invite them to a **3rd PARTY TOOL** (see below)

Examples of 3rd party tools (will vary based on person)-"BASICALLY ANYTHING BUT YOU!"

*Our team prospecting video (in Lead with Love announcements)

*Any video in the CULTURE VIDEOS from the Monat connect app

* "The Freedom of the Monat Opportunity" from YouTube (Lead with Love announcements)

*Any short (3-10 minutes) video that you like about the products or opportunity! There's so many on Monat's Youtube channel!

*Offer Samples!

*Offer a Borrow bag (some of your products to use for a week or 2!)

*****IF YOU'RE BRAND NEW....INVITE THEM TO YOUR FACEBOOK OR IN PERSON LAUNCH PARTY**

*Invite them to an upcoming Opportunity Call!

Step 4. THE FOLLOW UP and SORTING!

*******The fortune is in the follow up!*******

"So, are you interested in learning more?"

"Does anyone come to mind that you know?"

"Do you know anyone not happy with their current job or career and looking for a change?"

"Do you know of anyone who needs help with their hair or skin that I could send samples to?"

IF their answer is no, they're **NOT** a prospect, MOVE ON!

You will then (based on their responses) **SORT** them into 3 categories, NOT SELLING...**SORTING!**

RED APPLES

GREEN APPLES

ROTTEN APPLES

RED= READY TO GO! SIGN THEM UP AS EITHER A CUSTOMER OR MARKET PARTNER (10% will fall into this category)

GREEN=INTERESTED, BUT HAVE MORE QUESTIONS (80% will fall into this category)

ROTTEN=THEY ARE NOT INTERESTED, MOVE ON!!!!DO NOT CONVINCE THESE ONES. THANK THEM AND GO ON TO THE NEXT! (10% will fall into this category)

RED- Congratulations! If they're interested in the products as a **VIP or retail**, send them your beauty quiz and screenshot the results to your upline! They will help the first couple months with recommendations! Then email them a cart! (A how to video is in our "Lead with Love" FB group announcements section! If they want to start as a Market Partner, send them the product pack choices and link (from your App!)

Beware of the **ROTTEN** apples. Some may even be very close to you. DO NOT waste your time trying to convince them and waste NO energy on defending yourself to them! Do NOT be offended. Move on.

Let's talk **GREEN** apples! Scale them on how interested they are from 1-10...ask them QUESTIONS and find their objections. But, do NOT answer them personally (you'll find yourself rambling!)

OPTIONS: Find a helpful and short video (about the compensation plan, smart start, or anything they have questions about), any graphic from our "Lead with Love" group usually is helpful! Your Monat Connect App has lots of resources too. Ask your upline if you're stuck! If they're interested in the business opportunity, get them on a 3 way chat with your upline or ME (Payge Denver) if your upline is also new to answer any questions!

USE TOOLS. DON'T TALK THEM OUT OF IT!

**IT TAKES ON AVERAGE 5-10 EXPOSURES OF YOUR PRODUCTS/BUSINESS BEFORE A PROSPECT
ACTUALLY SAYS YES!**

However, make sure you always set up the next step! Compress time between each exposure! Don't listen to what people SAY, watch what they DO. Their willingness to take the next step is them demonstrating genuine interest! If at any point they stop responding...just take that as it's not the RIGHT TIME! MOVE ON. It's never NO, just not RIGHT NOW!

ALWAYS ASSUME POSITIVE INTENT!