

DON'T BE AFRAID

Pick up the phone

Professional sales people spend...

- 45% of their time prospecting
- 20% of their time presenting
- 20% demonstrating product knowledge
- 15-20% in professional and personal development to enable them to make the calls!

Good, old-fashioned calling

- Communicating with others
- The best success plan is using the phone
- Reach out and touch them



If you cannot pick up the phone

- How will you make appointments
- How will you connect with others
- How will you build a business
- How will you make money
- HOW WILL YOU CHANGE LIVES?



Social self-reluctance

- It's me. I didn't make the call. Don't ask me why. I don't know. I just can't get myself to do it. I feel so intimidated. What's wrong with me?"
- It prevents decent, intelligent salesmen and women from doing the things that they not only know how to do, but want to do. They simply will not allow themselves to act.
- This emotional short-circuit has ruined many a promising sales career and **has nothing whatsoever to do with personality, brains, or motivation.**

Telephobia

- Telephobia has actually got nothing to do with the telephone!
- If you can order a pizza, you can use the phone!
- But, prospecting is DIFFERENT!



Fears

- Bad outcome
- They will say no
- I won't get the appointment



<http://www.irmi.com/Expert/Articles/2001/Lee02.aspx>

Is it you... OR

- Does it weigh a ton?



What to say...and to whom

- Melanie Brown
- Mary Dingmann
- Sharon Weinstein
- Steve Weinstein



The Chiropractor

- Hi DR._____, this is _____. I was calling because I know how important your Client's Health is to you, I wanted to share a complimentary service with you, that would provide you the opportunity to share with your clients, how they can Take Wellness Home. What day this week would work best for you?



After a meeting

- Hi Sharon, this is_____, I met you at the mixer on Friday...I was just calling to see if you had time for coffee tomorrow. If that doesn't work, what day is open for you?
- I'm new to the area, I just want to get to know you.

Real Estate

- Hi_____, this is _____, I would like to give you the first chance to Interview for a concept that would make your Homes really "stand out" above the competition....Well...what is it? You know how America is stressed out today, it's a concept that creates Wellness in the Home.



Met in a store

- Hello Pamela, this is_____, I was in your store yesterday, we were talking about you having the chance to find a great opportunity in life! I know that you are in transition, and I wanted to give you an opportunity to interview my business, and see if you would be interested in pursuing a Leadership position.



Women's Health Meeting

- I see that we share a common interest in our health. I would love to meet to learn more about your business, and how we might cross refer and/or collaborate with one another



Expo

- Thanks for visiting my booth at the _____ expo. You expressed an interest in _____, and I would love to learn more about your needs.

Economic meeting

- Hi _____. This is _____. We met at the community economic forum. The speaker was amazing, and he really challenged us to think about Plan B. This is something I've been thinking about, and as a successful business person, I would love your feedback.

Soccer Field or Sporting Event

- Hi _____. This is _____.
Wasn't the kids game terrific yesterday? They are doing so well this season, in spite of the number of health challenges we have seen. I'd like to do something proactive for them...would you be interested in meeting to discuss how we might collaborate for our kids?



Allergies??

- Hi Sharon, this is Melanie...I truly admire your family, and know how important your children are to you...You shared with me at the game last night about Natalie's allergies, I would like to share a Wellness Home concept that changed my Family's life...what day this week would you have an hour to visit.

Seeking leaders

- Hey Jeremy...this is Melanie, Wow the Inauguration Party last night was incredible! You did a fabulous job Inspiring People with your opening speech.... I have a Leadership Position open in my business, do you keep your business options open?...I would like you to Interview our Company's Vision, and see if it interests you?

Chamber follow-up

- I was approached by a lady at a WIN Group, she wanted me to join the Chamber. I asked her how long she had been a diplomat for the Chamber, we talked for a while. I asked her if she would interview a Wellness Home Opportunity. She Did...Invested...is looking to go Silver, onto Gold, and has her Cadillac Escalade picked out!

Health Club Manager

- Hi Jeff...this is _____ . We met at this morning's meeting at your facility, and I am glad that we had a few minutes to follow-up. Thanks for your willingness to meet with me to discuss classes that we might present onsite to membership. Let's discuss content specific to your member needs on Tuesday. Would 11am work for you?



Vet professional

- Hi _____; this is _____.
I enjoyed learning more about your passion for pets and their wellbeing today at the meeting. Let's meet to discuss how we might collaborate to educate others about this vital need. Does Wednesday at noon work for you?



Physical therapist

- Hi _____; this is _____. Thanks again for the treatment plan and home exercises you created for me. And, thanks for being open to discussing why I believe that the magnetic/far-infrared products that I am using will enhance the healing process. I'll bring the double-blind studies to next week's session, and let's see where we go from there.



Handyman at your home

- Hi Bill; thanks for your help with the repairs today. Sorry that you cut your finger, but I am glad that the water provided relief, cleaned things up, and also gave you added strength. Let's follow up on Monday as planned and see how these products might enhance what you are now doing.



Looking for leaders

- Hello Jan. Do you have a minute to talk? I am launching a wellness business and have leadership positions available on my team. You are someone I respect and I'd like to offer you the opportunity to learn about my business. If you find what I am doing of value and something you are interested in, I would be honored to have you as a partner. When would be a convenient time we could meet?

Always respected

- Hello Jan. Do you have a minute to talk? I am calling to ask you a favor. I have a wellness business and you have been someone I've always respected. I was wondering if you would be open to learning what it is that I do as a wellness consultant and if you found it to be of value, I would appreciate any referrals of individuals you know who may be interested in becoming aware of what I do. I'm sure you understand the value of networking and would greatly appreciate your insights. When would be a good time we could get together?

Options...

- Hello Sue. Do you have a minute to talk? I am calling to ask you a favor. I have a wellness business and am looking for people who might be interested in learning about options for wellness and/or increased income. Would you be willing to discover what it is that I am doing and if you find it to be of value, I'd appreciate any referrals you could give me.



You don't know me

- Hello Mr. Jones? This is Mary Jones calling. Do you have a few moments to talk? I know you don't know me, but I have respected you from afar as a business leader in our community. I am assuming that you have probably been mentored by several people in order to achieve your success. I am calling, admittedly rather nervous in doing so, to ask a favor of you. I was wondering if you would do me the honor of providing mentorship and advice to me. I am a wellness consultant and am looking for insight as to ideas you may have to expand my business and raise the awareness of what I do. I know you are very busy, and promise to be very respectful of you and your time. Would you be willing to meet with me for 20 minutes this week?

New profit center



- Hello Jim. Do you have a minute to talk? As a respected business owner, I was wondering if you would be open to setting up a date and time we could meet for coffee to discuss a potential profit center you could consider for your current business. I am collaborating with several leaders such as you in our community to network with me on the possibilities that exist for a potential business partnership. Your insights would be greatly appreciated.

Mentoring

- Hello Dr. Smith? Do you have a few moments to talk? This is Mary Smith and I am calling to ask you a favor as a respected health professional in our community. I have a wellness business and would greatly appreciate if you could give me a few moments of your time to learn what it is that I do. Your insights and suggestions as to ways I could expand my education and awareness of wellness would be greatly appreciated. I know you are extremely busy and I promise to be respectful of your time – it would mean so much to me if I could receive mentorship from you.



Can I count on you?

- Hello John. Do you have a minute to talk? I am going to a wellness seminar on Saturday and I was wondering if you would like to go with me. I know you care about your health and the little I know about this company and its philosophy of preventive wellness has impressed me. I feel it is worth our time to attend and learn. Can I count on you to go with me?

Headaches, anyone?

- Hi Jane. Do you have a minute to talk? Jane, I remember you telling me that you have had a problem with headaches. I went to a wellness seminar last week and found some things that I think may be of value and something for you to consider. I'm going to another seminar on Saturday and was wondering if you would like to go with me. The people are really nice, there is no pushing or selling, we can learn, relax and get energized by experiencing the products, and have fun together. Can I pick you up at 12:30 p.m.?



International contacts

- Hi Jim. Do you have a minute to talk? I am an independent wellness consultant with a company called Nikken which is a research and development company that is currently in 40 countries. I know you have international contacts and wanted to offer you the opportunity to learn how you can have an international business with a 5A1 Dun and Bradstreet rated company from your home in St. Cloud. Several of my colleagues have large international businesses and I was wondering if you would be open to discovering the possibilities that exist with my company.



Meet for coffee

- Hi _____, this is _____. Do you have a few moments to talk? I am expanding my wellness business and I am calling to for your help. I was wondering if we could meet for coffee this week so I can share with you what I do. If you find it to be of value, I would greatly appreciate any referrals of individuals or organizations that you may know who may be interested in collaborating with me. What morning would work best for you?



Interest in health

- Hello _____, this is _____. It was great to see you at the gym yesterday. Since you are obviously interested in taking care of yourself, I am calling to ask if you would like to interview the options and choices that my wellness business offers. It is a total wellness concept that goes way beyond the gym and offers a wealth opportunity by creating wellness homes. I would greatly appreciate your insights. What time this week would work best for you?



Grocery store meeting

- Hi _____, this is _____.
What a surprise to run into you at the grocery store! It has been such a long time and I am grateful you gave me your phone number and that you would be willing to meet for coffee and catch up on life. What day and time this week works best with your schedule so we can get together?



Fundraiser

- Good morning _____. This is _____ . I am the wellness consultant you spoke to at the fund raiser last night. Thank you for being so kind to me and for allowing me to call you today. As I mentioned, I have a wellness business and would greatly appreciate if you could interview my business and provide mentorship to me as to how I can expand my business in this area. When would be a convenient time for me to schedule a 45 minute visit to your office?

Partners

- Hi Bob. Do you have a minute to talk? Bob, I have a wellness business and I am looking for partners. You have always been someone I respect, you're successful at what you do and care about people. I would like to offer you an opportunity to interview with my business for a key leadership position that is available. What day next week would work for you to get together with me for about one hour and learn more about what I am offering?



Asking for Referrals

- Who is the most ambitious person you know?
- Who do you know that has an entrepreneurial spirit?
- Who do you respect and admire that you would love to work with if you had your own business?
- Who is the most trustworthy person you know?
- Who is the hardest working person you know?
- Out of everyone you know, who is the most successful?
- Who is the most compassionate person you know?

More on referrals...

- Who is the most positive person you know?
- Who do you know that truly cares about others?
- Who do you know that has a servant leadership attitude?
- Who do you know that loves to be with people?
- Who do you know that is a natural born leader?

And, keep at it...

- Keep asking until you get at least five names. Ask for permission to call them from your referral source and get the phone number.
- If your prospect does not want to give you names, simply point out to them that you have not pressured them and that you will not pressure their friends. If you did a good job on asking them questions and building trust, referrals should not be a problem.

If people ask what you do...

- I work with a company called Nikken, which is a 5A1 Dun and Bradstreet rated company focused on creating wellness and wealth in our country. Have you ever heard of it?
- I share how wellness can begin in the home – Everything begins at home, why can't our health?
- I am part of a wellness company where the products are our business and the business is our product - a wellness home.

What do you do?

- I educate others on non-chemical, non-invasive wellness products that combine ancient wisdom with modern science for total wellness.
- I help people create wealth and health in their homes.
- I am a wellness and wealth coach.

More...what do you do?

- I create balance and total wellness with individuals and businesses.
- I create Plan B's for financial well-being.
- I am the CEO of an international wellness business.
- I coach and develop a team of leaders who create wellness across the world.

No more excuses...

You are now armed with a series of responses, content, and contact information...it is up to you!

Nikken works...if you work!

