

Matching Efforts

When we choose "matching efforts" as our business model, we are choosing a method that aligns us with the interest level of the people we are working with. This creates a comfortable interaction for everyone and helps us to create a positive experience in network marketing for a greater amount of people.

Ron Maurer

15 pages

"The way I choose to run business is based on matching the efforts to the interest level of my prospects, customers, professionals & distributors."

Some time ago...

I decided to look for people that were looking for what I had to offer, rather than marketing to everyone who needs it.

"Matching Efforts" developed naturally in my business out of a necessity to find a way to be more effective, yet avoid being perceived as pushy or overselling which often makes people uncomfortable. I moved into a communication mode that I found people responding to, and have since taught the "Matching Efforts" concept successfully to hundreds of people, many of whom have requested this very training.

Effectively creating a "Match" takes Communication;

We've heard this in many ways over many years i.e. "You were given two ears and one mouth for a reason." So, communication is more about listening, right? Sure! But we have also learned that the more powerful the question the better the answer must be. In this business it can be powerful to ask the right questions. As the prospect answers they sell themselves.

I like to utilize the old "Scale from 1-10"



TIP: whether you are speaking of product interest or business interest, your objective is to establish an accurate interest level. The person is only going to act on the amount of interest that they have anyway. Knowing the accurate interest level allows you to match what the company offers with what they want.

It might be helpful to systematically step through an example in the form of a script.

****Strong Note:** This example is not meant to provide you with exact words to use. [You should be Authentic at all times in your Marketing"]

Ok, here's the set-up: The goal is to get people to watch your company video or online presentation. **AS MANY AS POSSIBLE!**

****** This can be on or offline using a DVD or PowerPoint. For the purpose of this training we are assuming that your company provides access to an online video.

****** Your prospect must have earned your time prior to an *extended* conversation! This is key to your positioning and is done using the presentation video so you will be on a level playing field with them. (Also, the video will have answered many questions they might have *for you!*)

****** Until the prospect has watched the video, there is no way to obtain a true interest level.

****** We will be using a phone/online video example. The prospect is someone that you may have bumped into, answered an advertisement, or someone in your warm market, etc.

In this case; an old friend that I bumped into at the store. Let's say in the conversation you asked, **"what are you doing now?"** And they returned with the same question. Maybe you told them, **"I work with a very progressive health organization promoting the benefits of _____"**. So, they said **"Interesting... can you call me and tell me more?"**

Here we go...

PROSPECT: [Ring~Ring] Hello?

YOU: Hey there ___Prospect___, this is _____You_____. I wanted to give you a call and continue our conversation from the other day.

PROSPECT: Oh Yeah, How are you?

YOU: I'm great!... Listen... do you have 15 minutes?

PROSPECT: Um, Sure... What's up? [See also: "Overcoming objections".]

YOU: Can you be on the phone and the internet at the same time? I want you to see something.



TIP: If YES; this is a good indication that the prospect has DSL or HIGH-SPEED Internet. If NO; this is a good indication that they are still on DIAL-UP and would need the line free to watch and speak to you at the same time. 70% of internet users have high-speed and dial-up is typically used by retired people.

PROSPECT: Yeah, I can do that... hold on a sec.

YOU: Ok, I'll give you the website when you are ready.

PROSPECT: Ok, go ahead...

YOU: Type this in: Spell it out: W.W.W.dot X.Y.Z.dot COM;
[www.xyz.com]

PROSPECT: Ok, Got it...

YOU: Ok, you have High-Speed right?

PROSPECT: Yep. [See also: 'Overcoming objections']

YOU: Great! Scroll down a bit for me and look for a big button that says "*Click here to watch the Video*" See it?



TIP: It is a good idea the first few times to buddy up with a fellow distributor, have the site up in front of you to practice the process of guiding someone to your video. Many videos start automatically. If yours is this way, simply have them pause the video briefly before watching. [See step 9]

PROSPECT: Yeah, I got it...

YOU: Great, Now left click just once... You'll see the video image there ready for you to hit "Play".

PROSPECT: Yeah, should I click that?

YOU: Not yet...before you start the video... I was thinking... it might be a bit silly for me to listen to you—watch a video... (Laugh); I have a few other calls to make anyway... can you do me a favor and watch it right now? The video is actually only about 13 minutes long; I can call you back in 20.

PROSPECT: Sure. I assume that you have watched this already? [See also: 'Overcoming objections']

YOU: Oh Yeah! That's what made me want to call and share it with you! Real quick Prospect, let me explain one more thing... the way I do this is to match my efforts with your interest level... You know the old scale from 1-10, 10 being the highest? When I call you back, what I would like to know is where on that scale your interest is, sound fair enough?

PROSPECT: Sure.

YOU: Great, Let's see... it's the top of the hour... I'll call you at 20 after...

PROSPECT: Ok, Thanks.

Now, this is where the "Matching Efforts" comes in. And I don't care what your excuse is... you said you would call them back in 20 minutes. So you call them back no matter what. As close to exactly 20 minutes as humanly possible Not 19, Not 21...20 minutes!



TIP: Only the top 1% of sales people actually calls back when they say they will, that top group make 90% of the income! It's your business, your choice. Sales, after all, is arguably the most profitable profession on Earth!

> 20 Minutes later <

PROSPECT: [Ring~Ring] Hello?

YOU: Hey there Prospect it's me. Pretty compelling story isn't it!

PROSPECT: Yeah, I thought so.

YOU: Great, let me tell you something; I saw that video and immediately realized there were so many people that I know who could benefit from a product made out of this stuff that I got into the business! I knew immediately that I wanted to set myself up with distribution rights. Remember what I said about matching my efforts with people's interest level?

PROSPECT: Yeah?

YOU: Ok, let me ask you; On that scale from 1-10... what would your interest level be after watching the video?

PROSPECT: let's see... I guess I would be about a 7... or maybe an 8.

YOU: Ok, great! I was about an 8 as well! Let me ask you another question: On that same scale, what would your interest level be in teaming up with me to get the word out by sharing the video with people like I just did with you?

PROSPECT: I don't know, probably about a 3 or 4... I'm not to sure about doing that.

YOU: That's Ok... good to know... I get that you have higher interest in the product than the business.

**This is what "Matching Efforts" means...
I never want to come across as being
"pushy" or trying to "convince"
someone. Does that make sense?**

PROSPECT: Sure, I appreciate that. How much is this stuff anyway? I'd like to try some.

YOU: Sounds great... I can get you all set-up...

So, in looking at this you can see that you/the distributor is being very clear in your communication and allowing the prospect to maintain their space as well. There is a calm but intentional attitude. (I call this mood "Relaxed Intensity".) The prospect has earned your time first by watching the video and you have created the opportunity to take the necessary steps to share 'the offer' with them.

Taking it home—while expanding the offer:

Example 1; the prospect is a 10 on Product & 3 on the business

YOU: So ___Prospect___ this is what the company has to offer: You can get the product at Retail, but if you're like me, you like to get things at a discount. The company offers a preferred customer program where you can get a substantial discount simply by ordering each month. They also offer what's called a "_____ Program" this is designed to help get people their product for free just by telling a few people.

YOU: Based on your interest level, I would recommend the preferred customer program, do you agree?

PROSPECT: wait, I like the idea of getting the product for free... Tell me more about that.

YOU: Offer a brief explanation of your company's distributor program and sign them up.



Tip: By saying "This is what the company has to offer" you are removing yourself from the transaction and positioning yourself as the "Messenger". Now you can simply offer the information and they will tell *you* what *they* want. Also, be sure they are clear that you are setting them up from the start on a monthly order. Better to tell them up front then to have them surprised later. I like to let them know that I can help them if they ever want to increase or change their order, but they must be on a monthly order to get the discount with most preferred customer programs.

Example 2: the prospect is a 10 on Product & 10 on the business



If you're not giving enough information to a 10 and possibly under aggressive, you're not planting your seeds deep enough to create life time customers or lifetime business builders with these prospects. It feels like neglect to them. If they are a 10 on product and a 10 on business, go for the best starting package your company offers. If you don't offer it, nobody will buy.

YOU: [Continued from above] Based on your interest level, it sounds like you want to make a lot of money like me; the company offers additional business packages and we can go into those packs in a minute. What I did is get set up with the distribution rights (membership/distributorship) so I could get a discount & make residual income... Plus extra product in the pack to market to others... The membership is like a Sam's Club or Costco membership that pays you to refer new members.

PROSPECT: Ok, that sounds good and everything... but don't they make you buy a bunch to get the good price like Costco do they?

YOU: No, these guys figured out long ago that it's better to get people exactly what they want, no more, no less... and reward the people

who consistently buy every month with wholesale pricing, rebates, commissions, etc.

PROSPECT: So how much should I get?

YOU: Well, there are 4 options depending on how many people you can think of right now who might be interested. What about your immediate family or friends?

PROSPECT: Oh, yeah... let's see. I guess they will want some... then maybe Joe at work, He would be really into this. My Mom might also... I guess 6 or 7 people.

YOU: Great! When I ordered, I wanted to save as much as possible on shipping and get enough to share with everyone. I knew if this was even half as good as what they said... This stuff was going to really move! I ordered my membership plus the top pack. This gave me product, samples to hand out to people, DVD videos, brochures, a website and a lot more...

PROSPECT: Great, Lets get it ordered!

YOU: Sounds great, I have my computer up and ready to get everything in for you. It takes about a week to get your first order, so we should get this in ASAP! I can also get you more information online to review while you are waiting for your order.



Tip: Recognize that the actual process of enrolling people as customers and distributors is actually the first training that they will receive. The way you are *being* with them and the way you make your offer will be duplicated by them. K.I.S.S. Keep It Super Simple and they will too. Also, remember what you ordered, people tend to order, etc.

Reminders:

- This should be in your own words.
- What you say will vary quite a bit with each person, their interest level, your relationship or lack of relationship with them, your mood, etc.
- If you don't offer the big packs... nobody will buy one!

- Practice makes perfect... and if you think you're perfect...you probably need more practice!

Specific Objections within the script

[The "Set-up question" is underlined. The prospect's objection has the line number so you can refer to the above script]

YOU: I'm great... Listen... do you have 15 minutes?

Line 3. **PROSPECT:** Um, actually I was just walking out the door.

YOU: Oh, Sorry, is there a better time we can chat for a bit?

Schedule a time and FOLLOW-THROUGH!

YOU: Ok, you have High-Speed right?

PROSPECT: No, I have two phone lines. (This is rare...)

YOU: Ok, I can give you the website anyway, but if you prefer I can also send you a copy on DVD.

YOU: Not yet...before you start the video... I was thinking... it might be a bit silly for me to listen to you - watch a video... (Laugh); I have a few other calls to make anyway... can you do me a favor and watch it right now? The video is actually only about 13 minutes long; I can call you back in 20.

PROSPECT: Actually No, I have to Run.

YOU: Oh, I misunderstood... I thought you said that you had 15 minutes?

PROSPECT: Um, actually I was just walking out the door.

YOU: Oh, Sorry, is there a better time we can chat for a bit? I'm telling you this is awesome! You were one of the first people I thought of after I watched it!

Schedule a time and FOLLOW-THROUGH!

Food for thought

IF a prospect is answering NO prior to watching the video there are most likely general objections.

Because you have selected the mode of communication through the use of the 1-10 scale—any objections after they watch the movie will come in the form of a low rating. A 1, 2, 3, or 4.

This gives you the advantage of clear communication and the ability to end the conversation on a good note keeping options open by not making any enemies.

Respect them & their low rating as you have simply found someone that is not looking for what you have. And we are only looking for people who want it, not people who need it.



TIP: When people don't want what you are offering, as the master network marketing teacher, Jim Rohn says, "That's just the way it is." You can plant seeds and if they grow, harvest them at the right moment.

- If you insist, Use the "Overcoming Objections" section below.

Overcoming General Objections

If they say something like, "I was in network marketing and had a bad experience . . ." or "I don't have it in my budget to add even one more thing" you can address that objection by using the Concern Resolution Method:

1. Restate it; "So you were in network marketing and had a bad experience?" or, for the second one; you might say, "So you're concerned about there being a cost involved with this?"

2. Isolate it; "So your previous experience with network marketing is the **only reason** you're afraid to watch this movie, right?" or "So, the

budget is the **only reason** that would prevent you from watching the movie, right?"

3. Show you understand; "I know how you feel about how some network marketing companies operate." Or "I know how you feel when it's hard to make ends meet."

4. Create Value with the "Magic Question"; "**If I can show you a way** that you can watch the movie without any risk of being pressured (or being expected) to do anything else would you watch the movie for me?" or "**If I could show you a way to get your product at wholesale or possibly even free** could you do me a personal favor and simply rate the movie for me?"



TIP: Asking for a personal favor is quite common in relationships and people love to help others and do favors.

Try it with new prospects and you will get a similar result even if you have just begun a new friendship with them, it can be powerful. Also, practice coming up with objections with your buddy or small group. Try to help each other overcome objections so you'll all learn to "Think on your feet".

Bonus: Authentic Marketing

Have you ever stopped to think about what *you* create prior to a conversation about what you are offering to your friends and Family? Or what *you* create in regards to what *they* will say in response to you?

I bet if you took a good look, you might find that this happens more than you think. It's our nature to "Fill in the blanks" as a part of simply being human when you are in the "Unknown Zone".

I challenge you to look for a recent conversation that surprised you, maybe you were talking to a friend that you *thought* had an issue with you and you found that it was actually the furthest thing from reality and they were surprised that you thought that!

Authentic marketing is really about overcoming fear & false expectations that you have created.

It can be a great technique to use in many areas of communication. It can be a refreshing practice that could clear up a lot of false expectations and false perceptions.

Who would have thought that one of the most effective ways to communicate with others would to simply be authentic with them? Go figure!

I had a distributor call me and say, "Ron, I can't wait to connect you with my friend, she knows everyone! She's very active in the church and there are thousands of people there that she can tell, [about the product] Then there's her garden club... they have meetings all the time..."

So, I asked this question: What is their interest level? (In other words; have you shown her the video?) And she said "Oh, then there is the PTA, she knows all them too" and "Last year her husband joined the hiking club... he knows thousands of people..."

This went on and on... I asked the same question over and over trying to get to the point that she had NO IDEA what the prospects interest level was, none! It took some doing, but 10 minutes later, she admitted that the interest level was zero. Yep, zero! It had to be; they hadn't even heard of the product let alone watched a video.

On another call a distributor wanted me to speak to someone that had not yet viewed the video, the interest level was zero as far as I was concerned... The bottom line was the distributor was scared to tell this person out of fear of rejection. So, "call the upline and let them do it" was the unspoken action with the least personal risk, right? Wrong. This only sets you up for an "upset" as they say.



TIP: Placing the task of getting the prospect to watch the video or presentation is far different than utilizing your upline in a 3-way call *after* they have watched. Set this [the viewing of the video] as a suggested requirement of your team to

have accomplished *prior to them putting you on the phone* with a prospect. And encourage them to have more than one person on at a time whenever possible. You can use a free conference line like www.freeconferencecall.com to speak to as many as 96 people at once! Can you say 'Leverage'?

I have experienced the fear and have created countless scenarios of rejection in my head prior to calling people, and like you still may have many people on my list that I have not ever contacted because of this. But fear not, there is a solution.

Lets say that you fear that a person will reject you simply based on "network marketing", or that you have gone to them with products before and they said no to that. First of all; keep in mind, the "No" was to the business or product not to you specifically. Secondly, it might have simply been bad timing for them and they couldn't tell you about their personal issue so they made some objection up to save face.

Example: I thought after 20 years of trying & recommending wellness product after wellness product that my own parents would reject yet another product that I wanted them to use [Note: *I wanted them to use*] So, I decided to say this:

"Hey Mom, I know I have recommended a lot of stuff over the years... and I want you to know that I'm a bit scared to have this conversation with you right now. I've been wanting to tell you something for months now, but I have already decided that you won't be interested or you'll think that I am just trying to 'Sell' something to you". I added, "I hope you and Dad understand that I look for stuff that will help you guys with your health issues, because I love you and hate to see you with problems that slow you down. Would it be ok if I told you anyway?"

My Mom couldn't wait to hear! I was very surprised by her response; she said, "I never thought you were trying to sell me anything... I just didn't think the other stuff you told me about was what I was looking for... Tell me, what did you find now?"

She and Dad have gone on to use my product and it is something they will not go without! They have great results & have recommended it to other people as referrals for me.

So think about what you have created that they will or won't say. Be authentic when communicating and watch how this creates great results in you prospecting of your social network.



TIP: Remember, it's about "Matching Efforts" so if it turns out that they have no interest... Honor where they are. Offer to do something unrelated to your business or call them later and have a non-business call. "Build the *relationship* and they will come" Allow them to ask you when they are ready.

In conclusion I thank you for taking the time to review this information. My intention is that it helps you help others.

Yours in health and success.



Ron Mauer, is a 20 year veteran of network marketing, but it wasn't a straight line journey by any means. Six years ago he would have told you to "Get lost" if you had called him about a network marketing opportunity. Ron is nationally published landscape photographer... owned a small successful "traditional" business... had a 5+ year

Corporate America middle management J.O.B. and has been a successful real estate investor as well.

All the success came to a screeching halt just after 9/11 took place. Ron had no idea how much his life would change, nor the fact that his network marketing income would turn out to be the only thing left that put food on the table and a roof over his head!

"Originally, Ron said, "I was attracted to the residual income potential that growing a large organization of product users and distributors can provide. But I quickly fell in love with everything else network marketing had to offer and truly believe that it is 'A personal development course with a compensation plan attached'."

Today Ron is a leader with ForeverGreen. In just over 2 years Ron has gone from bankruptcy to a strong six-figure income earner with a growing organization of more than 10,000 men and women all with the simplicity of sharing an online video and teaching others to do the same!

You can learn more about Ron, his "SimpleActions" and "Matching Efforts" at his website: www.SimpleActions.com.