

Module 10

Prospecting and the 3 N's

Meaningful Specifics contained in the *Prospecting and the 3 N's* video.

- Prospecting is the art of building a relationship.
- You grow your business by meeting people, discovering their needs, sharing Max tools with them, and creating a personal relationship through multiple contacts.
- Your job is to be a messenger. Invite people to view tools or attend events. You do not need to present the message.
- Gather the 3 N's: Name, Need, and Number (or best email),
- Use F.O.R.M (Family, Occupation, Recreation, & Money) to guide your conversations.
- Write ten good questions to create and continue a conversation.

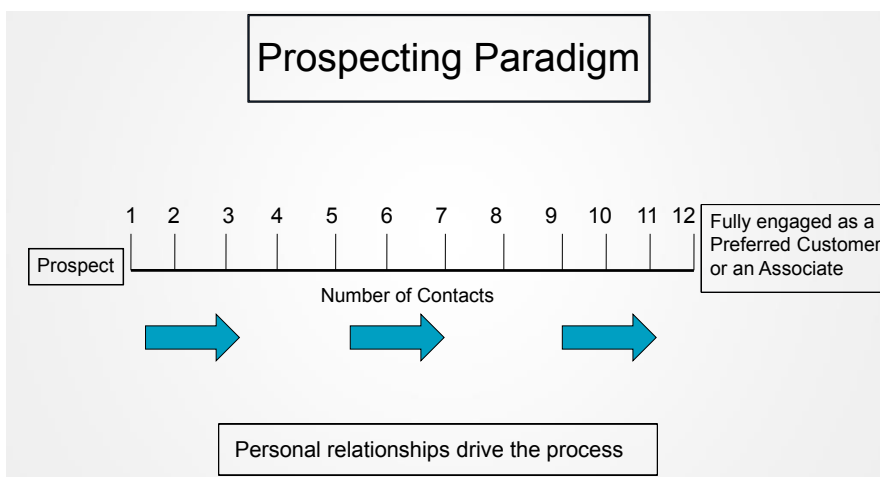
Worksheet

Prospecting—the first skill in the Duplication Cycle.

The secret to prospecting is creating relationships and discovering needs and interests. As you invest in people you will develop an authentic personal relationship with them. It is their personal needs and interests that determine whether they will be interested in Max. When people trust that you have a genuine interest in them, your business will grow. To reach your goal of having a positive relationship, you must know their 3 N's (Name, Need and Number or email address) to follow up with them. Prospecting (relationship building) is an ongoing process, rather than a one-time event.

The “Prospecting Paradigm”.

You will be successful in Max when you understand that it may take multiple interactions before your prospect joins Max as an Associate or a Preferred Customer. You facilitate their growth and understanding about Max through a series of interactions that begins the first time you meet them, right up until they become an Associate or a Preferred Customer.



Prospecting is an on-going process where you try to learn something new about your prospect continually, whether it's the first interaction or the ninth.

For example, you will often introduce a contact to a Max product as a solution to a health need. Following their positive product experience you may learn, or uncover the fact, that they need more money. Because you have developed a trusting relationship you will be able to introduce them to the Max business opportunity.

Conversations, Questions & Listening: Keys to Prospecting

Prospecting begins with a conversation. Conversing with someone you already know is easier than speaking to strangers. As you begin building your business start with the people you know.

Write 10 questions that will help you learn about your prospect. The questions should create responses that causes the prospect to talk about their needs or interests.

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

F.O.R.M.

F.O.R.M. is an acronym for Family, Occupation, Recreation, and Money. It is an easy way to guide your conversation with your prospect. Using F.O.R.M. allows you to answer questions such as:

- What do you know about their family, marital status, number of children and family interests?
- Are there any health concerns in their family?
- What is their occupation?
- Do they enjoy their job?
- Are they looking for something new or a second way to make more money?
- What do they like to do for recreation?

- Do they usually do as a family or individually?
- What are their worries about money?
- Is a second job or revenue stream a priority? Is it an interest?

Questions you could ask to find out more about a prospect

Family:

- At a little league game, "Is that your oldest child playing here today?"
- While waiting in line at the pharmacy, "Are your kids fighting colds like mine are?"

Occupation

- At church, "Where do you work again?"
- At work, "Where did you work before here?"

Recreation

- While visiting with a neighbor, "Of all the places you have vacationed, which was best?"
- In a bookstore, "What is your favorite book by that author?"

Money

- While purchasing gas, "Do you think they can get these prices any higher?"
- While talking to a neighbor, "What was the price of gas when you bought your first car?"

Tips for starting conversations

- Compliment someone about their children, work ethic, shoes, or anything else that strikes up a conversation.
- Pursue hobbies and recreational interest such as crafting, biking, racing, running, and more.
- Be friendly and open in public gathering places like coffee shops, airports, or gyms.

Listen for Needs

While visiting with a neighbor you might hear a reference to money like:

- "Can you believe how expensive it is to send kids to...?"
- "We are having a hard time paying our bills."
- "Can you believe these gas prices?"

