

Module 13

Follow Up = Growth

Meaningful Specifics contained in the *Follow Up = Growth* video.

- Follow up every invitation that you extend.
- Ask “What did you like best about that video or other tool?”
- Keep track of conversation, tools sent, and other activity in order to maintain continuity while building relationships.
- Keep appointments that you set.
- Ask questions, listen, and engage in conversation with your prospects.
- Use tools and events to provide information and build belief.
- Continue to focus on building a good personal relationships.

Worksheet

Follow Up—the third skill in the Duplication Cycle.

The potential for growth of your business is found in the Follow Up. People rarely get involved with or purchase product on their first contact. Multiple contacts in which you build a relationship are the key. The process will always be:

- First contact
- Invite
- Follow Up
- Clarify
- Invite
- Follow Up
- Clarify
- Invite
- Follow Up

You will repeat these steps until you have created a relationship where your prospect trusts you, and you have sufficiently answered all of their questions.

During the follow up you should ask. “What did you like best about the video or tool?” Then listen intently to their response. You are testing their interest as you listen for positive comments that would indicate an interest in Max.

You may hear comments like:

- How do I get this?
- When can I start?
- Does this really work?
- How long have you been doing this?

Suggested Follow Up Steps:

- Ask if they had a chance to look, listen or watch the tool.
- If no, reschedule.
- If yes, ask “What did you like best about what you saw, listened to, or watched?”
- Don’t talk, let them answer.
- Invite them to look at another tool after discovering any concerns.
- If they’re ready to purchase product or enroll as an Associate or a Preferred Customer, then enroll them.

Important Note: Resist the temptation to go into “Presentation Mode”. Use a tool rather than spewing a lot of information verbally. You are the messenger, focus on directing your prospects to a tool or event that deliver the message for you.

3-Way Call

One of the most effective tools to use when following up is a 3-Way Call.

Benefits of a 3-Way Call

- Builds credibility
- 3rd party validation
- Builds relationships
- Validates you
- Moves prospect to the next step
- Cost effective
- Time efficient
- Provides training
- Can be duplicated

How do prepare for a 3-Way Call

- Make sure you have a phone that will allow you to add a person to a call.
- Determine the purpose and desired outcome for the call – Example:
Try the product, come to an event, enroll in the business
- Set a time for the call.
- Brief your mentor on your prospect, the purpose / desired outcome for the call.

How to make a 3-Way Call

- Introduce our mentor to your prospect and talk about who they are.
- Introduce your prospect to your mentor and talk about who they are.
- Turn the conversation over to your mentor. Do not be tempted to interrupt your mentor when they are talking with your prospect. This is your time to learn how your mentor answers questions. When your mentor is done talking, then the call will be turned back to you.
- Close the call. Thank your mentor for being on the call and have clear next steps for your prospect.