PROSPECTING TO PROSPER SEMINAR

The complete guide to finding and connecting with future recruits and customers

Power Point version available on Rena Drive
FOR THIS SESSION YOU WILL NEED

THE SEMINAR  
(digital or printed)

THE WORKBOOK  
(digital or printed)

YOUR CIRCLE OF INFLUENCE  
(RW120) filled out

YOUR PHONE
| IDENTIFY | Establish your warm and cold markets  
This step takes place before the Perfect Presentation. It is included here to complete the larger context. |
|---|---|
| APPROACH | • Introduce yourself and Rena Ware  
• Decide: start presentation/make appointment/ask for referrals |
| PRESENT | 1. Pave the way  
2. Share the Cause and invite your prospect to join your team  
3. Share the Rena Ware Difference (recruit)  
4. Enroll your prospect  
5. Share the products (sell)  
6. Close the sale  
7. Ask for referrals  
8. Share the Rena Ware Difference again (if not successful before) |
| FOLLOW UP | Be a good Team Leader  
The Sale after the Sale |

- Identifying your prospects  
- Approaching  
- Getting appointments and referrals  
- Following up
SEMINAR CONTENT

1. Prospecting basics
2. How to prospect
3. Prospecting skills
4. Practice
5. Assessment

PAY ATTENTION TO THE FOLLOWING ICONS

- questions for you to answer
- role plays/simulations
- page(s) in this seminar
- exercises

in this session
in your own time
PROSPECTING BASICS

pp. 12-19  exe. 1
What is prospecting?

Why do it?

Who are your prospects?

Your *warm market* is...

Your *cold market* is...

_Acquaintances_ are...

_Referrals_ are...
Your “Circle of Influence” (RW120)

1. Fill out
2. Prioritize
3. Add contact information

pp. 15-17
HOW TO PROSPECT

pp. 20-53  exe. 2-12
Why is it important to become a Rena Ware expert?

Write down the things you are going to review. Choose from this list:

1 | The Rena Ware core purpose  
2 | The Rena Ware Cause  
3 | The Rena Ware Difference  
4 | Rena Ware products: water filters and cookware  
5 | The Earnings plan  
6 | The Rena Ware standards of doing business  
7 | The Direct Sales best practices
Become a Rena Ware expert

Why is it important to become a prospect expert?

Read the descriptions of weary, better educated, busy prospects: do you agree?

Read how to personalize your approach to these prospects: what else could you do?

Who are Connectors? How can they help you?
Use a variety of strategies: hunt, fish, farm

What do hunt, fish, farm mean?

What activities of each strategy can you do more immediately?
Approach your cold market

What do you use to approach your cold market?

What do you do?

What do you say?

Practice approaching your cold market: introduce yourself and Rena Ware
Approach your warm market

What do you use to approach your warm market?

What do you do?

What do you say?

Practice approaching your **warm market**: introduce yourself and Rena Ware

pp. 37-40
**Approach your cold/warm market**

- What do you say to make an appointment?
- What do you say to ask for referrals?
- Practice making appointments and asking for referrals for both markets
Approach tips

True or false? Correct the false statement.

1 | Reassure with your words, your voice, your face and your body.
2 | Say something to make an impression. It doesn’t matter what.
3 | Give your prospect a way out.
4 | Keep the conversation about your prospect.

Practice making appointments and asking for referrals for both markets

pp. 46-47
Follow up

- What is the purpose of following up?
- Say 3 things you can tell a new customer
- Say 3 things you can tell an existing customer who hasn’t bought product for a long time
- Say 3 things you can tell a prospect who has not bought product or joined your team

Practice following up

pp. 48-51
PROSPECTING SKILLS

pp. 55-57  exe. 13-17
Become an expert conversationalist

Finish each sentence and answer the related question.

1. Your prospects don’t want to...
   So what do you do?

2. Ask both...
   What for?

3. Find...
   How is this helpful?

4. Listen to...
   This also helps with what?
Prospecting Skills

What are objections?
What does L.C.O. stand for?
What do you do to listen to the objection?
How do you confirm an objection?

1 | Turn this objection into a question in your mind: I’m not interested.
2 | Acknowledge and confirm.
3 | Offer an option.

Listen to overcome resistance

pp. 58-60
Listen to overcome resistance: extra steps

- What does empathizing mean?
- What do you do to empathize?

1 | Empathize with this objection: *I’m not interested.*

- When do you ask for clarification about an objection?

2 | Ask for clarification about the objection in 1.

pp. 61-62
Listen to overcome resistance: manage objections

- What are some common prospecting objections?
- What could be the needs underneath those objections?
- How can you respond to those objections?
Use non-verbal communication

- What does non-verbal communication refer to?
- What may be your prospect’s need when he/she does this?
- What can you do to meet that need?
Persistence and resilience

• What is persistence?
• What is resilience?
• What can you do to be persistent and resilient?

pp. 66-68
Organization

What can you do to organize your prospecting activities?

pp. 69-71
PRACTICE THE PROSPECTING PROCESS

Role play 1
or
Role play 2
or
Role play 3

Appendix 8
Stop: What did we do that is not effective or even counterproductive?

Keep: What did we do that is effective and we should do more of?

Start: What didn’t we do that could be effective and we should start doing?