

Be Positively persistent

Some of your approaches will go smoothly, but often you'll experience a little resistance from your contact. This is not the time to give up or back down! Experienced business builders know how to turn a "no" or "maybe" into a "yes." It's all a matter of how you handle it. Be honest—do not say anything that is misleading or untrue.

Stay Cheerful and Positive

Stay open to the person. Put yourself in their place. How would you feel? Most likely you can identify with what they may be thinking. Remain cheerful. Keep your voice up and positive. And move to the next step.

Put Them at Ease

Once you've identified with your contact, help her feel more comfortable. The best way to do this is through your tone of voice and the words you use. Stay casual and comfortable as if you're having a regular chat with one of your friends. Your goal is to help this person. If you truly believe that, it will come across in your conversation.

Identify with the Person

The best way to establish trust is to let the person know that you can identify with their feelings or thoughts. If they feel understood, they are more likely to be open to what you have to offer. You can use the words "I feel the same way" or "I understand."

Make It Convenient

Finally, help counter resistance by making it convenient. Try to fit into their schedule. Is there a coffee shop near their place of work? Maybe they could meet you on a short break. Be creative. People are busy, but you can make the appointment a welcome break from their regular routines. Find the easiest way to present the opportunity without inconveniencing your contact.

Be Ready

Sometimes you can encounter resistance immediately. Suppose, for example, you're talking with someone and they ask "What is it?" Now you have to be careful not to get into the question/answer spiral. Try this: "It's Melaleuca. Have you heard of it yet?" If they answer no, say, "That's what I want to show you. Here's when I have some time. What works best for you?"

If they have heard of Melaleuca, say, "Great. I thought you might have run across it before. Let's get together so I can show you what it's all about."

Practice with your enroller, your friends, and others in your organization. The more you do it, the better you'll get. And if you still can't get the "yes" you want, ask for referrals. At a minimum, most calls can end in a quality referral.

SAMPLE APPROACHES

Here are a few sample approaches to help you get started setting appointments.

The Specific Product Approach

Tell the person about a particular product that could benefit them.

"I know you've had a lot of trouble with arthritis. I've just come across a new, all-natural product called Replenex® that really helps arthritis. It's part of an incredible product line that can improve your health and save you money. Can I show it to you?"

The Time Freedom Approach

Appeal to the person's desire for more flexibility with their time.

"You know, I've seen how many hours you work a week and I know you've talked about having a more flexible lifestyle. I'm working from home, setting my own hours, and building a business that produces remarkable products, creating residual income. I need a business partner to team up with."

Financial Freedom Approach

Appeal to your customer's desire to get out of debt.

"I know how it feels to be under a mountain of bills and debt. I was lucky enough to be able to pay off much of my debt thanks to my Melaleuca business. I can't tell you how much better I feel to not have to worry about credit card bills. I think it would be a great opportunity for you to do the same. When can I tell you about it?"



“The purpose of any approach, whether in person or over the phone, is to get an appointment to make a *Delivering Wellness* presentation—and that's all! Melaleuca cannot be explained in five minutes or on the run. It's important to create curiosity and yet learn how to steer the conversation in one direction only—to confirm the appointment.”

Mark Atha, Corporate Director, Arizona