

## What You Need To Know About Prospecting

by Hilton Johnson

The lack of making prospecting calls has always been the single greatest reason people fail at network marketing. It's the hardest part of the business - and yet it's the single greatest activity that we MUST do if we are serious about building a successful organization.

This list of "things you need to know" will make the process a little easier for you. Who knows, you might just find making calls enjoyable once you understand how to play the game.

### **Here are some helpful prospecting tips:**

#### *Make Only a Single Prospecting Call Each Day*

The first prospecting call is always the most difficult to make. (Have you ever noticed that?) It doesn't matter if you've been doing it for 15 days or 15 years, the first call is always the one that gets to you.

The best way to overcome the challenge of making calls altogether is to decide to make that first difficult call...**no matter what**. That is the only commitment. It is the only agreement you have to make with yourself to make this work.

Here's why that is so important:

You will find that most of the time the first call was not as difficult as you imagined and that alone may inspire you to make another one. If you do, you will discover that the second call will be even easier.

If you get discouraged and want to stop, no problem, you always have that as an option. But, you must always make that one single call every day and **then** decide if you're going to continue making calls that day or not.

**You** can make a single prospecting call everyday... can't you?

### **The Value of a Routine**

The most successful people in network marketing have a set routine for making prospecting calls. They make their calls at the same time, the same way everyday whether they feel like it or not.

In most regular jobs don't we usually do things a certain way everyday? Why should it be different in network marketing?

The problem we have as independent business people is that we have too much flexibility in choosing our work schedules and therefore have a tendency to avoid doing the things that are a little uncomfortable.

The network marketer who sets a routine for making prospecting calls and sticks with it is absolutely guaranteed to eventually succeed. (A network marketing accountability coach can be invaluable here.)

### **The Law of Momentum**

In the beginning of a prospecting call program, it will take you ten units of effort to achieve one unit of results. As you continue to make calls and build momentum, it will only take you one unit of effort to achieve ten units of results.

Said another way, the more you do it, the easier it gets and the better the results.

### **The Best Time**

When is the best time to make prospecting calls? In the morning, afternoon or evening?

The best time to make prospecting calls is the first hour of your workday regardless of when you start. Why? Because your head will be clear and you'll be more likely to make them. After hours of cluttering your mind, it's very difficult to pick up that phone and start dialing. (I'll bet you know what I mean.)

Starting your day making prospecting calls will also "create busy." What I mean by that is that things will begin to happen - prospects will return your calls; you will make appointments, do three-way calls, send prospects to your website, etc., etc. It jumpstarts the whole day and makes the rest of the day active, productive and a lot more interesting.

### **The Reason for the Prospecting Call**

What good is making calls if you don't know specifically what you want your prospects to do? Most people make calls hoping something good will happen but they don't have a clear picture of what that is.

The ideal result of a prospecting call is to get a qualified appointment. If that's not possible on the first call, the next best bet is to get them to take some kind of positive action. It might be to get them to listen to a teleconference message, view a movie at your company's website, agree to a three-way call or receive a package from you.

Whatever.

The important thing to remember is to know in advance several ways you can "advance" your prospect to go to the next step after they have identified themselves as a qualified prospect.

**The Most Effective Way to Get Into the Habit of Prospecting**

Perhaps the most effective way to get into the habit of prospecting with the least amount of frustration is to have a "coach" help you design a prospecting system that you can live with.