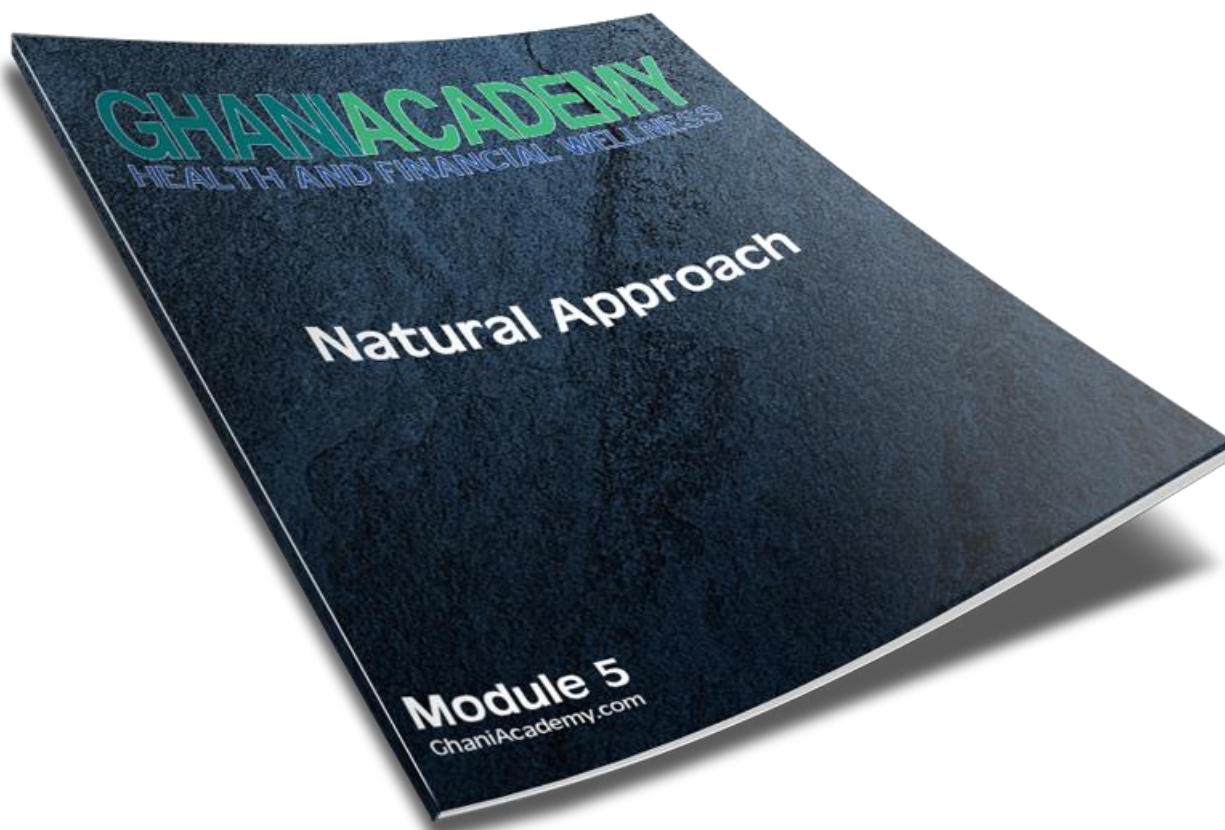


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HEALTH AND FINANCIAL WELLNESS

Natural Approach

Module 5
ChaniAcademy.com



Direct Selling ~ Module 5

Natural Approach

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The author is a successful network marketer of a large Network Marketing company that deals in supplements, personal care products and cosmetic products. Hence it is natural that the examples and references made using network marketing products could be biased towards health and wellness products. The author is recognizing this bias and no intent is being made to prospect and recruit. The sole intent for the mention of products is to give examples in the lessons. In many sections of this course, one will come across terms like; Diamonds, Star Diamonds, Crown Diamonds and the like. The mention of these terms are examples of levels or positions that could be held in a network marketing company. In many of the chapters while quoting examples, gender has been retained in some cases as male only for ease of reading. The author is not gender biased.

NATURAL APPROACH

SYSTEM ~ D

Selling is one of the oldest professions and people from all walks of life have been directly or indirectly involved with selling. Even on an individual level, people sell their expertise to stand out in the crowd. In traditional business, promoting, marketing and selling are the key elements to succeed and companies employ teams of expert marketers and sales persons to do just that. In Network Marketing, you have to do the same promoting, marketing and selling and more. Why I say more is because in Network Marketing you, yourself, in addition to selling have to prospect and recruit. The task does not end here. After getting the right recruits, you have to train them, convert them into independent business owner, and finally into leaders. It is definitely a very challenging task.

WHAT IS NATURAL APPROACH?

It is the process of engaging in a conversation between a you and a prospect using a social conversational tone. It helps build a natural connection that will enable you to move quicker through conversations without being salesy and pushy and at the same time, getting the information you will need to decide whether or not the person you are prospecting, is going to be a right fit for your business. If you use the **Natural Approach** correctly, it will enable you to build a strong foundation of business minded distributors that are wanting to build a business that could eventually change their lives and lead to financial freedom.

Using this way of building a natural connection between you and your prospects will ensure you are speaking to the right people. By using the process of filtering your conversations in a social conversational tone, you will begin to see how your time is being leveraged to work in your favor and not end up in hours of wasted time.

In order to succeed in your Network Marketing business, you will have to position yourself to be talking to the right people at the right time, filtering your conversations to qualify and close as quickly as possible.

The Natural Approach allows for you to connect with and start a conversation in a natural way without any pretention or presenting in an artificial manner. Your prospects will feel more connected to what you have to say in helping them which builds personal rapport.

In the world of sales, people change their tone and the way they talk. Whereas in the Natural Approach you talk to people as you would talk to them before joining the Network Marketing industry - the same style and the same lingo. You need not adopt a selling pitch. Be natural. Be you.

Most people think Network Marketing is for the highly educated, professional sales person and eloquent presenter. All these traits are definitely an asset to a networker, but I personally know ordinary fishermen, a gas attendant, a taxi driver, and a gardener succeed in the Network Marketing business. After seeing them, I realized that the secret of success in our industry is the way you speak and the enthusiasm you show about your products and opportunities. They spoke naturally about what they liked and what they believed and that was the reason for the connection between them and their prospects.

POWER OF INTENTION

In the Natural Approach, most important is that you get connected with your prospects only if your approach illustrates “Intention of Helping.” Your focus should be to find their problems and provide solutions through the product/opportunity. This will place you on the ‘Giving End.’ On the other hand, if your intention is to only sell and make members then you are in the ‘Taking End.’ Unfortunately, most of the networkers are out there to ‘catch’ and ‘grab’ people and that is why they hear so many “No’s”. On the contrary, if the intention is right, automatically you send a positive and helpful vibe to your prospects. The best part of the Natural Approach is that even if your prospects say “No”, you don’t feel bad - your job is done. You have reached out to your prospects with a helping hand and that feeling is awesome. This is what I call *“Zero Rejection Approach.”*

Natural Approach is also about the right connection. It is only when you get connected deep down with your prospects that they will open their hearts. Your prospects will only share their pain and troubles when they get the feeling of trust. And you have to build that trust; it may take few days or weeks, even few months.

MAKING CONTACT USING THE NATURAL APPROACH

There are different ways to approach and get connected with your prospects. The age old formula of approaching is face-to-face but with the Internet technology, Facebook, LinkedIn, Twitter, various online marketing techniques, Skype and e-mails have become a common form of approaching.

HOW DO YOU QUALIFY PROSPECTS?

The foundational quality to qualify your prospects is to see hunger in them. Look out for people who have needs and wants, big dreams and desires, ready to commit and change, and ready to go a long distance to get what they want desperately.

WHAT DO YOU HAVE TO DO IN NATURAL APPROACH?

Natural Approach is divided in two parts:

- a. Finding their problems, needs, and wants.
- b. Providing solutions.

WHAT GENERAL PROBLEMS DO PEOPLE FACE?

- a. Health – People usually have some health issue or simply lack energy.
- b. Money – People also have financial stress, like mortgage, credit card and bank loan, housing, personal, etc., which bothers them or forces them to work more; they sweat hard to achieve financial freedom.
- c. Time – People are engaged in their work to such an extent that they do not have time freedom.
- d. Family – People are away from their families either for hours, days, months or even years. They actually do not get to spend quality time with them, especially the expatriates.
- e. Job – People are never happy with their jobs which only add stress to their lives.

The key part of the Natural Approach is to start the conversation exactly as you were doing before joining Network Marketing: Hello! How are you? How are you doing? How is your family? How is your job? How is your life? How is your health? etc.

Let me give you my example of Natural Approach. Here I am, the networker, talking to a friend. I start my conversation in the usual fashion, "How are you friend?" The answer is "great," but on further probing, the opening answer from great becomes "life is going on", and ultimately the true answer comes, "life sucks." Once he opens up, I go further by asking, "Why does life suck?" I let him talk as much as he wants and my task is to listen to him intently and jot down mental notes of all his troubles. From his answer, I ask another probing question and finally he opens up completely. Let's say, his problem was less pay and long hours at job and receiving an extra \$1000 can solve some of his problems. At this point, I need to ask, whether he has any solution to his problem. Of course, he does not have the solution and that is why he is stuck in that situation. But it is very important to know and let him concur that *"I don't know what to do"*. Here comes the most important part of the natural approach, ask another question,

You: *"Do you want to get out of the problem?"*

Friend: *"How can you help me get out of the problem?"*

You: (It is at this point that I provide a solution and at the same time I qualify him). *"I am involved in a program where I help and coach people to earn additional income, along with their jobs. In about a year's time, they start earning over \$1000. If you are also interested, I can help you."*

Friend: *"What have I to do? Can you explain more about your program, and are you serious I can start earning \$1000?"*

You: (I will answer to his questions with another two qualifying questions). *"Before I explain to you about my program and what you have to do, please answer my two questions."*

Here are the questions:

1. *"Can you put in 15 hours per week so that you may earn \$1000?"*
2. *"Are you ready to use food and food supplements to remain healthy and change the brand of daily beverages and personal care items to that of our company by spending \$100?"*

After asking these 2 questions, it is important that I closely see his body language and listen to answers.

Friend: *"No."*

You: (If he says "No" to both or one of the questions, I politely reject him). *"In order to be part of my program and earn \$1000, you need to give 15 hours per week and spend \$100 per month, and right now I feel you are not ready. If and when you are ready, please call me and I will be happy to help you."* (I will end my conversation by giving him my business card). *"Here is my business card and in the future if you feel you are ready to work for that extra income, please don't hesitate to call me."*

Friend: *"Okay, fine."*

Me: *“Can I have your e-mail address and phone number so that we can stay connected?” “It was nice talking to you. Thank you!”* At this point I will put he/she into the **“drip system”**. (explained later in Module 7)

If he says “yes” to both the questions, I qualify him and tell him that it is going to take an hour to explain the entire program, plus this is not the suitable place and time for detailed discussion. After that I will take an appointment (date, time, place of his convenience) for the Natural Presentation. (explained in Module 6)

The above question and answer chat is a typical Natural Approach system.

In the Natural Approach, you need to learn the skill to start the conversation and Tom "Big Al" Schreiter is a master of “icebreakers,” words that can skillfully move the conversation from social talk (Hi, how are you, how is the weather) to talking about your business.

The following are Tom’s Icebreakers Magic 4 and 5 word sequences that automatically freeze the brain and bypass the subconscious programming. When you freeze the prospect’s brain, you now have your prospect’s attention, and when you have your prospect’s attention, then you can explain the benefits about the product and/or opportunity, and your prospect will actually listen attentively and you can expect the desired action from your prospect.

Big Al's Icebreaker Sequences

MAGIC SEQUENCE # 1

What you will say is: *"I just found out...<add benefit>!"* and replace <add benefit> in the brackets with one of the benefits listed below to the statement.

Here is an example:

"I just found out... how we can get an extra pay check every week!"

Here is another example:

"I just found out... how to fire my boss!"

Here is the list of benefits you can use for sequence #1

Start with, **"I just found out....."**

"how to retire 10 years early with full pay."

"how you can never show up for work again."

"how you can work 3 weeks and get paid for 4."

"how you can take a 1-week holiday every month."

"how you can take a 6-month holiday twice a year."

"how you can take a 5-day weekend, instead of 2."

"how to stop working weekends."

"how to never have to work nights again."

"how to pick our own hours to work."

"how you can get a \$200 tax refund every month."

“how you DON'T have to work 45 years like your parents.”

“how you can earn more money part-time than your partner does working full-time.”

“how you can stay home and get a full-time paycheck.”

“how you can earn more money working part-time than your boss can working full-time.”

“how you can lose weight quickly without worrying about dieting.”

“how your skin can look 10 years younger while you sleep.”

“how to protect your skin from the harsh desert sun.”

“how to pay off all your debts in record time.”

“how we can live debt-free.”

“how to live longer and retire richer.”

“how you can feel younger in just seven days.”

“how to wake up every morning feeling like million dollars.”

“how to have more energy than our grandchildren.”

“how to have 5-day weekends.”

“how an instant raise can solve most of your problems.”

“Think of all the things you could do in life if you didn't have to waste two hours a day commuting.”

“Stop paying somebody else to watch your kids grow up.”

“How to get a \$500/month raise without having to ask your boss.”

“We will never get rich by working a job.”

MAGIC SEQUENCE # 2

Here is how this sequence works. After you have used magic sequence #1, you will get some response. You will have identified the problem and begin your next statement with these four words:

“Well, you know how...”

<as identified in the natural approach>

Here is an example:

“Well, you know how... I overcame my weight problem..”

Here is another example:

“Well, you know how... I make spare money working part-time..”

You will have identified the problem and begin your next statement by providing the solution beginning with these 5 words:

“Well, what I do is”

Here is an example:

“Well, what I do is... I show people how to earn a full-time income by only working part-time”

Here is another example:

“Well, what I do is... help people lose weight”

Here is the list of solutions you can use for this sequence:

Start with, ***“Well, what I do is...”***

“get an extra pay check every month.

“teach stay at home mom’s how to be with their children and still get paid.”

“go back home and still get paid same or more.”

“get a higher pay check working from home compared to that of their husbands.”

“drive a BMW car by paying a \$100/month installment.”

“make your skin look 20 years younger in 20 seconds each day.”

Following are few examples of telling them indirectly their problem and giving a solution:

“Well, you know how, mothers are torn apart between their job, day-care centers, and children.”

“Well, what I do is show mothers how they can be with their children and still get paid from their home.”

WHAT IS THE BEST TIME TO APPROACH YOUR PROSPECTS?

- 1) Preferably between 8 p.m. to 9p.m.-not after 10p.m.
- 2) Time that your prospects give; according to pre-appointment time.
- 3) If you are calling in the afternoon or over weekend, make sure it is not their siesta time or rest time.
- 4) Most important, when you are calling, ask permission whether they are free to talk or if it is the best time to talk.
- 5) Network Marketing business is global and there are 24 time zones. If you have prospects outside your country of residence, check the time through time converter and call them in the evening.
- 6) In order to take an appointment and not to disturb your prospects, text them and ask for a convenient time.

WHAT SHOULD NETWORKERS LEARN AND DO BEFORE APPROACHING PROSPECTS?

1. Your product and business knowledge should be thorough.
2. Your belief in the product and business should be strong - show that confidence in your talk.
3. Take an appointment and call before you go.
4. Should have good communication skills.
5. Be well-dressed.
6. Be punctual.
7. Reach out with a helping hand - be there for the prospect.
8. Learn people skills - look at their body language for the hunger sign.
9. Be natural and master the Natural Approach system.

WHAT SHOULD YOU KEEP IN MIND WHILE USING NATURAL APPROACH TOWARDS YOUR PROSPECTS?

1. Ask valid questions.
2. Be truthful and straight.
3. Respect the other person's time.
4. Listen to their problems and provide solutions.
5. Get connected and do not give a presentation.
6. Do not try to convince them.

WHAT BLUNDERS DO THE NETWORKERS DO WITH PROSPECTS?

1. When networkers get in touch with prospects, they immediately start talking about the product and the business. They talk too quickly and too much, forcing prospects to shut their mind.
2. Once prospects show interest, then the networker starts constantly running after them to the extent of nagging them.
3. Some networkers bombard the prospects with constant calls and texts - invading their private space which forces the prospect to add them in the reject list or ignore calls, or in the worst case scenario switching off their phone.
4. Nowadays some networkers send dozens of messages through social media sites like Facebook, LinkedIn, and even e-mails, ultimately resulting in the prospect blocking, delisting or considering them as spam. Constant pestering only results in bad reputation of the networker and the networking market industry.

CHANGE YOUR STRATEGY FROM,

“You Chasing the Prospect” to “The Prospect Chasing You”

Prospects can only chase you if you learn attraction marketing. Attraction marketing is where prospects come to you on their own, because of what you said or what you have put in Ads, flyers, radio advertisements and on social media sites. You make yourself visible to the world as a solution provider and those who need you will contact you in the hope that your product or service will help them with the problem(s) they are experiencing. You create a curiosity and show how your program or product/service can solve their problem(s). The prospect sees a simple and attractive solution to their age-old problem(s). Today, *Attraction Marketing* plays a key and critical role especially on the internet.

Worksheet

Will you be successful if you go in the field with all the leadership characteristics, complete product & marketing plan knowledge? If yes, please give your reasons and if no, support your answer.

What should you keep in mind while doing the *Natural Approach* to locate prospects?

What is the best time to approach your prospects?

What is the zero rejection approach?

What is the zero rejection approach?

What should networkers learn and do before approaching prospects?

What should you keep in mind while using *natural approach* with your prospects?

What are some common mistakes that network marketers make with prospects?

What is Attraction Marketing?

Write down an opening line that you liked best from Magic sequence 1 and 2.
