

STRUCTURE OF 1-ON-1 PRESENTATION

When you schedule a 1-on-1 presentation with someone, do not go into it without a specific structure to follow. This does not mean there is no flexibility in any of your meetings; it just means you follow at least a given approach to share the basics.

STEP 1

Your first few minutes should be dedicated to reaching a level of connectiveness between you and the prospect. You can discuss any topic but preferably one that you already know interests the prospect. People are happier and more relaxed when they focus on things they enjoy. People also are more likely to make decisions when they are relaxed and feeling connected and respected. Set the stage for a healthy relationship...you are friends/mentors/future partners.

STEP 2

Tell your story. This is critical, and we have a training piece on this. Share it with your mentor before you start using yours. As a new Mannatech associate, your future is truly about where you are going with this incredible business.

There are 4 aspects to telling your story:

- a. What your life was like
- b. What you disliked the most about your life (this is your PAIN...it is the most important part of your story)
- c. What you found with Mannatech
- d. What your future looks like

STEP 3

Show the materials...whether a video, webinar, tear sheets, etc.

STEP 4

Ask them, "So, what did you like best about what you saw?" Whatever the answer, you also liked that. Focus on the reasons why.