



## Business Building Tips

### Contact Marketing

After 9 years of involvement with Network Marketing, I came to a point in my recruiting where I needed another way to find more good quality people to join my Team; but like so many people, I had just run out of Warm Market contacts. In looking at Marketing, I found it to be a minefield:

#### My choices were:

- **Advertising** in a local or national paper

but it cost a fortune and was not even guaranteed to work. Nor was it duplicatable.

- **Mail Shot**

but I didn't have a huge database to mail to, it seemed very expensive and again, it wasn't duplicatable.

- **Exhibitions**

it would be costly, hard work and yes, you've guessed it, not very duplicatable.

I wanted to find a way to talk to dozens, if not hundreds of people, every week. I developed a method, which we now affectionately call '**Contact Marketing**' which has been simplified so that there are thousands of people in FLP using it very successfully to build their businesses.

### So just what is Contact Marketing?

It's a method of talking to people you don't yet know to gauge their interest in finding out more about our wonderful opportunity. It's:-

Very simple – anyone can do it.  
Duplicatable  
Not expensive  
A system which works anywhere  
Fun!

## There are some ground rules

- **Go prepared**

Contact Marketing is very effective but only if you treat it as a serious way of marketing

- **Always go out very smartly dressed**

Remember, people buy you first and the message second. If you look a mess, don't expect anyone to take you seriously. Dress in your best business attire. It will only take someone a split-second to decide whether they like the look of you.

- **Always have the necessary tools with you:**

A handbag or small briefcase to carry your marketing materials

A small pocket-sized notebook to record prospects details

Your business cards

A nice pen – please don't have a chewed Bic. Remember, people will judge you on your appearance..

Your company marketing literature. Have a Video, CD Rom, audiotapes and a prospecting brochure.

Make sure your name and contact number are on them **before** you go out.

- **Be mentally prepared**

Never go Contact Marketing without your very best **Attitude**.

You need to be in a great frame of mind. People will buy you and be drawn to your **energy**, and they will want to listen to a happy, positive person. Don't leave your home in a bad mood. You can **choose** the frame of mind you are in. Finally – know your **objective**. By that I mean decide what it is you want to achieve whilst you are out and stick to it. If you want to make contact with 5 people don't come home until you have done it.

## Getting started

- **Decide on the location**

Try to work within a **30-mile** radius from home. No need to drive-by millions of people simply to get to more!

When you first try Contact Marketing it is easier to go with a friend or in small groups. Meet at a coffee shop and decide how long you want to be and how many names you want to get.

Arrange to meet back at the coffee shop within an hour.

*(Money-saving tip - never take your credit card with you! I remember one girl saying to me that C.M cost her a fortune, as every time she went out, she just had to buy something!)*

- **Your first time**

It will feel very strange maybe even horrible. Talking to strangers is not what we used to doing but you can only **change your life** if you change your actions and thinking.

People need to hear from you about the business opportunity. It's fun and as you get more into it you will soon find it becomes second nature. What's the worst anyone can say to you? "no thank you." Also people are **fascinating!**

## What do you say to people?

- **There are many ways to approach people.**

Practise makes perfect! You need to feel comfortable and sound relaxed, not easy the first few times, but the more you do it the better you'll get.

### **"Excuse me, I wonder if you can help me?"**

I am in town on business. My company is recruiting right now and we are looking for smart people who may be open to receiving some information on what we do. I know it's an unusual approach, but would you like to find out more about what we do?

" They will usually ask, "What is it?" to which you reply, "I am in a hurry to get to a meeting, but give a Video, CD or Audiotape which tells you all about us. All I ask in return is a contact number where I can give you a call to see what you made of the info. If you like what you saw we can take it further. If not, then we won't is that fair?"

You take out your **notebook and nice pen**, jot down their details, thank them for their time and give them a business card

### **"Hello, I wonder if you can help me? "I am in town on business today"**

I run my own very successful business and right now I'm expanding into (Milton Keynes). I am looking for quality people who would value an extra £50,000 a year leading up to a six-figure income.

Can I give you some information and then call you later for a chat? They may ask what is it to which you will say, "I don't have time to tell you all about it right now, as I'm on my way to a meeting but I can speak to you later. Let me have your number and I will give you a call."

## “Hello, can you spare a minute?”

My name is Jayne and I am in town on business today headhunting for my company. I am looking for smart, bright individuals who are open to looking at a business that can earn substantial incomes and offer long-term security. You look like the kind of person I am looking for. Would you like some information on what we do?”

## You will find that you will develop your own words

- **Have fun speaking to people.**

Sometimes, the person you have stopped will insist on knowing more about what it is you have to offer. Please don't be afraid to engage in some chat for a few minutes.

Tell them a little about your company's background,

Share a few stories about the kind of people who are doing very well in the business

Share a little about your background and how it's working for you. People love to hear about success, so tell them.

As you are chatting, ask them what **they** do. If you know of anyone in your company from a similar job or background, share their story. Once again tell them what is possible with your company and invite **them** to talk further. Arrange to call them later and answer any questions and tell them more. Thank them very much for their time and confirm you will speak later.

If the person you have stopped is not interested in you or your message thank them for their time and give them your business card and say, “I'm sorry this may not be for you but I am currently looking for people who want to make a £100,000 a year. Would you please pass my card on to anyone who you feel may value that kind of income? Thanks and have a great day.” Their curiosity may get the better of them and they may call or visit your website, etc.

If when you have had a chat with your person, they say, “Thanks but it is of no interest, then this is what you say. “Thank you for your time; I really appreciate your being honest with me. However, I am looking for serious people who would be interested in a six-figure income. Please pass my card on to anyone who you feel would be interested to find out more.”

## Some thoughts to remember

- **Can you do Contact Marketing?**

You can't afford not to. There are millions of people waiting to hear from you. **Work the ratios.** The averages we see coming in from Contact Marketing., even for beginners, are as follows:

Talk to **5** people a day

**25** people a week

5 will take a **serious** look at the business

Of the 5 who take a serious look **1 will join your business**

That's at least **4 new people** you sponsor a month

The 1-in-5 that you sponsor has qualities within them to go on and be a star in your business earning them and you a huge income.

- **Your attitude must be right at all times.**

Remember, if you think you can or you think you can't – you're right!

Know what you are trying to achieve. Don't stop until you have achieved it. Our job is to ask, ask and ask some more. Someone, somewhere, is waiting to hear from you.

We are only the messengers. It's OK if they say, "No."

Be prepared for the No's. Thank them for their time and for making a decision. Move on!

You will occasionally get a rude person; feel sorry for them, life must be pretty miserable if they can't be polite. Thank them and wish them a nice day. Walk away from them.

Practise, practise and practise some more.

Remember, the only way to overcome any fear you may have in learning Contact Marketing, is to do it. Step out of your comfort zone, enjoy the challenge, but more importantly, **build your business.**

## The Follow Up

- **The most important part of Contact Marketing. It's where the work really begins!**

If you agreed a certain time to call a prospect back, then make sure you call them back at that time.

When making the call, be prepared. Have your notebook as you will need to ask some questions.

- **A typical follow up may go something like this:**

"Hello, can I speak with Paul, please?"

“Paul, hi, it’s Jayne. You will remember me, we spoke yesterday in Milton Keynes and as promised, I am calling back. Is now a good time to talk? Great. Did you get chance to watch the CD? You did - great – what did you make of it?”

Answer any questions they have but the main objective is to **share your story with them**, and to ask them to get together for a 1:1 or QLS Home Presentation.

- **Or**

If they haven’t watched the CD, then say, “Don’t worry, if you’re anything like me, you’re very busy - but do you have time for a chat right now, so I can tell you a bit about the company and the kind of people we are looking for? Great.”

Hello, can I speak to Paul please?”

“Paul, hi, it’s Jayne. We spoke yesterday briefly in Milton Keynes. As promised, just calling you to tell you more about our company, the opportunity and the kind of people I am looking for.

Paul, can I ask you a couple of questions? Thanks. Are you working at the moment, what do you do?” Whatever the response **show interest** and ask a few job-related questions

Where are you based Paul?”

Wherever they live, say, “Good.”

“Are you married, family etc?” When they have answered all the questions, thank them very much and **then tell them your story**.

- **Reciprocate**

I have been with the company for over 9 years now. Before that I was a farm estate manager, working long hours but never making any real money. I came to a crossroads in my life, when I knew something had to change; I couldn’t do the same thing for the next 20 years. I looked around for something to do but came up against some challenges and to be honest, thought that I would never find anything.

Then a friend called out of the blue – a bit like this phone call – and he told me all about this amazing business. Keeping an open mind I decided to look. I instantly saw the potential and got involved straightaway. I haven’t looked back. It’s been life changing.

I am looking for quality people right now Paul. People who want to have total financial security, earn what they are worth, are ambitious and will take on board training and work as part of the most successful team in the UK.

From what I have said so far, with obviously a lot more information to come, would you value taking this to the next stage?”

If he say's, "No", then thank him for his time, suggest you keep in touch, as circumstance can change, but ask him in the meantime who he knows, who would value a £100,000 a year.

Jayne Leach