



Spark your September with referrals!

Engage a consistent flow of new prospects

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Audio Transcript for September

As you listen to the audio, follow along with this transcript and take notes. This improves your retention so you can put your learning into action more quickly.

“I don’t know who to talk to.” “I’ve talked to absolutely everyone.” “There is no way I can add one more new name to my list!” “I’ve reached out to everyone I know!”

Sound familiar?

It’s not unusual for Consultants to think they have run out of people to talk to. After sharing their business with some family, friends, and co-workers ... they ask themselves, “Now who can I talk to?”

Consistently finding new prospects is a necessity if you want to succeed in direct selling.

And there is an easy-to-learn process that will support your September prospecting efforts and lead you into a revolving door of future customers and Consultants.

It’s the art of **asking for referrals!**

Whether you are building your business full-time or investing precious part-time hours, it’s imperative that your activities create the highest return for your efforts. And the most critical activities are finding new customers and new business partners.

Asking for referrals is one of the most effective ways to create a never-ending supply of prospects. By incorporating these strategies for developing referrals, you will never run out of people to talk to.

Let’s review four proven steps that, when utilized consistently, will create ongoing referrals for you and your team!

Step 1: Learn your Stories

A fundamental skill to master is the ability to deliver your personal stories in a brief, professional, and passionate way.

Work with your sponsor or an upline leader and package the following stories:

Product Story: Here, you share your personal results and enthusiasm for your products.

Business Story: With this story you share your motivation for building your business and how it affects or will affect your life.

Company Story: Here you share the uniqueness of your company and the compelling benefits that will inspire people to join you now.

There is a well-known marketing phrase ... facts tell but stories sell. Being able to briefly deliver your well-packaged stories will support your ability to sell products and sponsor new business partners. When the opportunity presents itself, you'll be able to authentically and passionately transfer your enthusiasm without coming across desperate or sounding like you're trying to persuade. And that's always a good place to be.

And now, Step 2: Work a never-ending list

Create or revisit your list of prospects. Include all the people that you know personally, your Facebook community, the people you do business with, your current customers, and new people you meet. Strategically identify the coolest, hippest, sharpest people you know. Systematically approach these people with something new. Ask them for referrals.

The secret to finding a fortune in referrals is this: It's not necessarily who YOU know, it's who THEY know.

Everyone is a potential lead! Anyone can become a new customer, join your team as a new business partner or refer you to the perfect person. Give them the opportunity to make that decision.

Here is some proven referral language that can effectively and professionally support you in the art of asking. By memorizing and sharing these two simple sentences ... the whole world can become a lead.

"You may or may not have a personal interest, but I'm hoping you can lead me to just the right person. I'm looking for referrals."

If you're thinking, "could it really be that simple?" The answer is yes.

Will everyone you ask give you a referral? No. But I am confident that many more will when asked ... than if you never ask.

People give because you ask. So work a never-ending list, learn to ask for referrals and you will find the right people in record time.

With that in mind, I recommend you make a commitment to add new names to your list every day and to consistently reach out to new people. Success comes from enthusiastically sharing your product and business with as many people as possible ... as quickly as possible.

Let's move on to Step 3: Ask for referrals

As I've previously said, you get what you ask for! So it just makes sense that when talking to people, you are clear about WHO you are looking for and HOW you would like to receive the referral.

During customer follow-up, always focus on your customer's satisfaction first. Once you know they're happy, always ask for referrals.

It could sound something like this:

"Jeanne, I'm so happy you love your <products>. And like most of my clients, I'm sure you have friends who would love <these products> too. I've built my business on referrals. Who do you know who would enjoy <the same results>? I'm looking for referrals."

Now, whether you've asked for customer or business leads, you can use the following script to clearly suggest how you would like to receive a referral.

"Jeanne, the best way for me to share the information with your friends is to contact them directly. As you talk to them, simply tell them that you'll have your friend <your name> call. Then just send me their name and contact information and I'll follow-up right away. Sound good?"

Taking control of the referral means that you receive the contact information. So many times people say, "I know just the right person, and I'll give her your information," but

they seldom do. By using this language, you'll be sure to get the information you need to make the contact.

As you master the ability to clearly ask for referrals ... and at the same time, professionally instruct people on how you'd like to receive their referral information ... you'll maintain an air of professionalism and confidence that will result in more introductions.

Finally, Step Four: The Follow-up

Once you receive a referral, time is of the essence. I've always believed that referrals have a short shelf life. I recommend that you call and reach out immediately! Follow up on all referrals within 24-48 hours. Here is an opening script you might use:

"Hi Sue, this is <your name> from <company> and I was given your name and number from Jeanne. She tells me you have an interest in learning a little more about our <products> or <business>. Is this a good time to talk?"

Effective follow-up shows professionalism, validates your enthusiasm for your product and business, and is a proven way to turn a prospect into a Customer or Business Partner.

You are not in control of how people respond ... but you are in control of how quickly you respond and the attitude you maintain as you share your enthusiasm for your business or your products.

Asking for referrals is one of the most effective ways to create a never-ending supply of prospects.

Incorporate these strategies into your everyday business activities and you and your team will find the fortune in referrals.

Your Action Steps for September

Action Step #1

Within the next seven days, work with your Sponsor or upline leader to craft and memorize your stories.

Product Story (your personal results and enthusiasm for your products):

Business Story (your motivation for building your business and how it is or will affect your life):

Company Story (the uniqueness of your company and the compelling benefits inspiring people to join you now):

Action Step #2

Identify at least three existing satisfied customers. Within the next 48 hours, use the customer referral language reviewed in Step 3, 'Ask for Referrals,' above.

Make sure you not only ask for referrals, but also clearly share how you would like to receive their referrals.

Below, make note of who you called, the lessons learned as you used and began to master this language, and the results from your calls.

1) Existing Customer _____

Lessons Learned _____

Results _____

2) Existing Customer _____

Lessons Learned _____

Results _____

3) Existing Customer _____

Lessons Learned _____

Results _____

Action Step #3

Once you receive a referral, be sure to follow-up within 48 hours or sooner. Below, make note of the referrals you called, the lessons learned as you used and began to master this language, and the results from your calls.

1) New Referral_____

Lessons Learned_____

Results_____

2) New Referral_____

Lessons Learned_____

Results_____

3) New Referral_____

Lessons Learned_____

Results_____

“Nothing influences people more than a recommendation from a trusted friend.”

~ Mark Zuckerberg

Your Time Management Tip

Don't Panic ... Prioritize!

A key strategy for achievement in every month is your commitment to jumpstart the month from day one. Remember ... if your company gives you the whole month to create commissionable volume ... then take the whole month! You owe it to yourself and your business. Regardless of any holiday!

In months like September, when a holiday like Labor Day usually falls early in the month, this is even more critical.

If you wait until after the holiday to begin your consistent efforts ... you lose more than just a few days ... you lose precious time. You lose all those hours when you could have made new contacts, asked for new referrals, signed new customers and followed up with interested prospects. Then you can fall behind and things can get a little hectic.

Learning to effectively work THROUGH any holiday weekend is a proven strategy to help you master the cycles of the season.

Because we've all experienced the feeling that there is more to do than there are hours in the day. Holidays can compound this phenomena.

Most days we deal with it and move within our rhythms. Some days, it seems that our rhythms desert us ... and we fall into panic mode and find ourselves desperately reacting like Charlie Brown, "AAUGH! How am I ever going to get it all done?"

That's the time to stop and breathe. At times like this, it's nice to remind yourself, "I'm in charge. It's my business. I decide what happens next." And that's when you can choose to look at everything you've decided MUST get done ... and simply PRIORITYZE your next steps.

You can choose to move from high level ... where you see everything that's on your plate ... down to low-level where you prioritize and focus on just your next steps. This allows you to avoid becoming paralyzed so you can move forward more confidently.

Multitasking, or doing several things at once, is a trick we play on ourselves, thinking we're getting more done. In reality, our productivity goes down by as much as 40%.

Research shows that multi-tasking isn't just inefficient, it's stressful.

So the next time you're ready to hit the panic button ... stop and prioritize your activities. You'll find it refreshing, even liberating, to focus on one activity and see it through. Avoid the self-imposed stress.

Prioritize rather than panic and you'll find a lot more joy in your productivity.

Your Personal Development Challenge

Create a Compelling Vision!

If you could design your life and business to be exactly as you would want it, what would it look like? Where would you be? Who would you be with? What work would you be doing? What would your day look like? How much would you be earning? How would you be impacting the world and making a living?

The answers to these questions are the first steps to creating a compelling vision for your life and business.

Let's consider the power of a VISION:

- ~ A vision engages your heart, mind and spirit in making it come to fruition
- ~ A vision keeps you connected to your deepest desires and keeps hope alive
- ~ A vision gives your everyday life significance and meaning
- ~ A vision is fun, invigorating and breathes new life into your journey
- ~ A vision allows you to release unexpressed desires ... and that feels fantastic
- ~ A vision reminds you of the reasons for taking the steps you need to take

Discover VISION in your own life:

One thing I know for sure is that when it's time to re-ignite your passion for your business and your life ... there is no better way to do that than by re-visiting and enhancing your vision for how you want to design your life.

A compelling vision is a written description of the life and business you want to live at a certain time in the future. It's a snapshot of something you want so badly that you are willing to move mountains, take risks and stay in motion to see it become your reality.

Your vision is an expression of what you will manifest in both your personal and professional life. It includes the ways you want to uniquely contribute and the quality of life you want to enjoy. It's best if your vision is significant, unlimited and filled with the things that excite you.

Since a vision takes time to see, develop and articulate, consider this exercise to be a first pass at your new compelling business vision. Give yourself the freedom to move beyond the ideas you may have been holding onto toward something fresh, something new, so you are able to access a new level of wanting and desire.

You can access your compelling vision in a number of ways:

- ~ **Write it** out on paper, in your journal or in a sketchbook.
- ~ **Feel it** by noticing what feels good in your soul when you consider having it in your life.
- ~ **Picture it** in a dream book where you keep pictures, words and images of representations of your vision. Capture the things you want in your life.
- ~ **Gather it** by spotting things in your everyday life that move you and feel resonant with what you want in your future vision.
- ~ **Draw it** using colors, paints or crayons to express the color, energy and elements that you want it to include.

Take some time to work on your vision. Don't limit your imagination with thoughts of what's 'right' or 'wrong' or 'possible'. This is your vision. This is not the time to play small. This is the time to think unlimited ... and create a vision for your business and your life that you desire and deserve.

I challenge you to find the joy in this vision exercise and design the life of your dreams.

Your September *ZannPlan* Take-Aways

List your top three take-aways from your September *ZannPlan*:

- 1) _____

2) _____

3) _____

Closing Words from Leslie

Start today to develop the viewpoint, skill set and mindset to create Outrageous Achievement.

With more clarity in every season, you will set better priorities, take more consistent action, and meet and exceed your goals ... not only this year, but for years to come.

Spark your September by mastering the art of asking for referrals ... and lead yourself into a revolving door of future customers and business partners that never ends.

Leslie