

prospecting



Now that you have some phrases to use from selling, let's look at some words to prospect.

Prospecting is something that goes hand-in-hand with selling. Many Consultants aren't necessarily thinking about starting a business when they are first introduced to pure haven. In fact, many have never sold anything before. Never prejudice. Someone you are talking to could have a lucrative salary with a prestigious company, but maybe they work so many hours they never see their family. This could be just what they need to build an income that is unlimited, while being flexible enough to really savor the moments they will never have a chance to experience while working a traditional job. Offer the opportunity. To. Everyone.

You might be wondering, "What do I say?" or, "Where do I start?"

Start by being observant. Watch what others around you are doing or saying. Pay attention to details. People give away more about themselves than they realize.

Scenario 1

For instance, you're loading groceries into your car in a parking lot and so is the mom at the car next to you. You realize a bumper sticker on her car mentions, "Proud parent of a Johnston Middle School student." Here's how you could get a conversation started:

You: "I noticed your bumper sticker. You have a Johnston student?"

Prospect: "Oh, yes, my middle daughter."

You: "My child is, too — 5th grade, Ms. Summers' class. How about yours?"

Prospect: "Oh, my daughter had Ms. Summers last year and loved her."

Now, how do you bring up pure haven? Well, let's say you have some other Johnston school moms getting together Thursday morning. Invite her to join you.

You: "I'm meeting with some other Johnston moms Thursday morning for coffee, would you like to join us? I educate people about how to read their labels to identify toxins to avoid in everyday products. I would love it if you'd join us!"

Scenario 2

Or, maybe you're at a yoga class. You notice the lady next to you has a vegan protein bar fall out of her duffel bag.

You: "Oh, do you like that brand? I've been thinking I'd try them but I haven't bought any yet." [Prospect responds]

You: "Are you vegan?"

Prospect: "Well, not really I just have been trying to make healthier choices."

Now is a perfect time to bridge your conversation to pure haven!

You: "I know what you mean. I started eating organic a few years ago and I've just started eliminating toxins from my cleaning products and personal care products. Do you do that?"

Prospect: "Yes, I use safe products at home, too."

You: "What brands are your favorites?"

Prospect: "Mrs. Meyers, Beautycounter, and Norwex mostly."

This tells you a few things. She buys products from direct sales companies, she buys products that are cleaner than other well-known box store brands but might still have some toxins, she has an interest in the very same things you do.

The rest of your conversation might go something like this:

You: *"You know, I tried some of those products, too, and they are cleaner than some box store products, but I'm learning there are still toxic chemicals in some of them. Would you be interested in safe, effective alternatives? I'm with a company that has a terrific line of personal and home care products that are 100% free of toxins — guaranteed! Would you have a few minutes after class to talk?"*

If she says yes, meet afterwards. If she says no, offer to meet before or after the next class, or determine another time that works for you both. Give her the ingredients to avoid flyer so she can check out her labels in the meantime.

Scenario 3

Now, think about people you know. How do you approach them? If you just started your pure haven business, this is the perfect time to invite people to your launch Gathering. Phone calls and face-to-face invitations work best. Here's how that might sound:

"Hi, Aunt Mary. It's Suzy. I'm calling to let you know I've started doing something I love and I wanted to share that with you! I'm educating people about reading product labels, identifying toxic chemicals in everyday products they use, and discovering ways to eliminate them. I'm having a few people over to my house Monday night and I'd appreciate your support if you could come over so I can tell you a little more about it." (wait for response) "You can! Terrific! This is important information everyone should know. I wonder if you could bring Sherry and Lisa (cousins), too."

Scenario 4

If you've been with pure haven a while, think about people who are good candidates to use our products. Try giving them a call.

You: *"Hi Debbie. I was thinking of you."*

Prospect: *"You were?"*

You: *"Of course. You've been on my mind because I know how much you love to help people and I have a great opportunity for you to help your family and friends right now. You see, I'm so committed to sharing with anyone I can the choices they have available as consumers to eliminate toxic chemicals in everyday products that are making families all over America sick. I wonder if you could help me get the word out to more people with all the connections you have? I know your house isn't an option right now since you are renovating, but you can always invite people to my house and you can earn free products based on any sales we have."*

Prospect: *"Sure!"*

You: *"Great! Which is better, weeknight or weekend?"*

What about those, "No, thanks. I'm good," people? Sometimes you have people who won't have an interest in your message, but they could be great connectors. When someone says no, ask if they know anyone who might benefit from hearing about pure haven. Do they know anyone dedicated to living a healthy lifestyle, anyone who has cancer, autism, Alzheimer's, or eczema? Ask if they can introduce you or provide their contact information to you.

Words to close the sale (recruit):

Next, consider that conversation in Scenario 4 with Debbie, who is renovating her house. What could you say to transition that conversation to one that offers our earning opportunity to her? Debbie agreed to host a Gathering at your house since hers is being renovated. Now that you have her commitment to host a Gathering, you could use these words to transition to an invitation to become a Consultant:

You: *"Debbie, I'm curious if you'd have an interest in earning money to pay for your home renovations? You'd be so good at doing what I do! You already love helping people and making healthy choices for your own family. What do you think about sharing that with other people and earning income like I do?"*

Since this is a new idea for her, she might say she's not sure she has the time.

You: *"I understand, and I thought the same thing when I started, but I've learned the few hours a month I devote to this really pay off! I've been able to earn all the pure haven products my family uses free or at a deep discount and I've been able to pay for all the kids' dance lessons and our recent vacation to Disney! Could we meet for coffee for a few minutes? I'd be happy to show you how you could earn \$300-\$500 extra each month with very little time commitment."*

Hosting a Gathering is often a great way for a prospect to "test drive" the idea of becoming a Consultant. Offer your Hosts the opportunity to consider converting their Gathering sales into their first launch Gathering by giving them the option to become a Consultant when they see how much more they could earn as the Consultant rather than the Host. Reassure them they can recoup their Business Kit investment right away with that launch, and you will be there as their leader to partner with them to build their own pure haven business.

Closing the sale for recruiting can be accomplished in five simple steps. Keeping the steps in order is key:

- 1) promote your pure haven business
- 2) set up a time to chat
- 3) share the pure haven opportunity
- 4) ask for questions
- 5) ask closing questions

Promote your pure haven business and set up a time to chat:

Let's go back to Scenario 2, at the yoga class. You've asked, *"Would you be interested in safe, effective alternatives? I'm with a company that has a terrific line of personal and home care products that are 100% free of toxins — guaranteed! Would you have a few minutes after class to talk?"*

Prospect: *"Actually I've been considering joining Norwex. I like their products and I want to earn money to stay home with my new baby, so I'm not sure I'd be interested if these products compete."*

Your answer:

Share the pure haven opportunity:

"If you have a few minutes, I'd love to give you a little information. It might help you decide what works best for you."



purehaven®

This is your opportunity to provide your prospect with our pathway of success flyer, which shows how she can earn extra money with our company. This tool is designed to easily demonstrate our rich earning opportunity, and can easily tie to the Business Kit flyer to show how easy it is to get started as a Consultant.

Ask for questions:

Remember, objections are simply a request for more information and do not necessarily mean no. At the end of the conversation, say something like:

"We have covered a lot of information today. How do we stack up against Norwex? What questions do you have?"

Ask closing questions:

It's important at the end of any conversation to make sure both of you know the next steps. Consider the following closing language:

"What would you like to do next, host a Gathering or order your kit?"

"What do you think about getting started today?"

When you offer the opportunity to earn with pure haven, you are changing lives and reaching families you would never have the opportunity to reach if you hadn't invited a new Consultant to join your team. You are exponentially able to leave your own positive mark in the world by helping others do what you do while providing unlimited opportunities to your own family to achieve their dreams!

