

SOWING AND REAPING MODULES

❖ Fortune in the Follow Up

- Success Secrets

Being Accountable – Water and Nurture

“Perseverance is a great element of success. If you only knock long enough and loud enough at the gate, you are sure to wake up somebody!” – Henry Wadsworth Longfellow

If there is one Module that will give you an edge and bring in a harvest for you, this is the one, so get excited!

So much potential business is lost in so many industries simply because there was no intelligent effort to Follow Up. The process is so simple, that it seems bizarre that people just do not value this important process. They will find excuses not to follow up, yet that is where the gold is and as a result, they miss out on an absolute fortune. One of our Care Values is ‘extra mile’... the rewards are there for those who go the extra mile, and ultimately that is what following up is all about. All it takes is a little bit of discipline, a few simple systems to action, and an understanding and appreciation of the value of the follow up process as a Network Marketing Professional. Once you have these three things in place, you will never look back.

I recall a time I was invited to a sales presentation about an extraordinary bed and mattress system from Europe. The salesperson even provided us with a meal and went to a lot of effort, and time, to promote this new bed which was a significant investment. Although we were not ready to purchase at the time of the presentation, we were open to making a purchase in the future ... to this day we have never heard back from him. We also have yet to purchase the bed ... interesting.

When I worked in retail selling jewellery, occasionally a customer would come in, know exactly what they wanted and purchased the item without any real effort on my behalf. Numerous times I asked such customers how they knew what they wanted. Often it was either a salesperson from a different store who had done all the groundwork with the customer, yet never gave them their details or followed up with them. Rather than going back to that salesperson or store, they found and purchased what they wanted from us, and we reaped the harvest of someone else’s hard work. If only all selling was always that simple.

“Choose courage over comfort.”

The reality is, there are people out there, who are already educated about the benefits of being in a home business, even the benefits of Network Marketing, and are looking for an opportunity to align with. They may even know all about EcoForce Global and the amazing opportunity we offer, however no one has ever bothered to follow them up, or guide them in what to do ... and they are ready to invest and get started - NOW!

When you meet such people, there is a HUGE chance they will register with you and run with this without too much investment on your behalf. They are ready. They often just need someone like you to invite them, care for them, show them what is in it for them, and guide them on how to get

started. These people you need to put on your radar, as well as become the person who attracts such people into your world by being a Network Marketing Professional.

As much as we all want to find those people who are 'just ready' to join us and run with this opportunity every day in our business, the reality is, they are few and far between. However, what we do need, is a consistent intelligent approach to build a healthy thriving business that creates the returns and reaps the rewards that you are seeking - and are there for the taking. You are in the process of educating those around you to bring them to that place where they are ready to join – **it is all about a transfer of belief.** This will take time for some prospects on your Honour Roll, so you will need to follow a structured, respectful, consistent process of following up, so you do not lose any potential business builders along this exciting journey. You will learn how to do this effectively in this Module of your EcoMastery Success Program.

You are planting seeds, so to speak. You simply want to ensure, that those you plant the 'seed' with, do not get lost and end up in someone else's business.

Who you are and how you interact is vital to attracting the right people into your organisation. There is an art to following up, and this is rooted in respect and simply doing the right thing by the other person to help them make the right decision - for them. You do not want to come across as pushy, or dump so much information that you will repel rather than attract them into your business. You also do not want to come across as desperate – always respect the person has the right to make up their own mind and enjoy the process ... no one likes to be forced to do anything.

Following up is simply a process that often is a short intentional conversation to learn what the other person would like to do from the information they have seen so far. The conversation may simply start with; *"Based on what you have seen so far, where do you see yourself fitting in?"* Then you say nothing and let the other person speak. Listen carefully to what they are saying – and what they are not saying. Any objections may provide you the opportunity to present a solution that they were unaware of. Notice that the statement is *all* about the other person. This is not about you; it is all about serving and helping them make the right decision *for them.* You are doing this business with or without them – what you have is an *invitation,* so we ultimately respect their decision to accept or decline the offer and move forward from there.

Should they say *"no"* after they have seen and heard enough information to make an informed decision, do not be attached. Simply thank them for their time in looking at the Opportunity, accept their decision and change the subject to talk more about them and what is important to them, such as their family or what they have planned for the weekend. *If you are interested in them, you will be interesting to them.* Often by doing this, you avoid any uncomfortable moments by keeping the conversation flowing, and you will earn their respect.

You want people to notice you, to be aware that you are out there, and that you are the obvious choice for them. You have planted a seed. Should their situation change, and you have built enough rapport, they may possibly do business with you in the future. The more you are differentiated, the more likely you are to be seen and talked about.

"People will often forget what you say, sometimes the things you do, yet they will always remember the way you made them feel."

Some people may not join the person that introduced them to the opportunity for a variety of reasons. If their decision is “no”, you want this to be ‘no’ to the opportunity and not a ‘no’ to you. Ultimately, integrity, professionalism, accountability ... and living the Core Values of EcoForce Global, is the most effective way to attract great people into your business, and to keep them in your business. Following up is a non-negotiable behaviour of a Network Marketing Professional. **The fortune IS in the follow up!**

“Who you are is far more important than what you do.”

◆ **Let us look at what is involved in the Follow Up and what it is all about**

“Your choices and your attitude determine your future” – Dave Ramsey.

In the previous Module on ‘Contact and Invite’, we learnt about the golden *Law of Sowing and Reaping*. This Module expands on this important process and how you conduct yourself as a Network Marketing Professional. This is an important activity you want to include in your non-negotiable behaviours for your business. You also want your Distributors to do the same in their businesses, as the power of Network Marketing rests in duplication. **It does not matter what works; it only matters what duplicates.**

Keep in mind ... “some will, some won’t, some do, some don’t, so what, who cares! So, who’s next?”

◆ **Lessons from a Farmer**

Imagine a farmer planting a crop of seed and never coming back at harvest time to reap what he had planted. That would be foolish. So often people will ‘*plant the seed*’ with someone about something in this business, yet never go back to see if that seed has grown into anything. Just like a wise farmer, if they want the best return from the seeds they have sown, they will need to nurture it, weed it, and water it to increase their harvest. The same rule applies in how you *connect* and build rapport with people when introducing prospects to your business. Some people need extra information (*water*), some need some objections answered (*weeding*), and some need their belief to be strengthened (*nurture*) before they decide to proceed (*harvest*).

“Always remember, on average, a person requires 5 to 7 points of contact before making a decision to invest.”

Think of any points of contact as ‘*watering the seed*’. There no doubt will be some weeding and nurturing, however the reality is, we never know when the time of harvest will be for an individual, so keeping sowing seeds!

“You don’t get an extraordinary business with ordinary standards.”

A farmer also knows that not *all* the seed they plant will bring forth a harvest; and they do not lose sleep over it. If they have planted enough seed and cared enough for the seeds with what is required, the farmer knows that there will be a harvest, nonetheless. Neither should you lose sleep or worry if not everyone you talk to about this Opportunity wants to join your business. Just as you can get ‘*bad seed*’, there are some people that you really do not want in your business - this is not always obvious at first. The process of following up also allows you to learn more about the

character of the prospect. A wise book states: *'You will know them by their fruit'*, ultimately, they need to impress you too, so keep sowing.

"Stop complaining and start creating! Let the good stick and the bad slip." – Bruce Copleston.

A farmer also knows that to give all the attention to one seed at the expense of the entire crop is not wise farming. If we are not wise in how we use our time, some people may unintentionally, or intentionally, try to take all your energy and time yet never intend to join. This can run the risk of sabotaging your business growth and momentum – if you let it. So, what do we do when this happens? Review your personal boundaries and keep sowing with others. **Keep in mind that you are responsible to, not responsible for.** If the person is serious, their actions will speak louder than their words. This business is simple, yet it is not easy ... avoid those who make things harder than it really is. Chances are they rarely achieve anything in life anyway with that attitude, so you want to *weed out* energy vampires from your business ... it is *your* business after all. Keep sowing!

"Don't rely on one; keep sowing into others - not every seed bears fruit."

Should a farmer's crop be devastated, they simply learn from any errors they may have made, apply that knowledge, and go out and plant more seed. Same with you. If for some reason, you totally 'bomb' out with someone, and totally screw up sharing the opportunity with someone, then learn from your mistakes and, you guessed it, keep sowing! **Sometimes we win, sometimes we learn.** Do not be hard on yourself when this happens. Every professional often learnt more from their mistakes than any other formal training when becoming a professional. Ensure you seek wise counsel from your Upline or mentor, so you can learn where you need to improve. Forgive yourself, be humble enough to learn from any errors and move forward. *We grow through what we go through.* Keep sowing.

"Don't judge each day by the harvest you reap, rather by the seeds that you sow."

◆ So how does 'sowing seeds' actually work in the mind of the prospect?

It works like this: The first time someone hears anything about what you have to offer, either about the business of Network Marketing or the EcoForce Opportunity, their first response may come across as; *"Not interested."* Now, a *"no"* at this stage is not always a *'no'* for the rest of their lives. People change their perception and belief on many things over time due to many influences – they are simply on their journey. If we are emotionally attached to the *'no'*, we may not be around when they are ready to say *"YES"*. Keep sowing.

"People will often criticise anything they do not yet understand."

Let us unpack this scenario together: You talk to a person on your Honour Roll and offer them information on the Opportunity, including the impact of planting trees to turn the table to improve the planet, yet they dismiss the information. However, just like any *'seed'*, it gets planted. Unknown to you, a week or so later, simply because you raised their awareness to this, they may hear of or even view a documentary that focuses on how a group of farmers are embracing a wholistic approach to farming which is benefitting the environment, replacing chemical usage, and impacting humanity in a positive way. This 'extra' watering may influence their thoughts on the subject. Because you are a professional, you follow up a couple of weeks later with a relevant article you found on the benefits of having a home-based business. This is another point of contact,

and more watering of the 'seed' which is starting to 'take root'. Their opinion may be subtly changing. They then find they need additional income for whatever reason. You contact them again simply to touch base and to learn if they received the material you sent. They are now ready to meet up to see the 'whole story'. How long this process takes is different for everyone. You soon get an idea of those worth pursuing, and those not. Keep sowing.

"You can't have a better tomorrow if you're thinking about yesterday."

The Psychology behind this Process. You are simply stimulating their RAS - Reticulating Activating System. This is a part of the brain that gets activated by creating an emotional connection to anything. This in time, may influence belief and behaviour toward that thing, yet often on a deeper subconscious level. Marketing companies often aim to influence our RAS through many various marketing campaigns and promotions. Ever walked down the street and someone passes you going the opposite direction, you get a whiff of their perfume or cologne and immediately that reminds you of someone you used to know? Ever heard a random tune on the radio, that immediately takes you back to a different time and place, that connects you with a flood of fond memories? How about the last time you purchased a vehicle? Maybe you never noticed many of that make and model on the road prior to purchasing it, only to see them everywhere after you bought it. That is your RAS being activated.

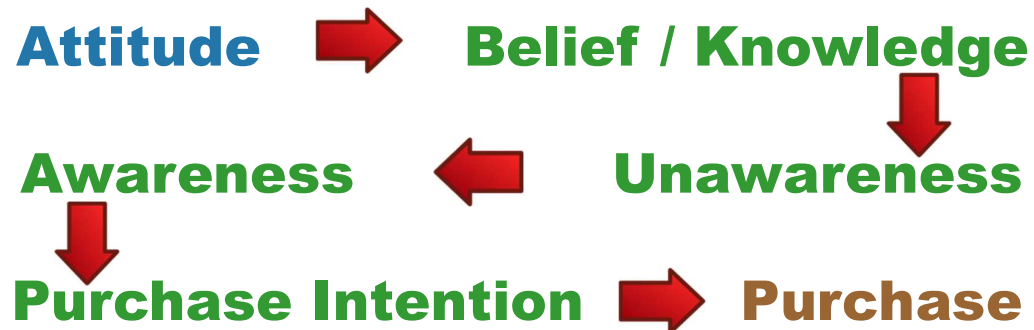
"Marketing isn't everything, yet everything is marketing." – Seth Godin

Ever wondered why often at sporting events you see only the logo of a brand plastered on the field where the action is, so it is in your line of sight for the entire match? Although this is often supported by ad campaigns during the commercial breaks or branding on the players uniforms and commentators, we identify it as advertising/sponsorship and may even think to consciously dismiss it, yet how does it work and why do companies invest so much into this form of advertising and sponsorship? Sporting events are often a highly charged emotional experience – especially if your team or player is competing. Without realising it, we can subconsciously link that emotion to the logo or brand in our RAS, especially if our team wins, and we never give it a second thought ... *or do we?* When we have reason to make a purchase or invest in a related product, we may not realise why we may choose 'coca cola' over another beverage, or 'Telstra' over another phone company. They just *'feel'* like the better choice, and we really do not know why if asked. It is all locked away in our subconscious and clever marketing planted it there. The programming of your RAS has much to do with everything that is around you, and a lot of all that you have ever invested in. Even the people you associate with.

When you give someone information, you arouse their awareness, consciousness and subconscious, to the information they were given. That is why the person noticed the documentary on farmers, where previously, it may not have grabbed their attention. Over time, they built their own belief about the environment, home based business, and their own emotional response was triggered through a personal need. The connection was then made, and it was then that they were open to a solution – that you have. They were ready to talk when they had reason to. Because of your diligence in drip feeding them information and to keep in contact respectfully, when they were ready for the harvest – the connection with you was a logical choice.

"The attitude of diligence is to practice and prepare for an opportunity that has not yet presented itself."

Marketing Companies understand this Principle; and use it. Every time they advertise a product or service, they raise our awareness to such. As potential customers, we are directed to progress along a deliberate path that is designed to encourage us to make a purchase. Everyone travels at a different pace along that path, just as every prospect you meet is at different places of belief and personal relevance to what you have to offer. Your goal is to raise their awareness, transfer your belief, and help them make a wise investment with what you have to offer. A decision that has the potential to change their life, and the planet.



“Behavioural change comes from a heart of change.”

Recently a movie was being advertised. There was a time I knew nothing about the movie, and the first time I saw it advertised, I really did not give it much more thought – yet the seed was sown. However, after I saw it advertised again, once on the back of a bus, another time was over-hearing someone talking about it excitedly to a friend, my attitude toward this movie began to change. It was my sister who phoned me one day, and during the conversation simply said; *“You just gotta go and see this movie!”* That was it for me. I went, purchased a ticket and watched the movie! I had, in essence, followed the exact path the marketers of the movie hoped I would. Believe me, this works.

The reality is, what you have to offer with EcoForce Global, is something so valuable and beneficial that most people are unaware of yet are actively seeking ... so keep sowing!

You simply are following the same Principle. Every time you make contact with someone, as long as this is done respectfully and tactfully, this increases their awareness, influences their belief, knowledge and emotional response about what you have to offer. This in turn, influences their attitude and even their behaviour. This brings people to a place where they are either ready to get involved, or maybe they need more time. Both are great outcomes.

“Focus on having life giving relationships, not life taking relationships.”

Now that we understand this simple principle, let us now look at how we can take proactive steps to ensure we water what seeds we plant, and we are there for the harvest.

This is one area that merely requires you to have a practical system of following up with those you have spoken to about this Opportunity to support this process. **It is all about relationship building.**

“Be extraordinary.”

A simple method to keep track of the 'seeds' sown, could be recording such on your smart phone, or a diary, or some other process that works for you. You simply record those you have spoken to or given out information, **what** you gave them, **when** you gave it to them, what interested them the most, and make a date in your schedule to get back to them (follow up). This may include sending or providing them with more information or inviting them to a relevant event. If you have lent them information, do not leave it too long to get the information back or follow up with them – **if you place importance on the information, chances are, they will too.**

Recording details of any information shared is vital. If you are being proactive about your business and sharing with a lot of people, it is easy to forget these details for each individual. It also appears unprofessional to give the same information to the same person twice, so be diligent in this process. One simple process of recording such, is most smart phones have a 'notes' section for each contact on your phone. This is ideal as it is recorded with your contact's details and is easily referenced. Some back this up with a spreadsheet; others use different methods such as relevant Apps. Whatever process you use, keep it simple, keep it duplicatable.

"Complacency misses opportunity."

◆ **The 48 Hour Rule**

"Procrastination attracts a delay in results."

If you have made a significant contact with a person, this is where the information presented is asking for a decision, such as after a business presentation, or an event they attended with you, **ALWAYS follow up with your prospect within 48 hours of the presentation or handing out material.** The reason is life gets in the way. The timing is important for you to ask for commitment to get commitment, or your efforts to get them to this point may be lost ... forever.

"Everything you ever want is on the other side of fear."

Research has shown that after 48 hours, interest is often replaced or weakened from the initial contact. In other words, *"strike while the iron is hot."* **The fortune is in the follow up!** Many people fail to follow up because of fear of rejection. *However, the answer is always 'no' if we never ask.*

"Behind every fear is someone you want to be."

Failing to follow up is foolish and disrespectful. This can result in the initial contact being a total waste of time - theirs and yours. More importantly, the person may be left questioning your integrity and your sincerity about what you do, which can erode trust. This is also a key reason why some people end up registering with someone else. For someone to do business with you, can they rely on you to be accountable? **Let your actions show who you are from the first point of contact.**

"Passionate people are memorable."

People are watching you all the time. Part of their decision to register or not, largely depends on *who you are being*, so be totally accountable, honest, real, and always operate with the utmost in integrity and professionalism. Authenticity marinated in transparency with accountability is a powerful combination.

“Money you can lose many times, but you can only lose your reputation once.” - Mukesh Ambani

As your prospect is yet to appreciate how important this information is as much as you do, you are the one that needs to take leadership and follow up - too many people wait for the prospect to get back to them, just like the bed salesperson we read about earlier. Do not fall for that trap. Ideally, when you hand out material, or after an event, if they are still deciding, make a suitable time and place to meet up within 48 hours to follow up *before* they leave. It is much easier to lock in a time and date then and there, than to make another call later to follow up. **Remember, if you make it important, inevitably they will too.**

“Nobody finishes well by accident.” – John C Maxwell

Your life, and your business, shrinks or expands in relation to your courage. You want this process of making appointments to follow up to be as smooth as possible and totally automatic for you, and enjoy the process ... after all, this is where the fortune is. Include the process of following up part of your repertoire; a behaviour and non-negotiable process of how you do business. The easier you are with it, the more at ease the other person will be when you ask them. **If we make it hard, we make it hard for everyone.**

“Excellence is the basics done well.”

Wrap Up

1. **Be Prepared.** Have information on hand with you wherever you go. You simply will never know where and when you will meet a prospect. Often it is in the most unexpected places. Information may simply be your business card, a brochure, or an invite on hand to the next event.
2. **Always ensure any material you hand out has YOUR Contact Details included clearly on it.** You never know where it may end up! The person you give it to, may give it to someone else who ends up contacting you ... this happens more often than people realise. Keep it professional.
3. **Always make an Appointment from an Appointment.** Before you both depart from the contact or event, make a time to follow up. You may simply say, *“Let’s catch up for a coffee tomorrow to get your thoughts on the information.”* Always keep in mind events that are coming up, the next appointment could be an event to invite them to. Events are extremely powerful follow up tools for building belief and changing attitudes.
4. **All Follow Up is done within 48 hours after a contact where a decision is being requested.** This is non-negotiable.
5. **Keep a Diary.** Statistics show people need on average up to 5 points of contact before making a definite decision. So do not give up. For some contacts, it may be a more subtle follow up, such as sending out information at a later date. You may include a note that says, *“I’ve found something I believe you will find interesting.”* Remember the RAS and Marketing Flow Chart - who knows where they are placed and how close they are to making a decision. Keep sowing.
6. **Remember this is a Relationship Business.** By drip feeding prospects, you are also building relationship, so use your Drip File for Follow Up where appropriate. *Always remember, people do not care how much you know, until they know how much you care.*

7. **Be Accountable.** Let them see your heart, your integrity, your accountability ... and your professionalism.

8. **Keep Sowing!** ... and may your harvest be plentiful!

"We get one life and one chance to make a difference."

◆ KEY SUCCESS POINTS

your personal review

1. *WHY in Your opinion, follow-up is not so great in any industry?*
2. *HOW many points of contact on average, does a person require before making a decision?*
3. *WHAT should YOU do should you totally stuff up an opportunity with someone you were hoping to invite into your business?*
4. *WHAT lessons did YOU learn from the farmer?*
5. *a) WHAT does RAS stand for, and
b) Explain this in YOUR own words.*
6. *WHAT are the 6 psychological steps from a person's attitude being swayed to making a purchase?*
7. *a) WHAT is the 48 hour rule, and
b) WHY is this so important?*
8. *WHAT are the benefits of embracing the habit to always make an appointment from an appointment?*
9. *For every contact we make with others, WHY should we keep a diary?*