

Prospecting

Prospecting starts with your intention to help others become successful

by **RS Mallory**

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It always amazes me when folks hear the word “prospecting” and then turn a “paler shade of green”! The word instantly puts up roadblocks, raising the hair on your arms and creates visions of dollars flying out of your pocket, or even worse, having to get on the phone and TALK to strangers!

Although Network Marketing has evolved, it always was and IS a relationship Business.

That being said, the opportunity it provides us as Networkers to reach out to others and help people reach THEIR goals and dreams is most gratifying and immensely rewarding.

So what’s all the fuss about prospecting? Perhaps it is the techniques being taught by some ersatz Networkers. Perhaps it is that old illusion that you have to “do hundreds of dials” a day, which is frightening to a beginner (after all, Toast Masters has grown into a renown International organization because public speaking and speaking with strangers is fearsome to a large percentage of the worlds population, although ESSENTIAL for Networkers!)

Put in the proper perspective, prospecting is a wonderful opportunity to seek out and

create lasting bonds and relationships with kindred spirits.

Learning how to employ the Law of Attraction makes prospecting a creative Endeavor.

Prospecting starts with your Intention to help others become successful. Match it up with your personality, select the right venues for you, and you are insuring your success. The Duplication is in helping others and teaching them to select the right venue for themselves!

Today, thanks to the Internet and other technologies we are able to prospect in many different ways; to name a few:

1. Purchasing leads and using the telephone
2. Purchasing leads and using the Internet (email)
3. Learning Web 2.0 (Social Networking)
4. Warm Market (family and friends)
5. Cold Market (everyone who walks through your life)
6. Referrals

No matter which of these techniques one chooses, our success will be greater when we strive to connect with the Prospect and create a “kinship” and let them know we are LISTENING and Care about them.

Each of these lends us an opportunity to get to know the Prospect and how we might offer them a solution to a challenge they might have, and help them work towards achieving their goals and dreams.

Compassionate Marketing teaches that you must put the other person first.

Ascertain whether or not you would enjoy working with this person, what their Raison D’etre (their WHY) is and indeed, if they are a good fit for your organization.

Too much emphasis is put on “getting people in the deal”.

“Big Al” Tom Schreiter, a friend and mentor once told me not to “invite” anyone in to my Business if I would not want to go on a 30 day cruise with them.

This tidbit of WISDOM became exceedingly clear when I went on The MLM Cruise that year. During our first day at sea I was having lunch with Tom and he asked how I was enjoying myself “so far”. My response? I actually heard myself saying, “you know, Tom, there are some people on this ship that I would actually like to throw overboard ALREADY, and it’s only the first day at sea!” Oh Boy! I had celebrated an epiphany and learned a great lesson that would serve to benefit me in my success!

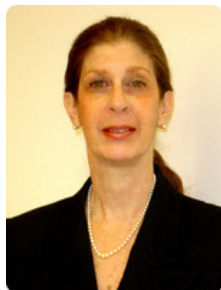
The lesson? No matter what anyone tells you, my friends, this is YOUR business.

You will strive to grow into Leadership and be a guide and mentor to your team. Be SURE that you learn to attract “like minded people”. Be sure that your ethics, values, mores and work ethics are similar. Be sure that your Prospect is not a Dollar Sign, rather a person with whom you can grow, teach and work towards your common success. Be sure they are “a good fit” for your team philosophy and that they seek to contribute back to the team in the same manner.

Another wonderful Mentor of mine suggests that you “call first and love later”. Establishing the rapport or relationship is what will get you through the door and keep that door open! Maybe I would change the “love later” to “Listen Well!”

For specific details on how to benefit from *LISTENING*, or how to develop that skill while prospecting, feel free to contact RS@CompassionateMarketing.com for a complimentary coaching call.

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RS Mallory has been an Educator, Corporate Trainer, Chief Communications Officer, Artist/Poetess and continues to help others create part to full time income in the Network Marketing Industry for the past 12 years.

Her journey as a nascent Network Marketer set the stage for RS to develop Compassionate Marketing, a relationship based philosophy that teaches people to embrace basic human ethos. Her story is one of acceptance, growth, self-realization and empowerment. Compassionate Marketing helps people embrace their own special talents and shows them how to use them to help others achieve their goals and dreams.

RS' Father was a Pharmacologist, predating present day Pharmacists & modern medicines. The knowledge she gathered watching her Father prepare "synergistic concoctions" from natural herbs inspired and fed her passion to educate people to take charge of and control their own health through knowledge, natural herbs, vitamins and nutritionals. RS has extensive knowledge of the Pharmaceutical Industry and the Herbal nutritional communities.

She is presently the Co Executive Director Education for the Distributor Rights Association.

RS continues caring for people and has built large organizations of

"Compassionate Marketers" and is currently the #5 Diamond Distributor
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