

Effective Conversations: Part 1

“The Prospect Journey”

Step Through the Process: "We Build Relationships through Conversations not Presentations."

Get Connected to them: Where are they now? ~ Where are they going? ~ How will they get there? ~ Why does it matter?

The 3 Stages of getting know someone and understanding what matters to them can help determine your next steps.

- To begin: Identify who you want to connect with next, then determine which of the 3 Stages below is the next step.
- Stage 1 Get to know people on a personal level. Practice identifying the 3 stage of conversation below in **Yellow**.
- Stage 2 Discover & Qualify their interest in health. Practice the flow of the conversation below in **Red**.
- Stage 3: Identify people who are ready, Invite them to verify interest. Practice the process below in **Purple**.

✓ Stage 1: Personal Conversation Stage/ Getting to Know them personally:

- Getting to know (W.I.T.T.) What's Important To Them in their personal life, Discover their (FORM/SIGN)
- [\(Personal Profile Worksheet\)](#) This sheet helps you think of questions to ask in your conversations.
- KEY POINT: The People who ask the questions are the ones who control the “flow” of the conversation.

✓ Stage 2: Health Conversation Stage/ Discovering if they value health:

- Discovering (W.I.T.T.) What's Important To Them ... about their health (*they may have no interest*)
- Be curious, ask questions and discover their thoughts & interest level in the 4 red topics below.
- Discovering their thoughts may happen over time, in a series of conversations or in one conversation.
- Discovering interest in these 4 topics will help you determine their readiness move forward to Stage 3

1. **Health**: Do they have an interest in this topic? If so... How important is it to them - is it a priority?
2. **Nutrition**: Do they have an interest in this topic? If so... How important is it to them - is it a priority?
3. **Whole Food**... **Fruits and Vegetables | Plant Food** (Ask/Listen) if they are interested, move to JP
4. **Juice Plus**.... **Is whole food nutrition** Share your experience, Don't be the “Message”

Don't tell them everything you know about JP. Remember... “Less is More”

If they show interest in Whole Food/ JP+, you'll want to move to stage 3 and follow the process
In stage 3 we verify their interest by inviting them to do something. (*see invitation tools below*)

✓ Stage 3: JP+ Conversation / Identify who is ready, then Invite and follow the process:

1. **Identify**: 1st Identify the people (prospects) on your MJ who are ready for Stage 3 (described above)
2. **Invite**: Once you identify people who are ready, Invite them and proceed through the process below

Review Tools w/ideas to Invite: ([Simple Invitation](#), [Effective Inviting](#))

“Would you be interested in... Learning more about JP”

“Would they be interested in... Learning best way to Get Started on JP”

The Process:

- **Text to Talk** Make simple text, ask for time to talk, think of a logical time for each of you.
“Hi _____, I've been thinking about you and thought it would be fun to connect.
I'd love to call you in the next couple days, when would be a good time for you?”
- **Plan** Once you set a time, Plan what to say relationally & what tool to use that brings value
- **Ask**: When you talk.... 1st Connect relationally, 2nd Invite to an Event/3-Way/Zoom/Video
- **Send**: If they say yes... Send info with details about Event: Time/Place/Zoom #/ FB Link etc.
- **Connect**: The most effective way to follow up with an event is to go with them & talk right after.

3. **Involve**: Involve them in the community, invite them to become a customer or super customer (P+)
The process of discovering “What's Important To Them” (WITT) continues & evolves.

After discovering what's important to people on our Memory Jogger, determine whether or not they are ready to move forward, what obstacles or objections they may have, or maybe this just isn't a good time for them.