

The Danger of Forgetting the Basics

It is easy to forget the simple, basic things. This education minute is about the important basics that are important to our MBX referral success.

1. The most important part of the meeting is everything outside the meeting. The M & M meetings are absolutely essential for getting to know your MBX chums, and MBXers should have a member meeting with every other member. It will increase your referrals.
2. Treat your Infomercial as your opportunity to train your “sales team.” Do not use your valuable 30 seconds to say hello, talk about the news, or otherwise deflect the group’s attention from your training opportunity.
3. Ask to be introduced to referral sources. Think about multiplication of effort rather than simple addition. Answering why people need your product or service and who uses your product or service gives important direction toward potential clients.
4. There is no such thing as a bad visitor. On an average, visitors are worth \$1000 even if they don’t join. Additionally, a visitor may find MBX to be a great fit with what s/he is doing and join the group.
5. When you ask for a certain kind of referral, also instruct how to make that contact. In other words, if you want a contact with a local cosmetic company, instruct your sales team what they should say to that company to open the door and the kind of information you need about who to approach, etc. The more clear information the better.