

FOLLOW UP AND COLLECT A DECISION

Building this business is a series of consistent actions every day. Inviting, Using a Tool, and Follow Up and Collect a Decision are the primary pieces. The Money is in the Follow Up...and yet it is sometimes the thing we neglect or stumble over.

What would happen if you were hired to do a job and you continually left out the critical piece of your job description? Chances are we'd have a Donald Trump moment, as we heard the words YOU ARE FIRED.

Problem is we now work for **OURSELVES! This is a BUSINESS.** What do our day to day activities say about us and our business? Is it a business or a hobby? Do actions match the conviction and enthusiasm we say we have about ASEA? Words are only as good as the action behind it. It's better to set a small goal, commit to it, and follow through, then to set a goal that is not backed by the commitment to act on it.

I have almost since the beginning been committed to this business, but following up can still trip me up sometimes. Usually when we are struggling with something and stuck, we have to take time to think about what we are doing or what our perceptions are.

There is a lot of personal development in this industry. We can get frustrated when we aren't progressing like we want to. For me, getting through some of that frustration from time to time requires that I follow up on myself. Here's what I mean by that. Evaluate the actions you are taking and get honest about the activity you are putting in. Is it profitable activity, inviting and using a tool, following up and collecting a decision. That is what we get paid for in addition to teaching our team to do the same. We can waste a lot of time doing things that aren't really growing our business. The beauty of this industry is you aren't fired when you make a mistake. You get to push the reset button.

So if you've been stuck on the follow up, it's time to reset. In the next few minutes I hope you'll find some ways to have an honest conversation with yourself so you are empowered to Follow Up.

Here are some points to consider.

One of the obstacles to follow up is what we allow ourselves to think about.

You either have to get out of your head and make a decision to just do it, or retrain your mind! Our head is full of what I call "monkey voices" that tease and taunt and play with your mind and emotions. They often keep us from taking the action that will help us achieve our goals.

- We can get stuck in **Imaginary outcomes.** Those monkey voices try to get us to think about all the Negative things...like what if they say no? What if they laugh at me? These things point to us being too emotionally attached or coming from a place of need.

If you are going to play in the imagination, you need to change the thought about follow up to a Positive one..not attached to any one person but changing your expectation over all about

follow up. I'm a really visual person so pictures sometimes help me think through problems. Try this.

Imagine your ASEA Business is like a treasure hunt. Your map is your list, the tools are your shovel. Your prospect is one of the clues to the treasure, marked by an X. When they agree to look you break the ground over what **COULD** Be the Spot. When you follow up you are simply digging a little deeper to see if the treasure is in there. **Instead of thinking of all the negative possible outcomes and getting emotional about them....why not think WHAT IF this is the one that really needs this? Or what if this is the one I've been looking for? What if this is the one who will lead me to someone I've been looking for?**

Which voice will you listen to? The one that whispers all the imaginary negative outcomes of a follow up call or the one that recognizes the value of follow up.


So what are some of the VALUES in FOLLOW UP.? Let's think a little deeper than just the money.

I love this industry because it is really a people based industry...I love the relationships we get to build.

Follow up is part of the relationship building process. Network marketers have sometimes left a negative impression not only by the way they invite and present but by the way they follow up and collect a decision. Often times those impressions have affected us to and they can create resistance that keeps us from follow up.

If we are going to follow the P/E ethos of ASEA, and change the image of network marketing, the way we follow up is key. I believe those of us in ASEA are truly heart based, relationship based people. We will stay that way as long as we remind ourselves that it's always about the people, even the ones we are prospecting.

GOOD FOLLOW UP SHOWS THEM WHAT WE VALUE

- Follow Up is GOOD CUSTOMER SERVICE. It's like a "How can I help?" or "Are you satisfied?" call. It is good manners, good pr and opens the door to more business.
 - Follow Up shows them You care about what the other person thinks, regardless of what they think. Always let them know you appreciate them being open to look. Ask for their feedback, their honest conversation. What did you think about what you heard/saw? Answer objections with questions....not to manipulate but really get to the bottom of their objection.
 - Good Follow Up is respectful of their time. Make sure they have the time and keep the conversation to the things they want to say and ask. Make follow up about them, not everything you think they need to know or every story you've heard. What are their questions, concerns? Where do they want to go from here? What other tools can you offer to help them
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make the decision that's right for them? Not only will you lose them if you go on and on, it can feel "salesman" or pushy if you don't listen to what they want to know or what they have to say.

- Good Follow Up shows You value them and respect their decision. Always come from an attitude of a conversation, based on permission. There is a difference between answering objections and trying to convince. Answering objections is done by honest conversation, asking questions, and letting them tell you what they are thinking and feeling.

When we are emotionally attached to the outcome, it's easy to fall into CONVINCING MODE.

Here is the Truth about Trying to Convince someone! You know you are in that mode when you keep talking! When you don't take a breath but tell, tell, tell. When you don't bother to listen to what they are asking or saying because you are going to tell them, without their permission, what you want them to know. Even though you might really care, the convincing mode really comes off as selfish and sometimes arrogant place.

It says to them, "I know more than you. I know what's best for you." "You should listen to me!" It stirs up the wrong kinds of feelings or emotions and focuses them on everything bad they've ever believed about network marketing.

Convincing is like walking into someone's house against their will.

Choice is the most important gift we all have. Network marketing has gotten a bad rep sometimes because some have manipulated, pressured through hard or deceptive "selling", or walked away from the relationship if they are told no or if someone quits.

Let them know you would love for them to join you or use the product and that you have had an amazing experience, but NEVER push through the door uninvited or after they have said through their words or actions NO!

Even when the answer is no, Always keep the door open, always express that you value them more than the decision they make.

COLLECTING A DECISION

You continue the conversation as long as there is something on their end to talk about. Make sure you've given them all their options. By now you've let them know how they can get the product, cost, etc. Now it's decision time.

Collecting a decision, allows you and them to move on. Asking, "Now that you have this information, where do you see yourself?" or "Is there anything else you need from me before you make a decision about ASEA?" "So do you have any other questions?" is a natural lead in to closing. The important part about follow up and collecting a decision is ALWAYS ask what they want, don't ASSUME you know.

