

# N TARGET TO MASTERY™

## Goal Plan

### Managing Your Prospects

Prospects are the lifeblood of your business. They are its equity, the foundation from which your network will grow. *Prospecting isn't an event; it's a process* that continues over time after your initial contact. Dealing with multiple prospects can get complicated. Without a good management system, it's so easy to lose track of all prospects and the various stages of each person in the process.

With this Goal Plan, you will learn to master a system of effectively working with your prospects—tracking and moving them toward your goal of having them as business partners.





## Target Area

# Marketing and Managing Your Business

To ensure the future prosperity and growth of your business, you must implement solid management practices and a good, long-term marketing strategy.

Within this target area, you'll find Goal Plans to guide you to build upon the momentum you began in launching and growing your business. Having established a solid foundation, you are now ready to take your business to the next level—solid, ongoing management practices and enhanced promotion of your business. Management practices that will ensure a systematic and organized approach to your day-to-day activities. Marketing strategies to better target, build rapport, and effectively bring prospects to do business with you—your desired end result. You will marvel at the streamlined methods and systems that will save you both time and energy and produce greater results. With proven methods from seasoned professionals in these Goal Plans, you will guarantee stable and continuing growth for your business from your managing and marketing efforts.

## Goal Category

# Managing Your Prospects

Prospects are the lifeblood of your business. They are its equity, the foundation from which your network will grow. *Prospecting isn't an event; it's a process* that continues over time after your initial contact. Dealing with multiple prospects can get complicated. Without a good management system, it's so easy to lose track of all prospects and the various stages of each person in the process.

*The Pipeline™ Relationship Management System* is a powerful management tool that allows you to identify and support valid prospects for your business opportunity, and monitor their journey in becoming business partners. It is a comprehensive yet simple system that was designed to be portable and easily duplicatable—your new business partners can pick it up and “GO” right from the start!

*The Pipeline™* process begins with listing and prioritizing your prospects on the “Prospects” forms (behind Prospects tab of your *Pipeline*). Once you've contacted these prospects, those that are open to the possibilities of your opportunity (even if in the distant future) move into your pipeline! You'll fill out “The Pipeline Process” form (behind Pipeline tab) on each of these “pipeline prospects.” And here is where the fun begins—contacting, presenting to, bringing to meetings, giving brochures, supporting, socializing, informing your prospect—building their faith and belief. When these “pipeline prospects” become your business partners, they will be informed, motivated and enthusiastic about starting a new adventure with you and your company! For each new business partner, you'll then take his or her “Pipeline Process” form from the Pipeline section and

*Prospecting isn't  
an event; it's a  
process.*





*The Pipeline™*  
contains  
valuable insights  
on working with  
your prospects  
at each stage.

transfer it to the Partner section. You'll begin a new "file" and include the "Partnership Action Plan" and "Partner Communication Log" forms. Critical to the process is conducting a Partnership Action Plan session with your new business partner. The longer the session, the more time it will save you in the weeks and months to follow.

The process is simple. This highly effective management tool will not only keep you organized, but throughout each stage, will provide a record of every interaction you had with your prospects and partners.

Continually "prime" your *Pipeline* with new contacts, developing relationships with them. All along, you will be providing the knowledge and understanding to fuel their desire to build their own successful network marketing business.

## Your Goal Sponsor Two New Partners

During the next six weeks, your objective is to sponsor two new business partners using *The Pipeline™ Relationship Management System*. Enter the following goal into your Goal Plan Worksheet in your Action Course workbook:

My Six-Week Goals		
Goal Category	Goal	Actual Result
<i>Managing Prospects</i>	<i>Sponsor Two Partners</i>	

### Measuring Your Goal

To achieve 100% for this Goal Plan, complete all projects as listed below (also see Projects section). You can exceed 100% by sponsoring additional partners after the required two. Percentages are allocated as follows:

Week 1	Read <i>The Pipeline™</i> training sections and listen to <i>The Pipeline™</i> audio tape	10%
Week 2	Develop and prioritize a list of 100 prospects	10%
Week 2	Contact 24 prospects	20%
Weeks 3-6	Conduct 8 presentations	40%
Weeks 3-6	Sponsor two new partners and conduct Partnership Action Plan session with each	20%
<i>Bonus Project</i>	<i>Sponsor and conduct Partnership Action Plan session with each new partner</i>	<i>10% each new partner</i>

Each week at your team session, enter the total of percentages earned onto your Scratch-Pad Worksheet for "Achieved to date."

### How to Achieve This Goal

We recommend that you read the training sections of *The Pipeline™ Relationship Management System* and listen to *The Pipeline™* audio tape, then complete the projects and To-Do's. Do these at a time when you can focus—you have no distractions and can take notes.

# Resource Materials

Enclosed as part of this Goal Plan are the following resources:

***The Pipeline™ Relationship Management System*** and ***The Pipeline™*** audio tape with John Kalench, Pat Davis, and Kirsten Park

How to use this resource:

Assemble your *Pipeline* and familiarize yourself with each section, using the instructions provided. Training segments are included at the beginning of each section to introduce you to the purpose and importance of each area, and provide valuable insights on working with your prospects at each stage.

Listen to *The Pipeline™* audio tape. Have your *Pipeline* in front of you as you listen to the tape. Take notes.

## PROJECTS

List all major projects designed to support your goal—what you must do, learn, organize and purchase, people you must talk to, agreements you must make, and support you must receive.

The following is a list of recommended projects that will fulfill the requirements for you to achieve 100% of your goal for this Goal Plan. But remember, this is **your** Goal Plan. Use your imagination and ask for help from your teammates to brainstorm, select, and prioritize bonus projects to do *in addition to* your 100% projects. Any additions should: complement the projects listed; satisfy the objectives for this Goal Plan; and contribute to your learning the ideas to a greater degree—which would proportionately add greater results for you! Transfer your list of projects to your Goal Plan Worksheet in your Action Course workbook.

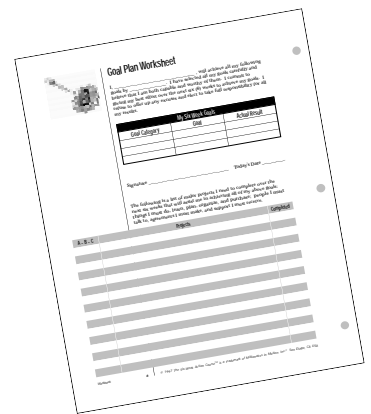
- Read and familiarize yourself with all *Pipeline* training sections
- Listen to *The Pipeline™* audio tape
- Develop and prioritize a list of 100 prospects
- Develop telephone script
- Make initial contact with 24 prospects
- Schedule eight presentations
- Conduct eight presentations
- Sponsor two new business partners
- Conduct Partnership Action Plan session with each new partner

## TO-DO's

You must complete a number of smaller steps or To-Do's relating to projects in this Goal Plan—projects you have recorded on your Goal Plan Worksheet. You are responsible for identifying and listing your To-Do's WEEKLY. Only you can decide what must be done to complete your projects. Review your projects regularly to check your overall progress and to determine your To-Do's for the week.

List the activities on your weekly To-Do Worksheets and cross them off when you complete them. Any To-Do's not completed must be added to your next week's To-Do list. Your To-Do's might include:

- Purchase a 5.5" x 8.5" time management calendar
- Schedule time on my calendar to concentrate on my projects



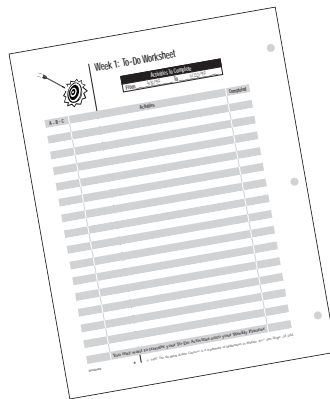
Transfer your list of projects to the Goal Plan Worksheet in your Action Course workbook.





*Through The  
Pipeline™  
system, turn  
your prospects  
into partners  
who will actively  
build their  
business.*

- Insert *The Pipeline™ Relationship Management System* into binder following instructions provided
- Read *The Pipeline™* training sections
- Listen to the *Pipeline™* audio tape and take notes
- List 100 prospects
- Prioritize prospect list
- Contact an experienced distributor for help on making calls to prospects, making presentations, and sponsoring
- Read a book on telephone techniques
- Contact 24 prospects (actual connections, not voice mail messages, phone tag, etc.—*and continue calling prospects from my list of 100 until I have connected with 24 prospects*)
- Identify learning style of your “pipeline prospects” and mark on their Pipeline Process forms
- Schedule eight presentations
- Prepare for presentations: practice and gather all necessary forms and supplies
- Conduct eight presentations
- Sponsor two new partners (*Break it down to one new partner by Week 3, the other by Week 4, allowing the remaining weeks for “bonus sponsoring.”*)
- Practice the Partnership Action Plan session with a teammate
- Complete Partnership Action Plan session with each new partner
- Contact those in your pipeline (call, send a card, audio tape, video or brochure, etc.) (See pages 1 through 3 of the training section behind the Pipeline tab.)
- Invite three prospects in pipeline to a meeting



List project activities on the To-Do Worksheet in your Action Course workbook.

Any To-Do's not completed must be added to your next week's To-Do list.

## Other Suggested Resources

The following are available from MIM, Inc. at 1-800-388-1738:

The ***Master Prospecting Goal Plan*** includes ***17 Secrets of the Master Prospector*** by John Kalench, which provides secrets and lessons on becoming a master prospector.

***Being The Best You Can Be In MLM*** by John Kalench, Chapter Five covers the prospecting process. You will find tips on contacting your prospects by telephone, setting appointments, and dealing with the likely questions posed during initial calls. Chapter Six covers presentations and conducting face-to-face meetings.

The ***Mastering Objections Goal Plan*** provides an effective strategy for developing responses to common objections associated with building your

business. Includes working with the resource *L.I.S.T.E.N. - A Six-Step Process: Your Guide to Successfully Answering All Objections* with John Kalench, Kirsten Park, and William Todd.

The *Giving One-on-One Presentations Goal Plan* has insights into creating your own effective and concise presentation of your business and opportunity, both in demonstration and in creating your presentation book.

*Success Guide*<sup>TM</sup> catalogue pamphlet of MIM, Inc.'s training and support systems, including seminars and workshops.

## OPTIONAL:

### How to Use This Goal Plan As a Topic For Your Team's Training Agenda

Your team will gain great benefit when you present *Managing Your Prospects* as part of the training agenda. For your session, we suggest any of the following:

- Discuss reasons for having a prospecting system.
- Explain the purpose and benefits of *The Pipeline<sup>TM</sup> Relationship Management System*. Include the tremendous duplicatable benefit—having such a comprehensive yet simple prospecting management system that works, your new business partners will follow suit! They will have an easier start launching their business.
- Explain *The Pipeline<sup>TM</sup> Relationship Management System* process from completing the prospect list to conducting a Partnership Action Plan session with a new partner.
- Brainstorm with teammates about why and how to prioritize prospects.
- Invite an experienced person to relate how they identified new business builders.
- Role-play a Partnership Action Plan session with a teammate.

## CLOSING

When you have completed all the steps in this Goal Plan, you will have mastered a system of effectively working with your prospects—tracking and moving them toward your goal of having them as business partners. By focusing on the relationship aspect of approaching your prospects, you will not only communicate with them more effectively, but will also form solid and lasting partnerships. They will then emerge from *The Pipeline<sup>TM</sup>* process as knowledgeable, understanding, respectful, enthusiastic, and committed business partners!

**By providing you with proven techniques, training and support systems, we at MIM, Inc. support you in your endeavors. We sincerely wish you the best as you reach for and achieve your goals and dreams through the network marketing industry.**

**We look forward to receiving your Evaluation Form from the back of your workbook, including your success story relating directly to this Goal Plan.**

**Feel free to call us at 1-800-388-1748 for your continuing education and support.**

*When you have completed all the steps in this Goal Plan, you will have mastered a system of effectively working with your prospects.*





The Pipeline™ is  
portable and  
easily  
duplicatable—  
your new  
business  
partners can  
pick it up and  
“GO” right from  
the start!



## Partnership Action Plan

Name: <i>Leanne Smith</i>	Occupation: <i>Teacher</i>	Learning Style: <input checked="" type="radio"/> A <input type="radio"/> P	<input type="checkbox"/>
Address: <i>14855 Cross Pointe Avenue</i>		Date Enrolled: <i>4/16</i>	<input type="checkbox"/>
City: <i>San Diego</i>		Sponsor (if Different):	<input type="checkbox"/>
State/Province: <i>CA</i>	Zip/Postal: <i>91023</i>	Home Phone: ( <i>619</i> ) <i>468-2221</i>	<input type="checkbox"/>
Country:		Work Phone: ( ) <i>531-9808</i>	<input type="checkbox"/>
Shipping Address (if Applicable):		Pager/Voice Mail: ( ) <i>253-8846</i>	<input type="checkbox"/>
		Fax Phone: ( ) <i>253-8822</i>	<input type="checkbox"/>
		E-Mail Address:	<input type="checkbox"/>

5/16/81



## Partner Communication Log

Date:	Communication:	
4/26	Had action plan meeting over lunch - all set, ready to go!	<input type="checkbox"/>
4/28	Helped with first order - Leanne mentioned anniversary trip - send card <input checked="" type="checkbox"/>	<input type="checkbox"/>
4/29	Update on prospect list - 90 names so far!	<input type="checkbox"/>
5/1	Met with Leanne's top 3 prospects - Tom & Mary were excited - started on product. Leanne to follow up	<input type="checkbox"/>
5/2	Notified top corporate trainer in town 5/19 discussed goal for attendance	<input type="checkbox"/>
5/6	Reminded of special training - will bring 2 guests	<input type="checkbox"/>

www.mimotion.com



## The Pipeline Process

Building the bridge between relationships and partnerships in my network marketing business.

Name: <i>Leanne Smith</i>	Occupation: <i>Teacher</i>	Learning Style: <input checked="" type="radio"/> A <input type="radio"/> P	<input type="checkbox"/>
Address: <i>14855 Cross Pointe Avenue</i>		Referred by (if Applicable): <i>Billy Rhodes</i>	<input type="checkbox"/>
City: <i>San Diego</i>	Home Phone: ( <i>619</i> ) <i>468-2221</i>	Work Phone: ( ) <i>531-9808</i>	<input type="checkbox"/>
State/Province: <i>CA</i>	Zip/Postal: <i>91023</i>	Pager/Voice Mail: ( ) <i>253-8846</i>	<input type="checkbox"/>
Country:		Fax Phone: ( ) <i>253-8822</i>	<input type="checkbox"/>
Sponsor's Name/Occupation: <i>Shawn / Real Estate</i>	E-Mail Address:		<input type="checkbox"/>
Name(s) of Child(ren): <i>Sarah / Travis</i>			<input type="checkbox"/>

### Contact Notes

Date:	Method (i.e. mail, brochure, video, seminar presentation, called, etc.)	Result/To Do:
4/16	Sent product brochure	
4/20	Presentation/product	
4/24	Conducted presentation	
4/25	Sent "Good Move" award note	

www.mimotion.com 1-800-388-1748



## Prospects

A/B/C	Contact Information	Phone/Fax	Notes/To Do	<input type="checkbox"/>
B	Name: <i>Leanne &amp; Shawn Smith</i> Address: <i>14855 Cross Pointe Ave</i> <i>San Diego, CA 91023</i>	Phone: ( ) <i>468-2221</i> Fax: ( ) <i>531-9808</i>	Talk to at <i>Billy Rhodes</i>	<input checked="" type="checkbox"/>
A	Name: <i>John Lewis</i> Address: <i>2231 Avalon Avenue</i> <i>San Diego, CA 91021</i>	Phone: ( ) <i>522-2361</i> e-mail: <i>john@wto.com</i>	Met at gym <i>have sample</i>	<input checked="" type="checkbox"/>
B	Name: <i>Tal Davis</i> Address: <i>111 Cook Lane</i> <i>Riverside, CA 91851</i>	Phone: ( <i>714</i> ) <i>499-2321</i> Fax: ( ) <i>951-269-0609</i>		<input type="checkbox"/>
A	Name: <i>Scott Ray</i> Address: <i>1539 East Park St., # 4</i> <i>CA 90531</i>	Phone: ( <i>619</i> ) <i>244-8822</i> Fax: ( )	work with Dan <i>at M.C.</i>	<input type="checkbox"/>
	Name: _____ Address: _____	Phone: ( ) _____ Fax: ( ) _____		<input type="checkbox"/>
	Name: _____ Address: _____	Phone: ( ) _____ Fax: ( ) _____		<input type="checkbox"/>
	Name: _____ Address: _____	Phone: ( ) _____ Fax: ( ) _____		<input type="checkbox"/>
	Name: _____ Address: _____	Phone: ( ) _____ Fax: ( ) _____		<input type="checkbox"/>
	Name: _____ Address: _____	Phone: ( ) _____ Fax: ( ) _____		<input type="checkbox"/>
	Name: _____ Address: _____	Phone: ( ) _____ Fax: ( ) _____		<input type="checkbox"/>
	Name: _____ Address: _____	Phone: ( ) _____ Fax: ( ) _____		<input type="checkbox"/>
	Name: _____ Address: _____	Phone: ( ) _____ Fax: ( ) _____		<input type="checkbox"/>
	Name: _____ Address: _____	Phone: ( ) _____ Fax: ( ) _____		<input type="checkbox"/>

www.mimotion.com 1-800-388-1748

The Pipeline™ is a trademark of Millionaires in Motion, Inc.®