

techniques  
inspiration

The Tammy Stanley  
**Sales refinery**  
A Better Bottom Line Is No Laughing Matter

## The 10-Second Spell to “Brew Up” Prospects!

What is the first thing that new distributors need to stay in business?

If you guessed “eye of newt,” you’re not even close.

**PROSPECTS!** New distributors need prospects! If they don’t have any prospects, they can’t get customers or recruits, and without any customers or recruits they won’t have any reason or motivation to stay in business. This means that initially retention has more to do with prospecting and lead generation than anything else!

When distributors first start a business with a direct sales or network marketing company they’re excited to make a list of all the people they know to contact. But as soon as they begin contacting people, their excitement wanes and it’s likely to continue waning. Why? Network Marketers sound worse than screeching dervishes when they talk about their products and business opportunity, which sends prospects running in the opposite direction covering their ears.

In order to stay in business, distributors need to brew up new prospects on a regular basis. Distributors must learn how to cast a verbal spell that causes prospects to perk up and desire to learn more.

In this workshop, distributors learn how to give an attention-getting, prospect-generating, 10-second response (what I call a **Vocal Business Card**) to the question that’s critical to their success — **“What do you do?”**

### Program Key Points:

- > The word that ruins one’s reputation faster than breaking a mirror brings bad luck
- > The single most significant thing 95% of distributors do that convinces prospects to stop listening and reject them
- > The key to “brewing up” messages prospects can’t forget
- > How to leave prospects hungry and looking for more instead of bored and looking elsewhere
- > Specific techniques to speak outside the “cauldron” of mediocrity

### Following this training presentation, participants will be able to:

- > Attract high probability prospects
- > Answer the question, “What do you do?” with an attention-getting, prospect-generating **Vocal Business Card**.
- > Avoid making the 7 most common mistakes in their **Vocal Business Cards**.
- > Understand why trying to impress prospects doesn’t work
- > See the advantages to niche marketing

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