

10 Most Common Mistakes Rookies Make

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- 1. Not packaging your story.** People want to know what the products and business have done for you and the difference AdvoCare has made. This needs to be an emotional connection. Where were you before AdvoCare? What did you see with what AdvoCare could bring to your life? What did you do as a result? Where are you going with AdvoCare?
- 2. Talking too much.** Be interested, not interesting and don't fire hose your prospect down with AdvoCare. Get in their world and ask questions. Through your questions you will be able to qualify them and see where AdvoCare can be a fit.
- 3. Not getting your sponsor on the phone via 3 way calls.** 3 Way calls bring credibility to your story. Your sponsor is there to help so put them to work.
- 4. Leading with the product and not the business.** Our business is the main the course. The products are the appetizers. It's like going into Ruths Chris Steak House and asking ordering cheese sticks. In order to create wealth in this business it can't be off being a professional retailer.
- 5. Recruiting down vs. up out of fear, pity and ignorance.** Don't be afraid to approach someone just because they look like they "have it all together." Behind the 4 walls people may have dire circumstances and they need our help. There's a lot of window dressing that our country.
- 6. Confusing being pushy with strength.** Being pushy is manipulative and self-serving. When you take the time to get to know someone and there's a connection made you will have permission to speak with strength and take a stand for them to step up and make a difference for themselves and their family. The key is to identify where AdvoCare is going to fit into their life but this can't be done until you get into their world.
- 7. Treating the business like a hobby.** 48% of distributors never earn a silver pin because they don't treat it like a real business.
- 8. Aren't willing to make sacrifices.** Are you willing to give up 2 years of golf so that you can have nothing but golf for the rest of your life? In order to be successful in this business you need to be willing to give up some of the leisure activities so that this free time can be spent working AdvoCare.
- 9. Afraid to let people walk away.** Don't get emotionally attached. It's all timing for people. When you find yourself wanting it more for the other person than they want it for themselves then it's time to let them walk. Plant the seed and leave it on a positive note.
- 10. Lack of Passion and Purpose.** Having a strong purpose is the single biggest factor on whether someone will be successful in this business. Passion is then what you bring with your purpose. Sharing "casually" with people about the life changing business and products with people will not inspire anyone. Be willing to be vulnerable and share from the heart. When you share from the heart you have the opportunity to touch, move and inspire people. Your prospects are buying you first, **THEN** AdvoCare.