

cba

Contacts, Connections, and Conversions:

Mastering Your List

coralclub



Maintaining a contact list is pivotal

It is pivotal for investing in your business. It facilitates the organization of extending invitations to prospective participants. For a beginning, this list will encompass initial customers and potential partners.

Seasoned distributors routinely revisit and update their list as they encounter more people and acquire new contacts, and so forth. This approach to managing your contacts is essential for yielding favorable results from your list.

A more extensive list correlates to more sales!

When extending invitations to a meeting, your list is your primary resource. Think about how many of the invitees will attend your meeting.

A small list likely translates to minimal attendance. For instance, from a list of 10, just 2-4 people might attend. Limited list equals limited success.

Conversely, if the list encompasses 100-200 contacts, the expected attendance could range from 20 to 40 people. The expansive nature of the list is instrumental in leveraging the potential for broader engagement and success.



Why is utilizing a list crucial?

Identifying Partners

Attaining success

is significantly linked to identifying key partners: hardworking people with genuine potential who will become integral components of your network.

These pivotal partners will constitute a minimal percentage of your list (statistics project approximately 5%).

Thus, it is essential to expand your list and utilize it effectively to locate those people who are determined and success-oriented.



Where to Start?

It is common to hear, and perhaps you've already encountered such sentiments, or you may be harboring them yourself:

||

I don't have any friends

Or

||

I don't know many people!



The main thing people worry about is that constructing an extensive list is seemingly unfeasible without knowing lots of people.

Your acquaintances have acquaintances of their own

If you can think of at least 50 people you know, bear in mind, each of them will also know 50 people.

If you were to document all of them, you'd have a list of 2,500 people.



Think about it!

Are you certain you don't have that many acquaintances? Try to remember all the people you know, have encountered, see regularly, and converse with.

You'll likely be astonished because it's undoubtedly more than 50!

Use this rationale when someone presents this objection to you. And if you find yourself grappling, reiterate this advice to yourself. We'll explain how to think of people shortly.



Your contact list
is an asset!



Creating an Extensive List:

The first thing you should look at is your phone. You might have 100 or 1000 contacts. Use them!

Go through your contacts, think about whether they'd be interested. Remember, you may think they're not interested but don't decide for them! Provide them with pertinent information and the opportunity.



The Technique of Reflective Pauses

Take reflective pauses to think about various phases of your life.

Did you attend school? Recollect everyone with whom you studied.

Then you can find some of these contacts on social media or through mutual friends



Method of Associations:

- Come up with something, anything at all, related to people.
- This could range from professions to hobbies, people with beards, frequent travelers, or people named John, etc.

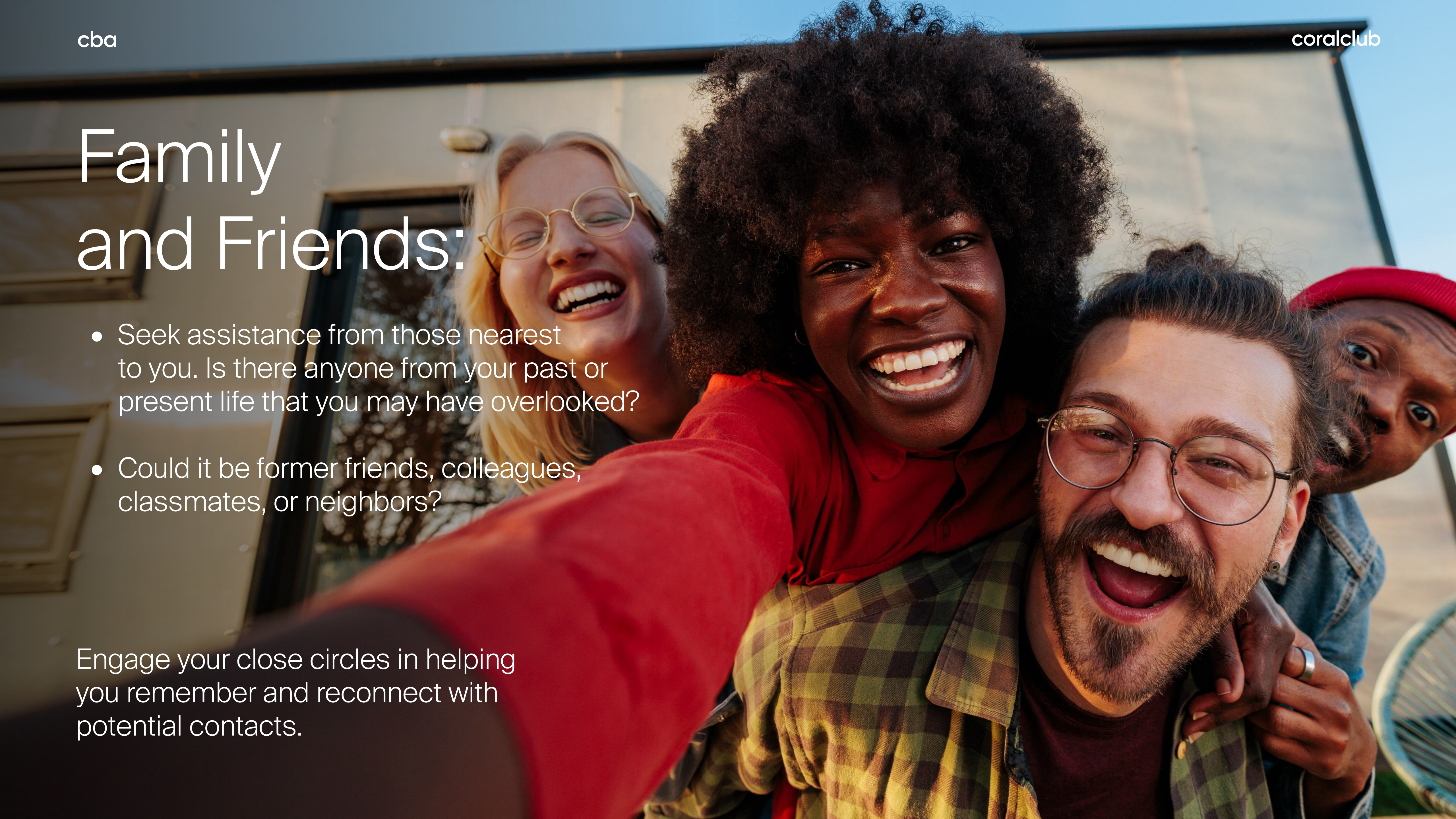
You will be astonished by the sheer number of people you can remember using this method!



Family and Friends:

- Seek assistance from those nearest to you. Is there anyone from your past or present life that you may have overlooked?
- Could it be former friends, colleagues, classmates, or neighbors?

Engage your close circles in helping you remember and reconnect with potential contacts.



Summary on Building Your Contact List:

- Utilize your phone, browse through photo albums, and explore social media.
- Apply the method of mental pauses, reflecting on different life periods like school, work, and places of residence.
- Employ the association method, grouping by names, professions, etc.
- Include known acquaintances.

Remember:

Start by listing everyone you know, aiming for 100, 200, or more contacts.

Avoid making assumptions about others' interests.

Regularly update and refresh your list.

While cultivating your list, establish a clear goal

This will prompt more profound reflection
and ultimately yield a more extensive list.

01

Persistently add to your list,
recognizing that this is the
main tool for your business!

02

Over time, anticipate
continual growth of this list.



Workbook for a Successful Coral Club Distributor

Name:

My Mentor:

Mentor's Contact Info:

In the Workbook of a Successful Partner,
a designated space has already been
prepared for your handwritten list!

Methods for Listing



Lists can alternatively be managed in a digital format, such as Excel

Which is particularly convenient for those who consistently have a device on hand and possess a higher degree of technological proficiency. Utilize Excel for managing your list.



Remember, birthdays and special events

are excellent opportunities to connect
with friends and encounter new people!

Use social media to discover new contacts.
Try to add people to your list every day.

Obtain referrals from friends

Perhaps someone has recommended a masseuse or personal trainer to you. These people might be interested!

- People whose professions are closely related to health are likely to be interested!
- Moreover, you're continually meeting new people, whether it's at a gallery, show, café, etc.

If you strike up a conversation with someone, consider adding them to your list!



Let's discuss methods for maintaining a list



Where will you catalog
all your contacts?



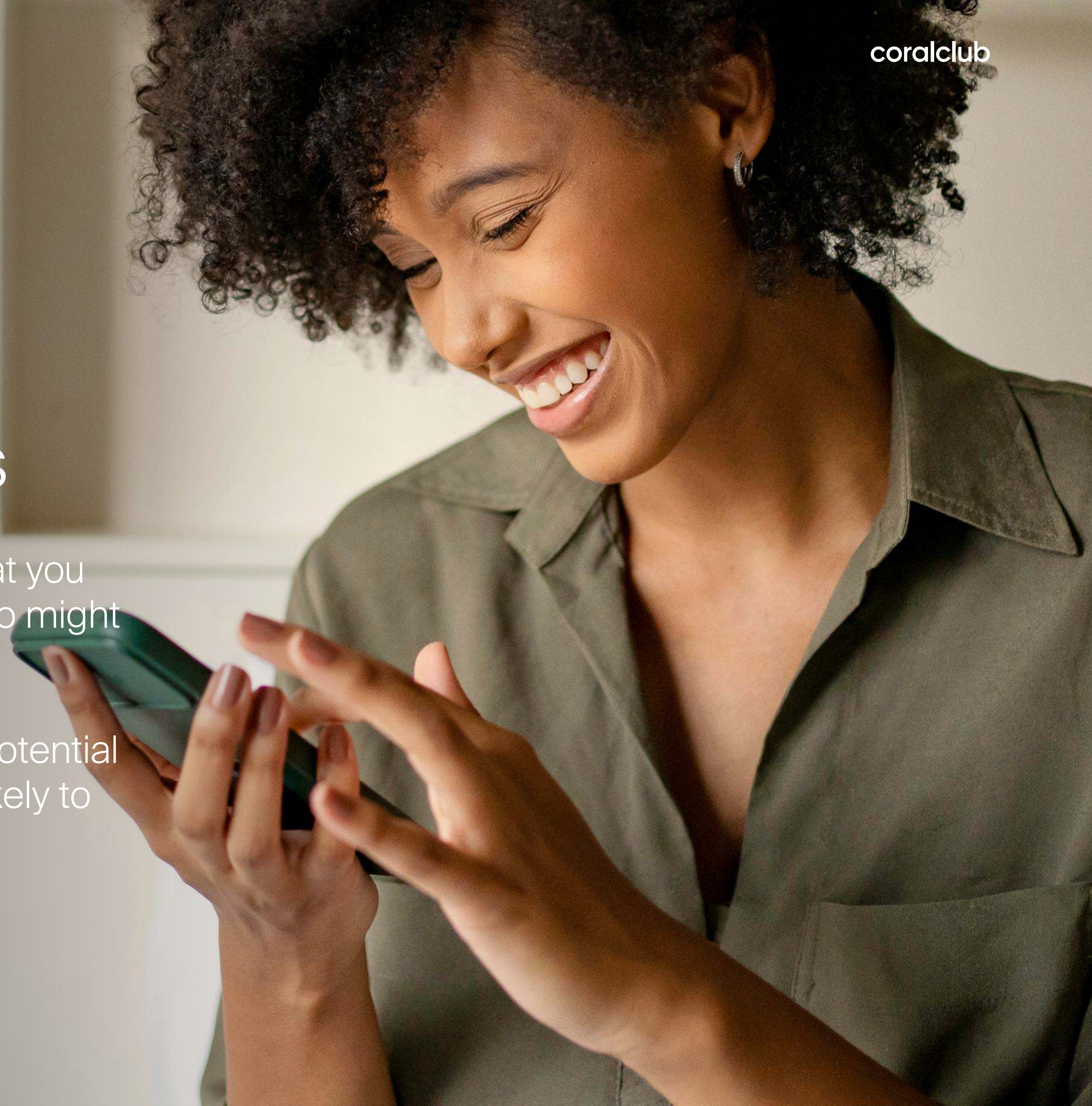
In the beginning, one can keep
a handwritten list.

What advantages does it offer? A handwritten list is convenient, accessible to everyone, and it is portable, allowing you to carry it wherever you go!

Also, extend your use of social media beyond just your circle of friends

Identify and engage with groups and pages that you deem relevant and are likely to host people who might be interested.

This way, you not only broaden your scope of potential contacts but also target those who are more likely to respond positively to your outreach.



Managing Your Business with Your List

To optimize your business operations and relationships, consider the following list-management strategies:

01

Client List

In this list, incorporate people from your partners' lists who exhibit distinctive potential or interests. These are people you might mentor or with whom you see a potential collaborative future.

02

Customer Card File

Construct a detailed card or digital note for each client derived from your list. This can include the customer's date of birth, appointments, needs, preferences, and any other pertinent information. This practice will help in personalizing your approach and addressing the unique needs and expectations of each client.

03

Call Reminder System

Implement a system to remind you to call people regularly. This could be to check in, to provide updates or to remind them when it's time to place an order, etc. Regular and meaningful contact fosters stronger relationships and can lead to increased loyalty and engagement.

01

Create a card for each Client:

- Record the birthdays of the Client and their relatives.
- Monitor their Order History.

02

Collaborate with Key Partners:

- Identify those who are highly motivated.
- Develop a list of prospective partners.

03

Create Separate Lists:

- Compile lists for events.
- Construct lists for new or unavailable products.

04

Maintain a Reminder System:

- Utilize a paper diary.
- Employ an electronic calendar and mobile application for reminders.