



## RECOGNITION-NOVEMBER



# Platinum Associate

Focus on the value of your prospect



For **Robert Moreno**, of Menifee, California, going Platinum was very much a team effort. The concept of taking care of each other as a team is repeated so often that reading about it begins to sound like a cliché, but Robert says the experience is anything but.

“It involved everyone stepping up to make it happen and they did just that,” Robert said.

Building a strong team meant finding the right people who were ready to absorb the Max message, believe in it, and make it an active part of their lives. Robert feels that some prospects are primed to become leaders in the company, while others are people you want to build friendships with and introduce when they are ready.

“You look for value in each person you approach and realize they are each in a different place. It’s about them, not you,” Robert said. “First build rapport by asking a lot of questions like if they believe in keeping their options open or if they would like to make a big impact on the lives of their friends and family. The answers are usually positive and their answers will help you determine if it makes sense to introduce them to the company at this stage. Not everyone is ready.”

Robert said you can’t make judgments based on how someone dresses, or how much money they have, but rather on their general attitude toward life and their potential as individuals. As an entertainer, Robert has toured throughout the world. He and his group try to give back wherever they go and will often perform at places as an act of service. At one burn center his group performed at he was so affected by the condition of the patients—many of whom were children—that he had to step outside occasionally to dry his eyes before continuing the performance.

Getting through it was difficult until he made it about his audience and not himself. He learned from that experience that there is great meaning and purpose in giving people something to feel good about. He feels the same about Max. If you are always focused on what you are giving others and helping them improve their lives then you will gravitate toward the right people and work together to make a difference in the world.