

Sharing the Business

3-Step Filter: Checking Interest, Overview, Info Session or personal presentation

Step 1: Checking Interest

Goal: Are they looking to make extra income on the side of what they are currently doing? You are looking for a yes or a no.

Call/connect with your prospect:

Be normal & build immediate rapport - ask questions about their current life situation; ie family, job, etc. Let them know you've been working with a friend/relative, and you're starting to make some extra money on the side of your job/school. Promote your upline/person you are working with. What have they done? Did they retire in their 20's or 30's? Do they have a 6 or 7 figure residual income? Promote the person that you are working with and how lucky you are to have gotten hooked up with them.

Ask them "Are you keeping your options open to create extra income or diversify your income outside of your current job?"

2nd filter:

Clarify -- Let your prospect know that this opportunity is not your traditional 9-5 trade your time for dollars type of job. It is much more entrepreneurial.

Ask, "Do you consider yourself to be the entrepreneurial type?" If they don't sound pretty affirmative, they aren't looking and that is ok.

If excited, Give them a thousand foot bird's eye view of what you are doing. Example: We help major brands drive business online. Then explain, "It's a whole business plan, so obviously I can't explain everything over the phone, I'm sure you understand that, right?" Let them know, "there's a lot of details I can get you in front of, but first I'll walk you through an overview (ie. website, videos, etc) to see if it's something you want to learn more about. Fair?"

Step 2: PQV (Pre-Qualifying Meeting or Video)

Goal: Get them some overview informations & see if they want to get all the details at the info session / presentation

Setting up the Overview:

"When is a good time to hook up for a cup of coffee to go over an overview and see if getting the rest of the info is a right move?" Get 2-3 times before you offer your calendar, so then you're not coming off overly available. If it's a video, make sure you have an exact time they'll watch it and call them right after.

Before you meet up with them / before they see the video, be sure they know it's only an overview, and they'll for sure have some questions afterwards. "Just want to see if you connect with some of the basic concepts. We can get you the details at the info session / presentation."

After the Overview:

Ask them if they'd like to get the rest of the details. A yes is a yes, and ANYTHING other than that is a NO.

Any questions they have -- "That's a great question - the info session / our next meeting will cover that in all sorts of detail.

If they keep being non-committal, they are NOT LOOKING, just curious. That's ok - just let them know it's probably not worth getting into more details.

Step 3: Info Session / Presentation

Booking them in

Don't tell them there are weekly meetings because people will naturally procrastinate

Ask them what their typical schedule is. Basically, you are trying to see if they have anything in the evening that they can't free up -- find a night that's free.

"Great. I need you to keep that night free -- here's why: promote SPEAKER'S BACKGROUND!!!!

No one wants to come to a meeting, but they do want to go learn from some people with results. Promote the Man, not the Plan.

Info to give them: address, be there by 7:30pm, sharp business casual, bring a notepad. Be sure they know it's a private meeting and you'll hold them a seat.

If they call to reschedule/cancel

What came up? If it's a lame excuse, ask yourself if you really want this person on your team.

Ask them if they actually want to learn more. "If I invite you out one more time, will you be there?"

Tell them you'll call back tomorrow with details. Re-explain that you'll give them one more shot.

Remember: you don't need anyone. Actually, if they don't see this, how much further away are they from actually accomplishing their dreams?? Be bold and make them follow YOUR process.

The next person on your team could be...

The person who puts in 30 people in their first 30 days...

- ▶ One of your best friends in life...
- ▶ The biggest person to EVER get in your company...
- ▶ good reasons to be excited and share your business with EVERYBODY!

You will get the question "what do you do?" often, so know how to answer it! Short, simple, and confident works the best. Ask your upline for suggestions & write down your answer if possible, if not... here's an example. PRACTICE saying it so it rolls off your tongue!

Example: "I work with Zach Spear Media. We help push business online for a bunch of companies... people like best buy, barnes and noble, Levis, apple and some companies we own like Nutrilite, artistry and some more. We bring them business online and they cut us in on a percentage of the profit."