

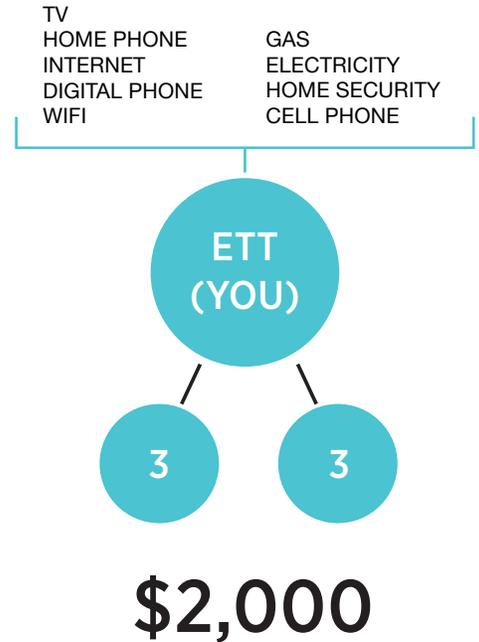
Phase One:

GREAT, LET ME SHOW YOU HOW THIS WORKS.”
(draw 1st circle as seen on right) “THIS IS YOU...”

Now, what we’re going to do is ask you to get THREE services. Out of you and EVERYBODY you know in the entire world, can you get THREE services? (No pause) It could be (write out list of services and read them outloud as you write). Out of EVERYBODY you know, can you get three of those?... (WAIT)

Now, the next thing is to see what’s happening here tonight. This is (host)’s meeting. We’re going to do one of these for you. We ALWAYS get people started, and we’re going to help you find a couple people. We’re going to go right around you (draw other two circles) and help them get three services. When we do, it’s going to make you and ETT. As an ETT when you come to training we’re going to show you how you can make TWO THOUSAND dollars this month. Are you ready to get started... (This is NOT a question - wait for response. Do NOT talk.)

If yes, then “Let’s get the paperwork out of the way.”



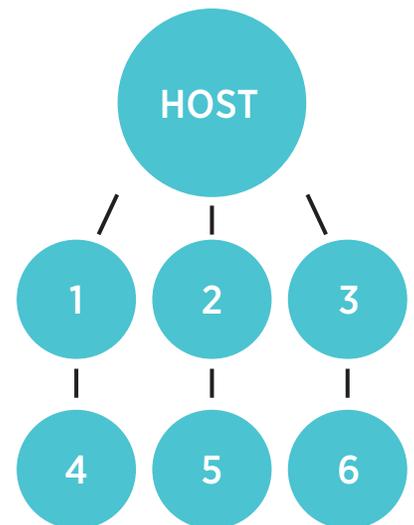
Phase Two:

Great, no problem. Let me show you one more thing.

This is (host)’s meeting. (draw a circle) As you can see, people are getting started. Now, we’re going to put the 1st three people who get started right here. (draw circles 1, 2, and 3) Now the next three we’re going to put right here. (draw circles 4, 5, and 6)

Now would you rather be 1, 2, 3.... or 4, 5, 6? (wait). Great. If you fill the app out tonight, we’ll make sure you go to the FRONTLINE - so the people who wait and get started next week or go to training will be UNDER you. Does this make sense? (wait)

(If yes: “Let’s get the paperwork out of the way,” etc... If anything else, introduce prospect to another “closer” if available and pass them off. Otherwise, move right to phase 3.



Phase Three:

No problem. (slow down) Let me ask you this, because you sound like you’re serious. If you COULD take one of these first three positions, would you? (wait) Ok, then let’s do THIS so you have NO RISK. Let’s fill out the app tonight and put the credit card on it. Then give it to me or (host) and I’ll call you back TOMORROW once you have a chance to. (excuse). What time will work for you? 2:00pm, 3:00pm, or 4:00pm..?

Ok great. I’m going to call you at (time) and you give me a yes or a no. If you tell me you’re in, I’m going to HOLD that spot for you right there. (point at first row of circles) Now if you’re not, if you tell there’s “no way”, then I’ll rip your application up, your card’s never going to get charged, and you lose NOTHING! But in the meantime, I’m going to hold you one of those frontline spots.

****If not, schedule a 2 on 1 meeting with mentor or invite to next training event****

Here's the "Success Formula":



KEY TO SUCCESS:

At the end of the meeting, everyone has to be on the SAME PAGE.

Designated "Closers" IMMEDIATELY sort the room into: 1) REPS or 2) CUSTOMERS

*NOTE: Always arrive early and try to get to know each of the guests a little BEFORE the meeting. Find out what they do and their interests. Look for business owners and people nodding or agreeing during the presentation. These people typically make decisions the quickest.

"SORT" THE ROOM:

"SO WHAT DID YOU LIKE BEST?" ("ME TOO")

"DO YOU SEE AN OPPORTUNITY FOR YOURSELF?" or "ARE YOU READY TO GET STARTED?"

***wait for response. DO NOT TALK. ***

1. "YES": Great, lets get the paperwork out of the way. What's the legal spelling of your name?
(help IBO fill out the application)

2. "NO": Great, no problem. This is (host)'s meeting. Go see (host and please fill out a survey. This way they can see if they can save you some money on your services - and it will REALLY help them get started in their business.

3. "MAYBE" or "I HAVE QUESTIONS: Great, no problem. This is (host)'s meeting. Go see (host and please fill out a survey. This way they can see if they can save you some money on your services - and it will REALLY help them get started in their business.

If interested in becoming a rep, or maybe both, begin the Three Phase Close.