

FOUR BASICS OF BUILDING THE BUSINESS

Idea is to standardize 4 basics to make it uniform and duplicable. Another goal is to make newest IBO strong and equip him/her to handle objections at any step. Uniformity coupled with high intensity work ethic (20+Plans /month) will help us explode our numbers.

LIST BUILDING – No changes when it comes to A & B list. For C list start using Bill Hawkins – Dropping the message – BWW 1835 and Steve Mazzurco – Quality Contacting – BWW 1852

INVITE – Use the scripts on aicvision20k.com to make the phone calls

SHOW THE PLAN – To be done in the next 3 steps

Mechanics/Guidelines for STP (Step 1-3)

Step 1 – Total duration – About an hour (mention the duration when you are setting the appointment)

- Location – Their house or a coffee place
- Primary objective is to Build relationship/rapport so you can influence – duration - 20-30 min (or till you have something to talk about)
- Have a good posture (don't come across as desperate). Use tips from *BWW1837 Meet and Greet 1 by Dennis Nafte*.
- Be willing to walk away if prospect is disrespectful
- Ask a few of the qualifying questions (List of 8 questions are available on aicvision20k.com)
- Do specify that we have a 3 step qualification process to select people for our team.
- Also mention that since there is no major capital required in our business, a lot of people want to get in to try and since we have limited resources, we do not want to end up working with the wrong people. That is the reason we have a 3 step qualification process.
- If you are satisfied with the answers i.e. prospect has decent self image and has the aptitude to be groomed then show the first 7 slides from Webspaces (just before Amway slide) to give overview of the opportunity
- Promote the benefits of having a mentor & coach during your conversation
- Talk about your story.
- Loan the book if prospect qualifies i.e. you are satisfied that prospect is serious about asset building and is not a flake.
- Promote book by giving personal testimonial of a chapter that resonated with you and how prospect will benefit. Set expectations about completing the book cover to cover (1-4 days) and set a date for next meeting

Step 2 – Total Duration – 1 hour

- Continue to build on the rapport and relationship (Do not get to business right away)
- Ask a few open-ended questions about the book. Ex. What were the top 3 ideas you took away from the book? What is it about Network marketing that excites you?
- Show the Full Plan including Amway/BWW.
- Ask them their dream and help them connect the dots with Amway/BWW opportunity
- Be ready and trained to handle any objections. Do not leave anything to chance. Confront any concern explicit or implied (odd body language etc.) head on.
- If prospect is excited then tell them they qualify to meet the mentorship team and book them for ECS or PASE or BBS.
- Prospects should only come to association after Step 2. Do not use Open Meeting as a crutch and try to sneak prospects who has not seen Amway 6-4-2 marketing plan or direct invites.
- Take your book back.
- Loan them Litpack and CDs and some products and ask them to review it before next meeting

Step 3

- At the meeting (ECS/PASE/BBS) follow typical meeting protocol for guests
- Prospect should not be surprised by Amway name at the meeting (That should have been disclosed at Step 2)
- Book Follow up/Sign up appointment
- Send prospect home with some more CDs (Rally story based on background)

GETTING STARTED RIGHT

Step 4 - GSR (Plan to complete all activity below) – Total Duration – approx. 2 hours. If all the tasks below cannot be completed in the 1st meeting, then set up a follow up meeting.

This is the most important step in their business journey. If started right, they will have a fantastic future.

Understand their needs & goals

Set the right expectations in terms of income & growth potential and accomplishment of their needs & goals.

Let them know it takes hard work to succeed.

Talk about a 2+ year commitment to accomplish big goals

GSR CHECKLIST

1. Sign up with Amway kit and Phase 1* talks (approx. \$230)
2. Open Kit (Upline to carry kit and order replacement to their home)
3. Walk through aicvision20K portal and share resources
4. List building Phone call and book couple of appointments to do STP (Consider using Kumar/Charlie next steps video)
5. Recommended Goal 2 STP in 7 days of sign up
6. Recommended Goal 1 Merchandising event (Grand Opening/SAM/Health Clinic) in 15 days of sign up
7. Explain 9 core steps (100% Pin)
8. Explain Fast Track and First order
9. Explain cost of events/Tools and value/importance. Tie it back to Chapter in Business of the 21st Century on Tax deductions. Budgeting session can be made available as an option on an as needed basis with qualified upline
10. Walk through BWB meetings schedule and help them with their calendar to plan

***Phase 1 Talks**

1. BWB1852 - Quality Contacting by Steve Mazzurcco
2. BWB1837 – Meet & Greet 1 by Dennis Nafte
3. BWB13 – Rocks or Eggs by Sugeet Ajmani
4. BWB1712 – The Four Basics by Woods & Clickner
5. BWB1544 – Mentality of a Business Owner by Kaajal Ajmani

Phase 2 Talks

1. BWB1620 – Your First 90 Days by Tony Pappalardo
2. R26 – Self Image and Attitude by Bill Britt
3. BWB576 – 1469 Days by Sugeet & Kaajal Ajmani
4. DIA9 – Diamond State of Mind by Wayne Martin
5. BWB1632 – From New IBO to Core IBO/The Next Step by Ajmani /Jyotiprakash

Some responses that can be useful:

Is this Amway?

- Is Amway a concern for you? I understand and I am willing to work with you to overcome it if you are open minded and want to work towards it. (Demonstrate high standards and grace)

If Spouse does not show up at Step 1

- This is an opportunity to build a debt free cash flow asset which is going to create Legacy type income. Don't you think your spouse should know his/her role. This is an opportunity for you to lead your spouse on the families financial future.

RECOMMENDATIONS

For long distance groups.

You can do Step 1 over video conference and then drive/fly for Step 2.

In all the above steps, use commonsense & grace where required, but do not create variations in mechanics since duplication is the key to success in your business.

The key is 20+ plans per month for explosion. Good mechanics will create growth only if there is a tremendous work ethic.