

## **Handing Out the DVD Scripts to Help YOU Build Your Business**

### **Objectives:**

1. Approach your prospects
2. Set expectations; get them to COMMIT to watching within 24-hrs
3. Arrange firm time and place for next step – the follow up.

The new Recruiting/Training DVD is an OUTSTANDING tool to help you build your organization. It allows anyone to begin building their business even before they know much about WOW; the DVD and the SYSTEM take care of that. All that is required from your new distributor is enthusiasm and ACTION (approaching someone with the DVD and giving it to them).

### **Step 1: Approaching your prospect**

Jim, do you know anyone who might be interested in making an extra \$500 a month?

Betty, I just got involved with a program to eliminate all my debt in two years; do you know anyone who might be interested in taking a look at something like that?

Bill, if there was a way to eliminate all your debt in about two-years, do you think you and I might know 2 or 3 people who might be interested in taking a look at it?

Laura, if there was a way to make an extra \$500 a month or more working part-time from your home, do you think you and I might know 2 or 3 people who might be interested in it?

Cindy, I just got involved with a program I'm really excited about. It's going to allow me to make an extra \$500 a month and has a strategy to use that \$500 to get 100% out of debt. If you had an extra \$500 a month, what would you do with it? This might not be the right program or the right time for you, but I value your opinion, and would appreciate you taking just 12-minutes to review this DVD; then if it's not for you, you might be able to help me as you may know of someone else who might be interested in simply taking a look. I'm searching for just 2 or 3 people who might be interested in the same thing.

Bob, if there was a way you could write off a thousand dollars a month on your income taxes, would you want to know about it? When he says YES, then... it comes from starting and operating a business out of your own home. Most tax experts agree that one of the best tax strategies for a person at any income level today is to set up a home-based business. This twelve-minute DVD explains it in more detail.

### **Step 2: Set expectations; get them to COMMIT to watching within 24-hrs**

Judy, I only have 3 of these DVD's, so it's important that I make effective use of them. If I give you one now, would you be able to watch the 12-minute section by noon tomorrow?

Joy, I only have 3 of these DVD's, so it's important to me to make effective use of them. If I give you one now, when do you think you would be able to watch it?

Great; by the way, you will see there are two other sections on the DVD. They are really more for training purposes, but if you want to view either of them you can sure learn a lot! One is an interview with the doctor who helps develop the energy infusion products; the other section is an overview of our entire product line, product by product.

### **Step 3: Arrange a firm time for the follow up**

This step is the most critical. The DVD is not designed to sponsor people for you. It is a tool to help you present the company and opportunity; it validates the credibility of your company.

Mary, would 2P tomorrow be a good time for us to meet to return the disk? Great, where would you suggest meeting? By the way, feel free to call me before then if you have any questions. Here's my card; this is my personal website which would be another great source of additional information.

Jim, is 7P tomorrow night a good time for me to come by? As you know, I'm new to this business. I'll have my sponsor Betty on notice that we may be 3-waying her into a phone call with you. Betty is passionate about these products and this company; she has all the answers. In the meantime, here's my personal website in case you'd like to do some additional follow up on your own. The Company provides all our distributors with a website like this to conduct our business. See you at 7:00!

When you do meet with your prospect, a great first question is:

"Sally, which did you like the best – the next development in nutritional technology, or the opportunity to make \$500 a month or more sharing this with others?" This 'forces' them to provide a positive answer. Asking, "Well, what did you think?" allows them to come right back and say, "I don't think this is for me." You want to get them talking. Let THEM do 90% of the talking. You should be listening; listening for THEIR hot buttons. What is it about WOW that interests THEM? Everyone has their own reasons. You may need to ask a few questions to get them to open up:

"What did you think of the tax benefits available to home-based business owners?"

"What's your opinion of acupuncture – think there's a fit for non-invasive acupuncture?"

"What would YOU do with an extra \$500 a month?"

"If you could take your family anywhere, with money not an object, where would you go?"

"How much would you need to make with a home-based WOW business for [one spouse or the other] to quit their other job and be a stay-at-home, work-from-home parent with the kids?"

Again, the key is get THEM talking. Remember, **THE MORE YOU TALK, THE GREATER THE CHANCE THEY WILL NOT JOIN YOU!!!** A good rule to follow, no matter how much you really do know about this, is to **ONLY ANSWER TWO QUESTIONS**; then, say, Jim, I'm fairly new at this, and I want you to get your answers so you can make an informed decision. Would this be an OK time for me to put you on a 3-way call with my sponsor?"

**Now you're following the PROCESS! GOOD LUCK!**