

# QUICK REFERENCE GUIDE

## Inviting Formula Directory

	Audio	Transcript
Greet	CD 3, Track 1	pg. 61
Qualify	CD 3, Track 6	pg. 76
Invite	CD 4, Track 1	pg. 103
Handle Questions And Objections	CD 4, Track 4	pg. 114
Close To Action	CD 5, Track 4	pg. 164
Follow-Up And Follow-Through	CD 6, Track 1	pg. 177

## Live Call Directory

### Greet

Lead Name	CD	Track/Time	Transcript
Catherine	3	2, 1:12	pg. 63
Lynn	3	2, 3:14	pg. 64
Madison	3	4, 1:38	pg. 69
Ben	3	5, 1:01	pg. 73
Nadira	3	5, 2:02	pg. 74
Vincent	3	5, 4:04	pg. 75
Joel	3	7, 4:46	pg. 82
Ruth	3	8, 6:44	pg. 94
Yen	3	8, 9:50	pg. 97
Vincent	4	3, 0:30	pg. 109
Catherine	5	1, 0:17	pg. 141
Heather	7	5, 0:00	pg. 237
Julie	7	5, 0:51	pg. 237
Ken	7	5, 1:38	pg. 238

### Qualify

Lead Name	CD	Track/Time	Transcript
Madison*	3	7, 1:38	pg. 80
Joel**	3	7, 4:46	pg. 82
Nadira	3	8, 2:29	pg. 90
Ruth	3	8, 6:44	pg. 94
Yen	3	8, 9:50	pg. 97
Vincent	4	3, 0:30	pg. 109
Tisha	4	7, 0:30	pg. 127
Catherine	5	1, 0:17	pg. 141

\*Madison's Qualify call includes an example of "control the conversation"

\*\*Joel's Qualify call includes an example of how to "get below the surface"

# P R O F E S S I O N A L I N V I T E R

## Invite

Lead Name	CD	Track/Time	Transcript
Nadira	4	2, 0:20	pg. 105
Vincent	4	3, 0:30	pg. 109
Tisha	4	7, 0:30	pg. 127
Catherine	5	1, 0:17	pg. 141
Tisha	5	5, 1:31	pg. 169
Madison	5	6, 0:00	pg. 171

## Close To Action

Lead Name	CD	Track/Time	Transcript
Catherine	5	5, 0:00	pg. 168
Tisha	5	5, 1:31	pg. 169
Madison	5	6, 0:00	pg. 171


## Follow-Up

Lead Name	CD	Track/Time	Transcript
Tisha	6	2, 2:23	pg. 181
Ruth (Transition to BC to company)	6	3, 1:00	pg. 191
Catherine	6	4, 0:08	pg. 200
Yen (Discuss concepts from BC)	6	4, 2:21	pg. 201
Nadira	6	5, 0:00	pg. 205
Steven (Discuss concepts from BC)	6	5, 3:02	pg. 209
Madison (Transition to product)	6	6, 0:00	pg. 213
Nadira (Phone message example)	7	2, 3:00	pg. 228
Catherine (Didn't watch DVD)	7	2, 4:31	pg. 228

## Handle Questions & Objections

Lead Name	CD	Track/Time	Transcript
Tisha ("No time" objection)	4	7, 0:30	pg. 127
Catherine (MLM & Sales objections)	5	1, 0:17	pg. 141
Lynn ("Not interested" objection)	5	2, 3:50	pg. 160
Madison ("What is it?" & Training)	5	6, 0:00	pg. 171
Tisha (Negative perception of MLM)	6	2, 2:23	pg. 181

## Scripts Directory

Look for the  on the specified page to easily locate the scripts in the Transcripts.

### Greeting Scripts

	CD	Track/Time	Transcript
Newspaper Ads	3	4, 0:35	pg. 68
Direct Mail Responses	3	4, 5:20	pg. 71
Purchased Leads	3	5, 0:19	pg. 72

### Qualifying Scripts

	CD	Track/Time	Transcript
Scripts To Get Past Surface Responses	3	6, 4:55	pg. 79
Warm Market	3	7, 3:41	pg. 82
Purchased leads	3	8, 0:47	pg. 89

### Inviting Scripts

	CD	Track/Time	Transcript
General Invite	4	1, 0:55	pg. 103
Invite To A One-On-One	4	1, 1:49	pg. 104
Invite To A Business Meeting	4	1, 2:03	pg. 104

### Handling Questions And Objections Scripts

	CD	Track/Time	Transcript
Confirm Understanding	4	5, 1:43	pg. 119
Scripts To Answer "What is it?"	4	6, 0:00	pg. 123
Scripts To Answer "I'm too busy."	4	6, 1:26	pg. 124
Scripts To Answer "Is this sales?"	4	8, 1:04	pg. 135
Scripts To Answer "Is this MLM?"	4	8, 4:52	pg. 136
Scripts To Answer "Is this a pyramid?"	5	2, 0:00	pg. 159
Scripts To Answer "I'm not interested."	5	2, 6:43	pg. 163

### Close To Action Scripts

	CD	Track/Time	Transcript
General Close To Action	5	4, 2:19	pg. 165
General Close To Action if sending something via a carrier like the postal service	5	4, 5:40	pg. 167

**Follow-Up Scripts**

	<b>CD</b>	<b>Track/Time</b>	<b>Transcript</b>
Follow-Up –			
Didn't Watch The Movie	6	7, 1:63	pg. 219
Scripts For Leaving Messages	7	1, 0:41	pg. 225
The "Final Call" –			
Cold Market Prospect	7	1, 2:14	pg. 226
The "Final Call " –			
Warm Market Prospect	7	1, 2:32	pg. 226

## VALUABLE TRAINING TOPICS

Look for the ★ in the left margin of the page indicated to easily locate the training topic.

### CD 1: Inviting Basics

- Making lives better – the #1 job of a network marketer  
*Reference: Track 2, 0:00 or Transcripts pg. 15*
- Selling versus Communicating  
*Reference: Track 3, 0:00 or Transcripts pg. 18*
- Learning how to communicate without changing “you”  
*Reference: Track 5, 0:00 or Transcripts pg. 21*
- Practicing with Buckshot - how Tim developed his communication skills  
*Reference: Track 7, 0:00 or Transcripts pg. 25*
- Wrestling and the Double-Leg Takedown - and the most important skill you need in network marketing  
*Reference: Track 10, 0:00 or Transcripts pg. 31*
- Discipline – and why it’s important to your success  
*Reference: Track 11, 2:23 or Transcripts pg. 35*

### CD 2: Communication Qualities & Phone Tips

- The best way to learn the 10 Communication Qualities  
*Reference: Track 4, 8:15 or Transcripts pg. 47*
- What to do when your prospect is distracted  
*Reference: Track 6, 2:55 or Transcripts pg. 50*
- Leading with the product or the business....which is best?  
*Reference: Track 7, 0:40 or Transcripts pg. 51*
- How to introduce the concept of network marketing to your prospects  
*Reference: Track 8, 0:00 or Transcripts pg. 53*
- When it is beneficial to show *What the Wealthy Buy on Payday* to prospects  
*Reference: Track 9, 3:41 or Transcripts pg. 58*

### **CD 3: Greet & Qualify**

- How to greet warm market prospects  
*Reference:* Track 1, 1:41 or Transcripts pg. 61
- How to start a conversation with people you don't know  
*Reference:* Track 3, 0:00 or Transcripts pg. 65
- How to greet prospects generated from newspaper ads and direct mail  
*Reference:* Track 4, 0:00 or Transcripts pg. 68
- How to greet a purchased lead  
*Reference:* Track 5, 0:00 or Transcripts pg. 72
- How to get past surface responses  
*Reference:* Track 6, 4:44 or Transcripts pg. 79
- How to stay in control of the conversation  
*Reference:* Track 7, 0:00 or Transcripts pg. 80
- Using the "Direct Approach" – talking to prospects without accomplishing a greeting  
*Reference:* Track 7, 3:22 or Transcripts pg. 81
- How to determine if your prospect really does qualify  
*Reference:* Track 8, 13:12 or Transcripts pg. 100

### **CD 4: Invite & Handle Questions And Objections**

- The bug on the windshield analogy – Understanding objections  
*Reference:* Track 4, 1:16 or Transcripts pg. 115
- The Questions And Objections Remedy – Five simple steps to fully handle questions and objections  
*Reference:* Track 5, 0:53 or Transcripts pg. 118
- The most effective way to handle an objection  
*Reference:* Track 5, 6:36 or Transcripts pg. 121
- How to answer "What is it?"  
*Reference:* Track 6, 0:00 or Transcripts pg. 123

- How to answer "I'm too busy."  
*Reference:* Track 6, 1:26 or Transcripts pg. 124
- A clever reply to "I don't have the time."  
*Reference:* Track 7, 5:00 or Transcripts pg. 129
- How to answer "Is this sales?"  
*Reference:* Track 8, 0:04 or Transcripts pg. 134
- How to answer "Is this MLM?"  
*Reference:* Track 8, 2:46 or Transcripts pg. 135

### **CD 5: Handle Questions And Objections & Close To Action**

- How to handle the "Pyramid" objection  
*Reference:* Track 2, 0:00 or Transcripts pg. 159
- How to handle the "I'm not interested" objection  
*Reference:* Track 2, 0:30 or Transcripts pg. 159
- Disaster Calls – Four steps of what to do and say to save relationships  
*Reference:* Track 3, 0:00 or Transcripts pg. 163
- Close to Action checklist – The things you need to accomplish  
*Reference:* Track 4, 4:10 or Transcripts pg. 166

### **CD 6: Follow-Up And Follow-Through**

- Follow-Up Facts – Three important areas for success  
*Reference:* Track 1, 1:15 or Transcripts pg. 177
- Follow-Up Procedures - Eight steps for a correct follow-up  
*Reference:* Track 2, 0:00 or Transcripts pg. 179
- Follow-Up Obstacles – What to do when prospects don't do what they said they would do  
*Reference:* Track 7, 0:00 or Transcripts pg. 218
- "Restoring" your prospect's needs and wants  
*Reference:* Track 7, 4:35 or Transcripts pg. 220

## **CD 7: Follow-Up, Promotion & Networking**

- Tips for leaving phone messages  
*Reference: Track 1, 0:05 or Transcripts pg. 225*
- Guidelines for the follow-up frequency  
*Reference: Track 1, 0:42 or Transcripts pg. 225*
- The “Final Call” – Why it’s important and what to say  
*Reference: Track 2, 0:00 or Transcripts pg. 226*
- Finding prospects through promotion  
*Reference: Track 3, 1:37 or Transcripts pg. 232*
- Tips for advertising in the newspaper  
*Reference: Track 4, 0:00 or Transcripts pg. 234*
- Leads versus other methods of getting prospects – Which is best?  
*Reference: Track 4, 2:50 or Transcripts pg. 235*  
*Reference: Track 5, 3:03 or Transcripts pg. 239*
- Finding prospects through networking  
*Reference: Track 6, 0:00 or Transcripts pg. 240*
- Finding prospects through “Network Influencers”  
*Reference: Track 7, 0:33 or Transcripts pg. 244*
- How to make your lead investment pay off big time  
*Reference: Track 7, 4:56 or Transcripts pg. 245*
- Your responsibilities as a professional networker  
*Reference: Track 8, 0:53 or Transcripts pg. 246*
- Blame and Responsibility – How these concepts are related to your financial success  
*Reference: Track 8, 3:31 or Transcripts pg. 247*