

*Straight from the 10 Core... **Make your List & Approach ALL of them!***

## **First - Some Philosophy in Approaching you contact list.**

- **BE EXCITING**, not just excited! Don't be so over the top that it's weird, but people will be more curious in at least looking at what you have if they feel it has had an impact on you. If you're normally a hyped up person, then reverse it... get real serious. Again, they will think to themselves... Whoa... What's going on??
- **Whatever this is... Is IMPORTANT**, Have a **SENSE OF URGENCY!!!** You are launching a business, not a hobby, treat it as such or don't expect results.
- **You're Not Selling, You're Exposing.** Good salesmanship DOES NOT DUPLICATE!
- **The goal is to expand our network** so more know about and understand our membership & opportunity is all about. We're looking for those who "GET IT"!!!.
- **Professional Sort, Amateurs Convince!**
- **The Less you Talk the better off you are!!!**
- We are in the **SHOW** business, not TELL. They need to **SEE** the presentation.
- **3rd Party Tools/Team DUPLICATE FASTER** into the organization
- Following a **SYSTEM** always **S.ave Y.ourself S.ome T.ime E.nergy & M.oney**
- **SW<sup>4</sup>** – **Some Will, Some Won't, So What, Somebody else is Waiting :-)**
- **KISS** - Keep It Super Simple

*Key Notes: Take a moment out before you make the call and "get clear" as to why you are calling, i.e., "Set Your Intention." Your intention is to GET AN APPOINTMENT, **NOT** to give a presentation over the phone, and **NOT** to engage in "small talk." If you spend 10-15 min on the phone with them, you're sending the message "you don't have anything better to do". People are more attracted to those who are busy, have things happening, & on the move.  
**Say Less to More People. Get the appointment and get off the phone!***

## **The Simple #1 Approach...**

**#1 Money Earner, Mr. Dave Savula has taught this 3 step approach for 20yrs.**

- I have something important I want to **SHOW** you
- It will take about 15 min.
- **By the way... You May –or- May NOT be interested.**

***Book the appointment to show them the membership & opportunity.***

*Some people ask "it can't be that simple, can it? ", well...*

*He made over \$1.2 million his 3<sup>rd</sup> year in the business...*

*and now well over \$30 million total!*

*Do you think it works?*

*Absolutely!!!*

## **OK - Try it with a different touch...**

**For those that are newer, these can be of huge help!**

**Remember, internalize this info, maybe even put in an outline, you don't want to sound like you're reading a script.**

*"Hi (Prospects Name), Glad I got a hold of you...*

*I've only got a minute, but I found an exciting new project I'm working on and I'd like to run some info past you...*

*It's probably not for you... but I could really use your input...*

*I just need about 15-20 min...*

*besides we haven't seen each other in a while anyhow... Let me buy you a cup of coffee.*

*When would be a good time to get together???*

*(prospect – What is it?)*

*It's very visual like a puzzle, difficult to explain on the phone and I really need to show you.*

*Again... don't worry, it may or may not be for you anyhow, but I know after you SEE this you'll have a better understanding of how you could help me out. Thanks.*

*Which would be better, Thursday or Friday? pop by your house? Or Starbucks down the st.?*

## **Another Approach...**

*"(Prospects Name), I've started this new business - I'm really excited and fired up about it. Like any new business I'm in my training phase and I could really use your help.*

*Before you jump to conclusions I don't need any money, I'm past that stage in my business... (pause) But could you help me with my training?*

*My trainer says I've got to get 10 people to watch an information video by (Friday)?*

*Will you be one of my 10?" [Yes/NO]*

*I just need you to watch this 20 minute video over the next 48 hours.*

*If you will go onto my web site, fill in your details (the details only come to me) and then when you have watched the whole 20 minutes I will get credit. That's how I can prove you were one of my 10 who watched the video. But I only get credit if you watch all of it.*

*(Prospect) can I count on you?*

*Now when you're watching the information... I know it's probably not for you, but would you have a pen and paper hand?.*

*While you are watching, there may be some information on the video that somebody you know may see value in the services we provide or possibly our business associate program. So if somebody comes to mind, just jot their names down. If you could do those two things for me, I would really appreciate it. Thanks for your help. Here's the website detail (see below)"*

## **For those who have been in the business for a while:**

*“You know I work with Legal Shield right?... well every year our company has an incentive trip and all I have to do to qualify, is to ask nice people like yourself, to go online and watch a video. Now you’d like me to be able to take (my spouse) to Hawaii this year wouldn’t you? (Get Response)*

*So here’s how you can help? - All you have to do is watch this 20 minute video, put in your information for verification and you will help us be one step closer to going to Hawaii. For it to qualify though, I need you to watch all 20 minutes.*

*Can I count on you? (Get response)*

*In the next 48 hours can you carve out 20 minutes to do that? (Get response)*

*Now when you’re watching the information I know it’s not for you but would you have a pen and paper handy. While you are watching there may be some information on the video that somebody you know may see value in the services we provide or possibly our business associate program. So if somebody comes to mind, just jot their names down. If you could do those two things for me in the next 48 hours I would really appreciate it. Thanks so much for your help.”*

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Make the above your own but take care to leave the essential components in place like you **need to watch it all and can you do it in the next 48 hrs.**

**Remember excitement and urgency is key.**

People like to help people. Just as long as we don't have to lend money or help you move because we own a truck. LOL It's how were hard-wired.

**All You’re Asking for is their HELP.** It totally disarms the 'solicitation' of the exposure.

The **results** are not your responsibility - Focus entirely on getting information into their hands to evaluate and give you referrals. Then all you have to do is WAIT them out. A life event is just around the corner for EVERYONE.

### **Get the Appointment or Send Them to One of Your Websites:**

#### **Your Personalized Sites at**

- [www.BuildLastingSuccess.com](http://www.BuildLastingSuccess.com)
- [www.GreatWorkPlan.com](http://www.GreatWorkPlan.com)
- [www.GreatCareerPlan.com](http://www.GreatCareerPlan.com)

#### **Other possible sites:**

- [www.SeldomInYourLifeTime.com](http://www.SeldomInYourLifeTime.com)
- [www.GreatLegalBenefit.com](http://www.GreatLegalBenefit.com)
- <http://Videos.GoTeamLegend.com> (our You Tube Channel w/Several LS Videos & Training)

### **Ps. Watch The Presentations Yourself Before you Pass Them on.**

Don't just email links to people! Remember this is a people business.

If all it took was to pass out brochures & send emails, we wouldn't need you.

There wouldn't be an opportunity, it would already be DONE!

Approach them first, then use the tool for the exposure and in follow-up.

**To Your Success!!!**

**Gene Leider**

**Platinum Six-Figure Ring Earner & Regional V.P. of Oregon**

**Ps. This info has been through our R & D Department! That's Rob & Duplicate from other leaders ☺**