

Using the Three Part DVD to Recruit

Step 1: Preparation

- ❖ Get to the home early
- ❖ Make sure the prospect that is holding DVD kick-off has their house set up correctly.
 - Temperature correct
 - Room well lit
 - Water/beverages provided
 - Phone off
 - Pets put away
 - Children in another room

Step 2: Introduction

- ❖ Prospect stands up and explains why they decided to create an additional stream of income

Prospect then says:

"I would like to introduce you to someone that I met recently (or have known for ____), that is a very successful business person in the area. I invited them over because to me what they're going to talk about makes a lot of sense. It looks like there is a lot of money to be made in the _____ area, and I trust _____ to help me to start as successful Unfranchise business."

Step 3: Leader brought up

- ❖ Leader thanks prospect for hosting the event.

Leader then says:

"I would like to compliment _____ for being interested in this is incredible system. I've enjoyed his/her friendship so far, he has a lot of business savvy and thought enough of each of you to invite you. I don't know if there will be an interest tonight or not, but I would like you to simply evaluate the details".

- ❖ While this is being said, pencil and paper is being provided to everyone in the room.

Leader says:

"Tonight you are going to look at some new concepts and some new ideas, and I'd like for you to jot down any questions you have, we are going to go through a compensation system, I want you to take notes and if you need for me to stop at any time I can."

- ❖ Leader has remote so they can stop DVD at any time.
- ❖ Leader must begin to establish rapport and set the stage for the first part of the DVD.

Leader says:

"This deals with 45 year plan".

- ❖ Leader highlights and does negative breakdown of the 45 year plan.

Step 4: Play part one of DVD (Time for Change)

- ❖ All distributors that are there watch it too, take notes, and show with congruency that this is important information.
- ❖ Leaders gets up after the first part, totally excited about what everybody just saw. Leader conveys total disbelief that most people work their entire life and end up broke.
- ❖ At this point leader has everyone in the room introduce themselves. What is your name, what do you do for a living, how did you get here, what are you looking for?
- ❖ A little conversation to get to know the new people. Business partners now give their testimonials on the business. This triggers experiences for others to remember.

Step 5: If they are nutritionally minded, then show Cash in on Wellness next. If not, then show "The System"

If using "Cash in on Wellness":

- ❖ The Leader explains *"We're a product brokerage company and we deal with mass customization and one to one marketing. One of the specific marketing trends that we leverage is the Wellness industry. And then I say the next part is going to talk about a business project that involves Wellness."*

If using "The System":

- ❖ The Leader says: *"Everyone is involved in a compensation system. Some of you work by the hour, some of you are paid on salary, some of you are paid commission, some of you don't work at all. You've inherited money or married correctly or are just in a position in between jobs. But everybody is in a compensation system."*

I'm just curious, how is that working for you? What options are out there to make more money? Stock market? Overtime? What we are going to talk about is an idea that has never been done before and Market America got started with it. Its something called binomial expansion called Unfranchising. Its a compensation plan that is based on what average people can do. How many of you in here are at least average?

Great, then you will be able to do what we are talking about tonight. But let me remind you it may not be for you and if so feel free to say so if that's the case because what happens is we can only work with a couple of people at a time and maybe we've already filled those opportunities here tonight." (This is a way to make people feel that they are not being pressured into it and yet some urgency is created to make them make that choice.)

"I urge you to write down any questions you may have."

Step 6: TURN ON DVD (Cash in on Wellness or The System)

- ❖ If group is faltering Leader stops it and says *"Isn't that incredible, you only have to build two organizations?"*
- ❖ At the end ask *"What do you like best?"* (Even if they are hesitant, Leader can call on somebody.)
- ❖ Whatever question is asked, a large flip chart is set up in the background. Leader turns and opens flip chart to the page that answers question and explains it.

(You'll be amazed by how much discussion is created. At some point in time people must be moved to the next step. Leader gets actively involved. If someone is resisting asking questions they are not interested.)

- ❖ Eventually open up the Unfranchise system you are going to get 10 customers and build 2 organizations.

Then Leader turns and says

"As we were watching this there were some people that probably came to mind. What I'd like to do is talk about who came to mind. Joe, as we were watching this four five or six people probably came to mind. Who were they? First names, please."

- ❖ Leader starts writing names on flip chart. (Leader can identify who is most outgoing, is saying the most names and is engaged. Then ask the next person.)
- ❖ Leader starts taking notes on peoples list. (Bio on four to five people per prospects is created.) *"Most people will get started out of fear of loss, not hope to gain."*
- ❖ Leader writes name.

Leaders asks:

Why would they be interested? How do you know them? You are a Realtor, who do you know that does mortgages, etc. You like roller biking, skiing, bowling? Who do you know that does those things too?

(Group of 4 or 5 people has generated dozens of names.)

Step 7: SCHEDULE FOLLOW UPS.

- ❖ Then three way call their prospects and invite them to the DVD kickoff.
- ❖ At the end move tickets to the next event.

Leader says,

"One of the best ways to evaluate this business is to do what most entrepreneurial people do, get more information. We have _____ coming to town who have been tremendously successful with the _____ aspect of this business. They are coming in on the ____."

- ❖ Give credibility to your leaders!!! Build up the speaker!!!!
- ❖ Hand tickets to the guests.

Leader says:

"Before we get you started you owe it to yourself to get your questions answered and talk to _____. I would like to personally introduce you to _____. Open profiles to persons page and say "It's only \$25.00, give it to _____. The training is from 9 to 5, why don't we ride together."

- ❖ Everyone leaves with tickets, a follow up appointment, everyone has names for the next DVD showing.

The ABC Pattern gets people so far in that they can't get out. Then they are hopeless successes.