

## Effective 2 on1/1 on 1 Presentations

Invitation:

Warm: We have to meet for coffee! I have something to show you!

Cold: Are you interested in developing a second income?

“Meet me for a cup of coffee, I need 30 minutes to explain/give you an overview of what’s going on”

“You can’t buy anything or sign anything”

Your goal is to sort them at the 1 on 1....

Customer or Rep?

Not looking to sponsor anyone at the 1 on 1!!

Call Chicken list first!

Don’t allow anyone to sign up at the end! “You’ve got to see the whole picture before I let you get started”

\*\*\*\*Lead them to a PBR or Saturday training\*\*\*\*

## Presenting 1 on 1 (30 minutes)

Get to business – No Socializing!!

“The business I’m going to show you is designed to work part-time, 7 to 10 hours a week for 2-4 years to accomplish complete financial security”

Briefly Go Through Benefits:

- Choose the people you work with
- You pick the hours your going to work
- Great tax benefits
- Travel
- You become successful by helping other people become successful
- Unlimited income potential

“I don’t know which of these benefits speak to you, but personally, the \_\_\_\_\_ really got me excited!”

“I don’t know what an extra \$ \_\_\_\_\_ a month would mean/do for you, but for me.....”

Go directly to Company (Box 1)

Box 1 -is company credibility and to substantiate magnitude

Box 2 – Services – Very brief – Give an example of personal experience/savings/market demand

Box 3 – Relationship Marketing, Savings are passed on to customer and you and I in the form of Residual Income – MONTHLY!

Box 4 – Personal Residual – up to 10% on all personally referred services “We have a lifetime goal to acquire 20 services”

Box 5 - Overriding Residual – up to 10% of services acquired by others

“Do you know a couple of folks that would love to trade 7-10 hours/wk for the next 2-4 years to acquire financial freedom and all the other benefits we talked about?”

Have them NAME just 2. Now put down on paper their name (underlined) with the names of their people under them. (Draw out 3 levels)

<u>Level</u>		<u>You</u> 20		Up to 10%					
1		<u>John</u> 20		<u>Sue</u> 20	Total 40				
2	<u>Tom</u> 20	<u>Julie</u> 20	<u>Mike</u> 20	<u>Tracy</u> 20	80				
3	20	20	20	20	20	20	20	20	160

Override	Total Services	280
Up to 10%		<u>X \$40</u>
	Total billing	\$1,120

Explain how repeated to 7<sup>th</sup> level would generate

**\$11,000/mo Residual Income**

Again,

“I don’t know what an extra \$\_\_\_\_\_/mo would mean for you right now.....”

Maybe:

Some awesome travel, a new car, kids

College, new home, ministry, bring a spouse/parent, home, debt free, more time with kids/family

Talk about the power of Residual Income along with leverage and exponential growth.

**\*\*Briefly talk about the bonuses\*\***

Take a minute or two and talk about the training and support. You will be there partner, Saturday trainings, online, home meetings etc.

**Then Say: “So, does this look like something you would like to explore further?”**

**\*We do not want them to think that they have to make a decision!**

The outcome is just to sell them on the next meeting – PBR or Saturday Training

They will have questions!

Your response:

**“Here’s what needs to happen next”**

Be in control of this process!!!!!!

Do Not Get into a Q and A!!

Secret is to have them full of questions.....

Movie trailers are to get them to the movie.

**RESPECT the 30 minute commitment!!**