



**New Distributor**

**48-hour Training Program**

*If you can Perceive It,...*

*If you will Believe It,...*

*You CAN Achieve It!*

## **Are you a "Wannabee" or a "Gonnabee"?**

In other words, are you one of many people who just WANT to be successful, or are you among the special few who are GOING to be successful because you KNOW you're going to do what it takes?

Perhaps the following will help you decide where you are.....

Remember, if you don't like the answer, it's never too late to change

1. Wannabees offer hype; Gonnabees offer help.
2. Wannabees are jealous of successful distributors; Gonnabees applaud the success of their peers.
3. Wannabees love money and use people; Gonnabees love people and use money.
4. Wannabees get upset over minor details; Gonnabees never lose sight of the big picture.
5. Wannabees never have time for their business; Gonnabees make the best use of the same 24 hours we all have each day.
6. Wannabees think of success as a right; Gonnabees know they need to earn success.
7. Wannabees expect others to build their business for them; Gonnabees offer help to everyone.
8. Wannabees wait for things to happen; Gonnabees make things happen.
9. Wannabees know it all; Gonnabees never stop learning.
10. Wannabees give up when they fail; Gonnabees learn from their mistakes.

.....and the following information will help you to grow.

## 48 Hour Assignment Sheet for New Distributors

1.) **List your goals**

- Decide in writing how much money you want to make each month -- 12 months from now.
- Decide how much time you are willing to invest in your new business to make that amount of money.
- List several lofty, materialistic goals

2.) **List a specific amount of time you have available for your business**

- Hours per day, days per week...be specific!

3.) **Make a list**

- List 200 people, their names, addresses and phone numbers
- Do not judge or try to pre-qualify these people. If you edit your list you will limit your success. Let each person make their own decision.
- Pretend you are receiving money for every name on the list - because you will.
- If necessary, use the phone book to jog your memory for people you know in careers, e.g. lawyers, doctors, accountants, butchers, bakers, etc.

4.) **List “key” people**

- Look for people with leadership qualities
- List the ten people that you are most excited about (successful, positive people).

5.) **List ten people you will share the products with (non-entrepreneurial types).**

6.) **Complete all assignments and bring all paperwork with you to the 48 hour training. Your training will occur on:**

**DATE:** \_\_\_\_\_

**TIME:** \_\_\_\_\_

**LOCATION:** \_\_\_\_\_

**SPONSOR:** \_\_\_\_\_

7.) **Watch out for dream stealers!**

- Dream stealers like you the way you are, broke and busy. They fear change so they do not want to see you build this business, either out of jealousy, over-protection or both.

8.) **Don't talk to anyone!**

- Don't say anything to anyone until after your 48 hour training. This is very important.!
- This is because there are two possible negative outcomes of speaking prematurely:
  - a.) Should you share the opportunity out of your excitement without a planned approach, you risk losing your best prospects.
  - b.) Others who may be skeptical and desire to test the water by sharing it with others without prior planning will also risk losing their best leads.

## Distributor 48-Hour Training

### I. GOALS

- A. Why did you get involved with our Company?
- B. What are your financial goals?
- C. How much time are you going to put into this business?
- D. If your goal is to make over \$1,000 per month, you must:
  - 1. Understand that the first step is becoming a believer
  - 2. Write down your goals
  - 3. Create a plan to reach your goals and dreams
  - 4. Learn how to prospect and sponsor
  - 5. Learn how to train your distributors or “duplicate” yourself

### II. GO OVER THE LIST OF PEOPLE

- A. Who are the key people you’re excited about?                      In-state/out-of-state
- B. Who are your next best people?    In state/out-of-state

### III. ATTENDING MEETINGS/PRESENTATIONS

A. Block out weekly meetings on your calendar. If you’re going to be successful, you must attend meetings regularly, weekly if possible. There is a small charge for distributors at weekly meetings to cover room costs.

B. Dress code. This is a professional business and it’s important that we dress for success!

C. Meeting etiquette. Never be late! Once the meeting starts, be attentive and respectful to the presenters. Use the restroom before the meeting. Talk to your guests before and after the meeting - do not talk while the meeting is in progress. Remember that the guests in the room are judging the opportunity on the other people in the room, so set a good example.

D. Never send a guest to a meeting unattended. If you cannot be there, ask your upline or another distributor in your downline to greet the guests and get them situated.

E. Never attempt to recruit someone else’s guest!

F. Go over other meeting dates and times. Provide as much information as possible to help support the distributors and their guests.

**IV. LIST OF UPLINE**

- |          |               |
|----------|---------------|
| 1. _____ | Phone # _____ |
| 2. _____ | Phone # _____ |
| 3. _____ | Phone # _____ |
| 4. _____ | Phone # _____ |
| 5. _____ | Phone # _____ |
| 6. _____ | Phone # _____ |

**V. MAKE A 5" X 7" CARD ON EACH DISTRIBUTOR**

**VI. HOW TO SET UP A HOME OFFICE**

- A. Very Important!!! Have a separate place or room for your new business.
- B. Have a business phone.
- C. Get a fax machine.
- D. Get on a good voice-mail system.
- E. Get a day planner and use it as your new business appointment book/calendar. Carry it with you wherever you go.
- F. Get a tape recorder for listening to cassettes and a VCR for watching tapes.

**VII. ADVANTAGES & RULES OF OWNING YOUR OWN BUSINESS**

**A. Advantages**

- 1. You're the boss and now in control of your destiny.
- 2. Business expenses can now be written off.
- 3. This business is the opportunity of a lifetime offering the chance to get healthy and financially independent.

**B. Rules**

- 1. Open a business checking account.
- 2. Decide on a system for making daily entries and keeping accurate and up to date records of all of your activities related to the building of your business.
- 3. Utilize your new day planner wherever possible for accurate record keeping.
- 4. Order the tools for the business.

## *48-Hour Distributor Training Program*

*Q. What can I deduct as a business expense?\**

- A. Meals & entertainment
  - Travel
  - Mileage
  - Telephone
  - Office Supplies
  - Postage
  - Products
  - Sales aids & development tools
  - Meeting costs (room rental)
  - Car lease or buy for business

*Q. How do I pay taxes now that I am self-employed?*

- A. You will receive a 1099 form at year-end. Follow instructions and deduct all of your business expenses.

**\*For more information on tax-related questions, please contact your accountant.**

### **VIII. PLAN PRIORITIES & TIME MANAGEMENT**

- A. In order to achieve your goals you must first prioritize your activities.
- B. Make a daily "To Do" list.
- C. Ask yourself questions: What is the best use of my time right now? OR is doing this absolutely necessary for me to achieve my goals?
- D. Focus on achieving your goals.
- E. Don't confuse activity with accomplishment.
- F. Learn to say "no".
- G. Figure out how much money you're worth per hour/minute/second and think in those terms.
- H. Delegate.

***Remember - for you to reach your goals in this business, you must spend 60 -70% of your time prospecting, 10-20% of your time showing the plan, and the remaining time training those you have sponsored. Everything else is a waste of time!***

### **IX. ALWAYS CARRY THE FOLLOWING WITH YOU:**

- A. Company brochures and product flyers
- B. Distributor applications and product order forms
- C. Assignment sheets
- D. One-on-one presentation

### **X. EXAMINE THE TRAINING MATERIAL AND YOUR WEB SITE DAILY**

- A. Review your replicated Web site daily.
- B. Listen to one company audio training daily

**XI. THE SIX CHALLENGES OF SUCCESS**

- 1. Rejection
- 2. Deception
- 3. Attrition
- 4. Comfort zone
- 5. Create belief
- 6. Risk - Go for it!

**XII. REVIEW 14 WAYS TO BUILD YOUR BUSINESS**

- 1. Strongly encourage all new distributors who sign up to get into action as soon as they complete the 48-hour training.
- 2. Immediately place all new distributors on the Auto-Ship Plan (only \$100/month will keep their business center activated).
- 3. Provide information about the Voice-mail system you're using and encourage new distributors to sign up with one for themselves. If they don't have e-mail, stress the importance of getting an email address.
- 4. Build an organization with wholesale customers, but be alert to retail customers who will contribute to your volume.
- 5. Attend weekly meetings.
- 6. Create a line of communication that informs your organization (downline) of upcoming meetings, events, etc.
- 7. Create a prospecting packet, which includes vital company and product information.
- 8. Utilize three-way calling.
- 9. Sponsor an in-home meeting.
- 10. Schedule regular one-on-one meetings.

*(If you would like some additional information on the different ways to build your new business, call your upline sponsor.)*

**XIII. HOW I WILL BUILD MY NEW NETWORK MARKETING BUSINESS**

List below eight ways, in order of importance, that you will build your new business:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_

What is your plan of action?

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**TAKE ACTION NOW & GET STARTED!**

#### XIV. GIVE EACH PROSPECT SOME GOOD INFORMATION

It is critical that you give each prospect your web site address, and get their commitment to look at it. Network marketers call this a “get acquainted” approach. Be sure to follow up to answer any questions they may develop.

#### XV. LEARN “CLOSING” TECHNIQUES

- A. ‘Check’ Closes - These are subtle closes that you will constantly use throughout your presentation. (Find out if they are accepting what you are saying.) Example: “Doesn’t it make sense that if our products are the best and they’re priced competitively, that we will capture some reasonable market shares of these huge billion dollar markets?” (Shake head yes.)
- B. ‘Assumption’ or ‘Power of Suggestion’ Closes - This is when you just assume they will sponsor in and say “Let’s get you started” or “I assume you’re ready to get started” or “When you go home tonight and try these products you will see how great the are”.
- C. ‘Alternate Choice’ Closes - This is the most common close that you will want to use. This is when you give your prospect more than one choice, but either answer is acceptable to you.

Examples:

- 1. Is Thursday or Friday better to get together?
- 2. Is Monday morning good or is Tuesday afternoon better?
- 3. After a presentation, stay seated and look at your prospect and say, “That’s the story about our company. Do you have any questions?” Answer any questions and then say, “Give me your honest opinion, are these products you would like to use?” Or “Is this a business you would like to build by becoming one of our distributors?”

D. Miscellaneous Closes

- 1. “If everything you have been told is true, what would stop you from getting started?”
- 2. “Now that you have seen the web site, what else do you need to know before you get started?”
- 3. “So, what else do you need to know before you get started?”

*After each question, be Quiet and wait for an answer.*

E. The Jimmy Smith Close

“I have room to help one, maybe two more people. I’m looking to commit to helping someone achieve all their goals and dreams, but I’ve learned in order for me to do that, you must also commit a few things to me.

1. You must make an unconditional one-year commitment to do whatever it takes.
2. You must be willing to handle all obstacles and challenges that come your way.
3. You must be coachable.
4. You must come to all weekly meetings and monthly trainings for the next year.
5. You must be willing to write down all of your goals.
6. You must agree to use the products through the Auto-Ship Plan.

If you are ready to make that commitment, I will get you started. If you would like to think about it, that’s fine. What would you like to do?”

***Remember***, if your prospect is not interested in becoming a distributor, you can retail products to them and ask for referrals.

**XVI. HOW TO SPONSOR SOMEONE**

- A. Have prospect fill out application and use VISA or M/C
- B. Use the order form directly from the web site.
- C. If they do not have a VISA or M/C, you may elect to use yours and have them make out a check to you.
- D. Make sure they get on the Auto-Ship Plan
- E. Give them a 48-hour assignment sheet
- F. Set a date for the 48-hour training

**XVII. REVIEW 48-HOUR TRAINING & LAUNCH THEM**

Sit down with the new distributor within 48 to 72 hours (after the assignment sheet has been completed). Review this 48-Hour Training with them to make sure they understand everything - then make sure they get launched into action!

**XVIII. MATCH ENERGY WITH ENERGY**

When you have distributors that are aggressively trying to learn and build their business, do everything you can to call them, help them, encourage them and answer their questions.

<p style="text-align: center;"><b>SUGGESTED SEQUENCE OF EVENTS &amp; CYCLE OF DUPLICATION</b></p>
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1. Write down your goals.
2. Decide how much time you will put into building your new business.
3. Become a “product of the product” by using the products yourself daily.
4. Make your list of people.
5. Listen to the Business Training and Audio Library recordings.
6. Select the ways you will build your business.
7. Sit down and go over the 48-Hour Training and Launch (purchase the marketing aids).
8. Select a prospect from your list.
9. Select the specific way you will expose your prospect to the opportunity, sending them to your web site (preferred), using e-mail or by mail.
10. Call your prospect (learn what to say from the Business training recordings).
11. Tell them about the plan (expose them to the opportunity).
12. Ask them if they have an interest in learning more.
13. If they say “yes” send them to the web site, and set up a time to talk with them after they have toured the web site.
14. Create belief by:
  - a. Doing a two-on-one presentation with your upline sponsor
  - b. Doing a three-way call with your upline sponsor
  - c. Inviting them to a weekly meeting
15. Close your prospect
16. Sponsor your prospect with the commitment to help them succeed.
17. Review 48-Hour Training with your new distributor and Launch them
18. Follow-up at least twice weekly with your new distributors, answer questions and encourage them
19. Match energy with energy
20. *Enjoy the fruits of your labors together.*

<b>COMMITMENT SHEET FOR ALL PLAYERS</b>
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\$/month \_\_\_\_\_ (6 months)

\$/month \_\_\_\_\_ (1 year)

\$/month \_\_\_\_\_ (2 years)

\$/month \_\_\_\_\_ (5 years)

I, \_\_\_\_\_, will work \_\_\_\_\_ hours per week on my new business.

Do I want to do retail or only a balance of retail, recruiting and training?

I will commit to this business for 1 year and not look back.

I will reach Consultant in the month of \_\_\_\_\_.

I will become Executive in the month of \_\_\_\_\_.

I will use the products regularly.

I will attend one opportunity meeting per week.

I will attend 1 distributor training per month.

I will get outside my comfort zone in order to reach my goals.

I can handle rejection.

I can handle deception.

I can handle attrition.

I will make a list of everyone I know by: \_\_\_\_\_

I will expose all my prospects to this opportunity (including skeptical people) without pre-judging anyone.

I will purchase marketing aids by: \_\_\_\_\_

I will be coachable.

I will by: \_\_\_\_\_

I will follow the proven training program exactly as it was designed.

I will write out my game plan to reach my goals by: \_\_\_\_\_

I agree to call \_\_\_\_\_ people per day to expose them to this business opportunity.

I agree to get \_\_\_\_\_ people per week to see the opportunity.

I will study the information and learn about the products, the company, and its marketing plan and listen all of the Business Training and Audio Library recordings by: \_\_\_\_\_

I am a person of my word and when I say I will do something, I will do it regardless of the obstacles.

I further understand if I don't follow through with my commitment, not only have I failed, but I will have wasted everyone's valuable time.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_