

## NETWORK TWENTYONE, PHILIPPINES

# MARKETING PLAN SCRIPT

The following script is designed to unify our Open Meeting Plan Presentation. Read the script and use it as a guide. Do not read from it while showing the plan. Use the exact figures listed as well as the specs on Amway Corporation and Network TwentyOne. The items which are in bold print on the script are to be written on the board at the time indicated in the script. Use attached 7 Board Plan as cue cards.

### MC

Good evening ladies and gentlemen! Welcome. My name is (insert your name). Congratulations on your decision to be here tonight. You're here because somebody thought enough of you to invite you to hear about a way to better your financial future and lifestyle.

What you're going to hear about this evening (or today) is a concept that many people here in the Philippines and around the world are using at this moment to achieve greater success in life. I encourage you to listen carefully and you may want to take notes.

As your host, I have the distinct pleasure of introducing you to our guest speaker for this evening (or today). (The MC should have a bio memorized beforehand.)

Please welcome (insert name of plan presenter.)

### SPEAKER

**Board #1 (10 minutes only):** Introduction, Identifying Dreams, Reasons For Doing Business.

Thank you (insert MC Name). Good evening. (Taking off from the bio, the speaker tells a little about his/her name, background and what brought him/her to this business.)

Tonight I am going to share with you what I saw in this business and why I got so excited about the opportunity for my wife and myself.

We'll talk about money. We are not materialistic. It is just that we know that once money is out of the way, we can move on with life.

(Optional: You may want to use as Introduction Robert Kiyosaki's 4 Quadrants, E,S,B,I. Make sure you keep it short.)

The business project that I am going to show you is a **2-5 Year Plan Following The SYSTEM**. I am going to show you how you could with its **Phase I**, in **6-12 months**, working **10-20 hours a week**, earn an additional **P20,000-P40,000 a month**. Could anyone use an additional P20,000? How about P40,000? Then I'm going to show you how to expand on that on its **Phase II**, and in **2-5 years** earn **P2 million plus**. Would anyone get excited about that kind of income?

What would you do with this kind of additional income? (Invite audience to give examples of things they would purchase, i.e. car, home, education, vacation, etc.) We are not suggesting that you quit your job or leave your business. This is something you can weave around your present schedule.

## Board #2 (5 minutes only): Traditional Vs. Non-Traditional Business Model.

This business is a non-traditional business. To help explain this business concept to you, let me first show you an example of how traditional business works. All products start with a **Manufacturer/Supplier**. Let's say that this manufacturer produces, for example, this white board marker (hold up the marker as the example) and we'll assume they sell the marker for **P4**. Now, who buys the marker from the manufacturer? The **Wholesaler** buys from them, but they don't just buy 1 marker, they buy in bulk. The wholesaler owns a warehouse and trucks, and they employ people to handle their merchandise. So, the wholesaler adds to the cost of this marker. For example, the wholesaler might add **P3** to the cost of this marker. Next the wholesaler sells to the **Retailer**. But again, the retailer also has expenses, and is in business to make a profit. They will add to the cost of this marker. Say, for example, the retailer may add another **P3** to the cost. Finally, we have the **Customer** who is going to buy 1 or 2 markers at a time, that's us. When you add up these costs, the customer would pay **P10** for an item that the manufacturer originally sold for P4. In this example, **60%** of the cost of this marker pays for the distribution of the markers!

In our business, we have connected the **Supplier** more directly to the **Consumer** through a Global Organization of **Independent Business Owners**. This is a Global Organization of people who have come together to save money and to make money. By doing this, we are able to capture the **60% Distribution Cost** inside our business. First, by becoming an IBO, you can save an average of 30% on things that you purchase because the Retail markup is limited (cross out the Retailer circle). Secondly, when you work to build your business which means you help expand the Distribution Pipeline, you can earn substantial income through the Wholesale peso (circle the P3 under the Wholesaler circle).

As you expand your Distribution Pipeline you will notice that 75%-80% of your business will be at Wholesale Consumption level, 20%-25% will be at Retail level.

Our expertise in our SYSTEM is in teaching you how to develop Distribution Pipelines locally and internationally.

## Board #3 (5 minutes only): How To Set Up The Business.

Now, let's show you an example of how you build your business.

What I'm going to do is show you how to set yourself up in your own business working for yourself but not by yourself. Now, you need to understand that **YOU** must be invited into this business, and the person who introduced you to this business might become your sponsor. Your sponsor also has a sponsor, and so on, which we call the **TEAM**. These people in your TEAM become your mentors and your coaches in this business if you are teachable. Then we will link you to our **Supplier Company** that provides Quality Products and with a **Training and Support Organization** that will help with most training you will need.

The first thing that your sponsor will show you how to do is to create turnover of P3,300 through personal consumption and a few customers. This is not a quota, a requirement or a minimum. It is just an example. The first way you can make money is an approximate 30% margin, or savings when products are personally consumed which is P990. The next way you can make money is through a performance incentive which work on a point system, such that one Point Value is equivalent to P33 in Business Volume (1PV = P33BV). The Supplier assigns a specific Point Value for each product. At this point, your business has 100PV. If your business generates 200PV, you will earn an additional 3% commission. (Write bonus scale). So the initial goal here is to reach 10,000 PV level or 21% as quickly as you can. You can only do it in two ways. You can either do it yourself by spending yourself by spending all of your time selling, or you can use the process of duplication. If you spend all your time selling, you have just another job and there is no recurring income.

Once you stop selling, the income is going to stop. The Training System we will show you tonight will teach you how to duplicate yourself so you can have recurring income.

**Bonus Scale:** Performance Incentive Schedule

If your group monthly PV is:

10,000 PV or more .....	21% of Total BV
7,000 PV .....	18%
4,000 PV .....	15%
2,400 PV .....	12%
1,200 PV .....	9%
600 PV .....	6%
200 PV .....	3%

The next step we show you is how to expand your Distribution Pipeline by bringing other people into the business with you. Let's say 6 people will duplicate you doing turnover of P3,300 per month. You will earn an additional commission, plus income from the first step. So now your total income is P1,386 per month.

Now let's say that each of these 6 people bring 4 or more, doing turnover of P3,300 per month. At that point, your income would be P9,306 per month.

Continuing the expansion with duplication to reach the goal, each of the 4 brings 3 or more people into the network who duplicate and do turnover of P3,300 also. Now, with this **6-4-3 Model** your Distribution Pipeline has a total of **103 IBOs**. With each person doing **100PV**, you would have a total group PV of **10,300 PV**. Converting PV to pesos, you would have **P339,900 BV**. That puts you at the top bracket of **21%**. So, the total commission payable to the group is **P71,379**. Now, you don't get to keep all that because these people are earning commission also. Their commission will total **P30,294**. That will leave net earnings to you of **P41,085 per month**.

**Board #4 (5 minutes only): How To Develop Royalty-Type Of Income.**

You are now at 21%. When you are consistently at this level, you will achieve a level in our business called **Platinum**. As a Platinum, on top of the money you are making, The Supplier will send you to all-expenses paid local and International trips when you qualify.

The next step to earn greater income is for you to help someone else reach the 21% level. How do you do that? You help them develop their business so that it looks like your business. Once they reached 21%, you will be paid another income. You will be paid **4%** of the total volume of this entire group, which will be approximately **P13,200** per month. When you help 6 of these groups do the same thing, that will give you 6 times P13,200 or **P79,200 per month**.

At this point you're called a Diamond Direct Distributor. Now we've only spoken of 3 types of income up to this point. There are additional incomes that you would be earning now. To summarize these additional incomes, you would earn approximately **P250,000** per year for each of these 6 groups. This would be **P1,500,000** per year. If we add all that up, you have a total of **P2 million plus** projected annual income. On top of this income you will have more all expenses-paid International trips provided by The Supplier.

## **Board #5 (5 minutes only): Industries Our Supplier Is Involved In, Products We Distribute.**

Draw four quadrants and show the four market areas that our Supplier is involved with. **Agriculture** – Brand name is **Nuriplant**. **Health And Wellness** – Brand name is **Nutrilite**. **Cosmetics And Skin Care** – Brand name is **Artistry**. In the fourth division we have lumped **Home Care, Personal Care, Dental Care, Car Care**.

(Just explain briefly your personal experiences with our products.)

## **Board #6 (5 minutes only): Four Pillars Of Partnership.**

**YOU** – This is your own business. You have no boss. No quota. You can build it as small or as big as want it to be. You can even expand your business into 90+ countries and territories worldwide if you want to.

**THE TEAM** – You are in business for yourself but not by yourself. Your first partner is the TEAM of people wherein you are linked in this business. These people in your TEAM have vested interest to see you become successful. If you are teachable, they will model you, mentor you and coach you in this business.

### **NETWORK TWENTYONE AND AMWAY**

That gives you an introduction as to how you can build a business. Now, let's talk about the two companies we are affiliated with. First, I have talked about a training and support organization, this company is **Network TwentyOne**. I'll come back to that in a minute.

The quality products are manufactured by the **Amway Corporation**. Most of you have heard of Amway because they have a good name recognition. But, for a lot of people, when they think of Amway, they think of a bumper sticker on the back of a jeep, they think of a bottle of soap, they think of a knocking on doors business or they think of a friend that isn't making any money. Hopefully, from what I've shown you so far, you understand that we're not just another direct selling company. The company is not a bumper sticker on the back of a jeep, and people do make money. Now let me tell you a little about Amway.

- ★ Operations in 90+ countries and territories worldwide.
- ★ Last fiscal year sold 6.8 billion USD.
- ★ In 1990, sold 2.2 billion USD, that's a 4.6 billion dollar increase in the last 6 years.
- ★ Started business in 1959.
- ★ Have succeeded in every market they have opened.
- ★ Won a UN environment award.
- ★ Sponsored over 100,000 people in the Philippines in the first month.
- ★ Have never left a market to which they've committed.
- ★ In the network marketing industry there is no other company better, or even close to Amway.

Now, let's go back to Network TwentyOne, because that's what we're really here to talk about. Network TwentyOne is a business support company founded by a couple in the United States, Jim and Nancy Dornan. Jim was an aeronautical engineer working for McDonnell Douglas, and Nancy was a speech therapist working in the school system. When they were in their early twenties, Jim and Nancy decided that they wanted more for their family than traditional careers could give them. So, they become involved in this business, and in a few short years, they were totally financially free because of their success.

Network TwentyOne has helped hundred of thousands of people all over the world who are building strong Amway business, and it has helped many of those people to become financially independent. Do you want

to achieve freedom to have choices in your life? Then you want to be a student of the Network TwentyOne System.

### **Let me tell you about Network TwentyOne.**

- ★ Network TwentyOne is one of the largest support systems in the world in this industry.
- ★ Jim and Nancy have achieved the highest award possible in Amway.
- ★ They have more than 25 years of experience in the business which has provided the base knowledge to create the Network TwentyOne System.
- ★ Network TwentyOne has offices in 34 countries where they provided training and infrastructure to support Network TwentyOne groups in 12 different languages.
- ★ They've done away with the trial and error in building business.
- ★ They have created a training system with a proven track record in a Global environment.
- ★ We are extremely proud to be associated with Network TwentyOne.

Now you have seen an introduction to this business, and how with could possibly benefit you. I am going to turn the program back to (MC name), and I will be back in a few minutes to give you more information how to get started.

### **MC**

Thank you (speaker's name) for that great presentation. Please give him/her another round of applause. One of the best ways to help you see what our business is really all about is to have you meet some of the achievers in our business. So now I'd like to have the people we've asked to come up and introduce themselves to you.

*MC then turns mike and stage over to the first impact statement.*

**IMPACT STATEMENTS** (Each should be one minute segment only):

- ★ Name, occupation, what attracted you to the business (1 min per couple).
- ★ Five to eight impact statements (no less than five).
- ★ Use Silver and up, if possible. If not, go down to ELC, Depth Charger, Leaders Club in that order until you have at least five distributorships.
- ★ Should start with the lowest pin level and work up, Platinums, Emeralds and Diamonds last. Highest pin level at the meeting can take extra time. Visiting International Diamonds can take 10-15 minutes.
- ★ MC should be the last testimonial before Emeralds and Diamonds. Introduce the Emeralds or Diamond or the Highest pin level at the meeting.

### **Break**

The MC will introduce the break. Thank and identify the Diamond who just spoke. I'm sure by now most of you are very excited and probably have some questions. (Speaker's name) is going to come back and tell you how you can get started in this great business.

## **Board #7 (Training: Key Elements For Success)**

Training consist only of the Six Key Elements For Success.

MC asks everyone to be seated and introduce the speaker.

Speaker should be holding in his hand the Starter Pack, and refer to it continuously throughout the training segment.

**DREAM** - We've already shown you what the business is. Now I'll show you what you would do to build your own networking business. Earlier I talked about dreams like a house and lot, a car, education for your children, travel and many other things. Why is it that people don't dream? Why is it that people settle for less than actually is possible? Dreaming drives you even beyond yourself. For some of you it may be easy and for other it may be difficult, but it's imperative that you have your dream. Your dream could be a pair of shoes, a dress, a washer/dryer or mansion. But you must have a dream. It is what will provide you the motivation to build your business to the 21% level, to earn P40,000 plus per month, and even on to Diamond.

**LIST**- Now I'm going to help you to see how many people you actually know. Everyone get out a ball pen and a piece of paper. Now, I'm going to have a little exercise with you. I want you to write as many names of people as fast as you can while I talk. The list is for you, it's not for me. You will take it home with you. First I want you to write down names of your brothers and sisters... go ahead write. Your aunts and uncles, your cousins, your nieces and nephews who are over 18 years old, parents of your brother-in-laws and brothers and sisters of your brother-in-laws and sister-in-laws. Now write down the names of the people you work with and the names of the people you worked with at previous job, names of the people you go to church with, names of your neighbor. Now let's be more specific. Write the name of the successful person you know, the most ambitious, the most fun person. And now for one minute write any other name you can think of. O.K. time's up. How many have written over 10 names? Over 20? Over 30?

... Now, most of you have already written people you would not thought on your own. Your sponsor or the person who invited you will help you continue your list. Your list is your greatest asset. But whether you have a big or a small list, we can still help you.

**THE APPROACH** - This is one of the most important for you to learn and to master in building a large profitable Distribution Pipeline. It is so important that Network TwentyOne has devoted one of the four CDs in the Network TwentyOne Starter Pack to the subject (show the Starter Pack and the Invitation CD). Now, we can't go through all the training that is necessary to really learn the approach, so you have to spend time with your TEAM on this subject. How you invite people to look at his business is critical so be sure to invest time to do it right. Let me cover the basics for a good invitation process. First, you should Use the phone. If you don't have phone, then use your sponsor's phone, they won't mind! When you use the phone, you are in control, and, you are able to invite more people because you will be saving time. When you are calling, it is important that you chat with the person you are calling. You want to sound natural, so spend time chatting. But don't spend too much time because you want to be brief. Remember, you have lots of calls to make, so you don't have time to waste. Before extending the invitation, you need to find out if they are available for the time you are inviting for. So clear the time first by checking their schedule. Say you are inviting for a Wednesday evening meeting at 7:30 then you would ask "are you available Wednesday evening at 7:30?" If they are, you can proceed with the invitation. Then extend the invitation, and be sure to use a professional invitation. You and your TEAM, along with the Starter Pack, can design a professional approach that is best for you. Now, after the approach, you want to confirm the time with them. Remember, this is a business meeting you are inviting for, and you want them to treat it that way. The last step, and this is very important, is to hang up. Don't go back to the chat step, just end the call.

**PLAN** - after The Approach, we have the marketing plan. There are basically three ways to present the marketing plan to people. A one-on-one which is where you sit down with a person individually and share this concept. A home meeting which is where you'll invite people to see the plan at home. Open meeting which is what you have witnessed here. The preferred is the home meeting with a group of your friends and acquaintance. From this presentation people usually choose one of the three options. We call that C, B or A. Category C is someone who says that they are not interested but would like to be your customer. A category B is a person who would like to concentrate on selling or build a small business. A category A is a

person who wants to build a massive Distribution Pipeline and earn substantial income. A category C, since they are not joining the business, have no investment other than the products they purchase. A category B will invest P 1,800 to purchase an Amway Sales Kit. A category A would want to start with the initial fast track training package to give them optimum effectiveness. And that package P2,500 plus your Amway Sales Kit, totaling P4,300. When you attend university there is tuition to be paid, and tuition is mandatory. There are also books which are not mandatory but are essential for your education and success.

**CREATE VOLUME** – The next thing we teach is to be a 100% user of the products. Why would you purchase products from the store at retail when you can buy from yourself at discount? So start converting your personal usage of all the products Amway makes available. Now I'm going to tell you about some of our products and we'll demonstrate at least one for you tonight. (Tell people which products are available and do product demos. Nutrilite, L.O.C. and Dish drops demos are simple demos you can do.)

We recommend that you also develop 10-15 retail clients along the way for duplication.

**STUDY AND DO THE SYSTEM** – This leads us to the most important part of our six steps and that is the Network Twenty One System which consists of CDs, Books and Meetings.

Let's talk about RCDs for a minute. We have Recommended CD program where you will receive four CDs a month which are for training, integration, information and inspiration. It's like having a professor in your car and in your home, absolutely critical for your success. In addition to CDs we have hundreds of training CDs and packs all designed to help you build your business. (Hold up CDs and Starter Pack).

Books, some people love to read, some people hate to read. I'm one of those that (insert your preference). But I've discovered that liking to read or hating to read has nothing to do with having to read. Leaders are readers and we have the best leadership and personal development books in the market place. (Hold up some books).

Meetings..... You're in a meeting right now. We have meetings for introduction. We have meetings for training. We have meetings for inspiration. We have meetings for knowledge. We have meetings for growth. All of our meetings are optional but essential. One meeting you will not want to miss is BBS or WES or both. (Hold up tickets).

### **SUMMATION**

The Network TwentyOne System is proven. If you will follow it by heart, even though you might not understand all of it in the beginning, and become a student of the system, your success is not only predictable but it is inevitable. So, I say to you, follow it, stick with it and you can achieve great success. See you at (insert the next meeting day.)

### **MC**

Thank you (speaker's name). Make announcements. Be sure to see the person who invited you. They'll send you home with a CD or packet of information and answer your questions. And they'll set up an appointment to pick up the packet within a couple of days.