

IBO NAME: _____

COACH'S NAME: _____

CONTACT NUMBER: _____

PLATINUM NAME: _____

WEEKLY BUSINESS PREVIEW: _____

BUSINESS BUILDING SEMINAR: _____

WEEKEND SEMINAR: _____

**DISCLAIMER ON THE USE OF THIS BUSINESS SUPPORT MATERIAL:
A BALANCED BUSINESS OF DEPTH AND WIDTH IS RECOMMENDED
FOR SOUND PROFITABILITY AND STRUCTURE.**



STARTING A NEW DISTRIBUTOR

FIVE IMPORTANT ELEMENTS

These five areas should be covered in the following order of priority when starting a networker:

❑ **RELATIONSHIP**

Everything depends on the relationship you develop. The first formal meeting with your new distributor is your opportunity to establish your posture as the leader, and also as someone who can help them get what they want from the business. Before anything else they need to know that you are sincerely interested in their success, that you know how to build the business, that you are a friend, their coach and counselor, and will be there for them as their business develops.

❑ **LIST**

This is the most important tangible objective for the start-up! Concentrate on developing a written list of 25-50 names and discuss them.

❑ **APPROACH**

Set up two dates for in-home plans; review and teach the scripted approach; role play and/or make some actual calls.

❑ **GOALS/SYSTEM**

We'll help you get the first 5-10 IBOs as a base for Leaders Club. We'll build a Model Leg or Power Team. We'll invest one night a week to help you become CORE. Discuss CORE and the RCD/RB standing order program. Show the "power tools" (Business Support Materials) available to them. Fill in important function dates in their calendar.

❑ **KIT/PRODUCTS**

Open the business kit, fill out the application, show how to order products. Put them on the PEP (Product Evaluation Program), go over the home conversion sheets and do some demos. Promote Amway products.

If it gets late, you might do step 5 on a separate night. Starting a new distributor means establishing a relationship, setting up home meetings and appointments, showing how vital the System is to their success, helping them to rethink their buying habits and start using their own products. It's a lot more than just selling a kit!



DREAMS / REASONS FOR DOING THE BUSINESS

What are 5 things you would like to do, have or become if you had more time and money?

PARTNER 1: _____

1. _____
2. _____
3. _____
4. _____
5. _____

PARTNER 2: _____

1. _____
2. _____
3. _____
4. _____
5. _____

Indicate below your desired level:

ACHIEVEMENT LEVEL

APPROXIMATE INCOME

DIAMOND

P _____

EMERALD

P _____

PLATINUM

P _____



MY CANDIDATES LIST

NAME	OCCUPATION	SEGMENT	PHONE	Q.I. or TAPE	HOME MTNG	OPEN MTNG	RESULT: A, B, or C
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							
11.							
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25.							
26.							
27.							
28.							
29.							
30.							

SEGMENT Options: **R** = relative, **F** = friend, **W** = work associate, **C** = contact of children, **O** = others. For assistance in creating your segmented list, refer to the Memory Jogger sheet.



MEMORY JOGGER

Who Do You Know

Who(m):

You respect
Shows genuine concern for other people
Is active in their church
People seem to always like
Does personal counseling
Is a professional
Is in various group organizations
Active in civic affairs
Is a teacher/trainer
Is in Management
Is in a Supervisory position
Is a Consultant
Is looking for more out of life
Is ambitious or assertive
Is "on the go"
Is considered a leader
Has children just starting college
Owns a business
Wants to have freedom
Is considering a new profession
Is unable to advance in current position
Knows everyone in town
Has international connections
Exudes credibility
Works with you now
See at the gym
You play tennis with
You know from the old neighborhood
Appraised your home

Already has a great job
Is on your Christmas list
Does your hair
Did your home repairs
Is concerned about their skin/hair
Is concerned about his/her weight
Wants more time with family

Who Is Your:

Mail/Newspaper Carrier
Dentist/Physician/Pharmacist
Minister
Lawyer/Accountant
Insurance Agent
Veterinarian
Optometrist
Congressional Representative
Florist

Who Are Your Relatives:

Parents
Grandparents
Sisters
Brothers
Aunts
Uncles
Cousins
Children

Who Sold You:

House
Car/tires
Fishing license
Boat/camper/motorcycle

Air conditioner
Kitchen appliances
Avon products
Tupperware
Flooring
Furniture
Television/stereo

Do You Know Someone

Who:

Lives next door/across the street
Was best man/maid of honor
Was your Army/Navy buddy
Goes bowling with you
Was your fraternity brother
Was your sorority sister
We knew in your old jobs
Is in your carpool
Plays bridge with you
Is in your book club
Is a deacon in your church
Owns beach cottage where you vacation
Works for the travel agency
Goes hunting or fishing with you

Do You Know A

Professional:

Golf Pro
Fashion Model
Race car driver
Baseball/football/basketball player



THE APPROACH: INVITATION FOR A HOME MEETING

- Decide first on the date and time of the 2 home meetings before you go through the script. No use of writing down the scripted approach and rehearsing/role-playing the script without the dates set first.
- The flow of setting up appointment is as follows:
 1. Use the phone.
 2. Chit-chat.
 3. Give reason to be brief.
 4. Clear the time.
 5. Set the appointment.
 6. Confirm.
 7. Hang-up.
- Examples: Choose and design script appropriate for the new IBO in relation to his prospects. You may use text messaging as you understand the principles of invitation.
 - Have a brief chat:
 - “Kamusta na?
 - Give reason to be brief:
 - “By the way, I don’t want to take much of your time. Let me tell you why I called.”
 - “I’m in a hurry. Let me tell you why I called.”
 - Clear the time:
 - “Libre ba kayo ng misis mo Monday 5:30pm? **So far**, wala ba kayong appointment nyan?”
Always include the spouse.
 - “Can you please check your calendar if you and your wife are free Monday 5:30pm? **So far**, wala ba kayong appointment nyan?”
 - ❖ If the prospect asks: “Why?”
 - ❖ Your reply is: “I’d like to know first kung **so far** wala ba kayong appointment nyan, Monday 5:30pm? Can you please check your schedule?”
 - ❖ If they are free, go to next step. If not, try second date. “How about Wednesday 5:30pm?” If still not available, drop the subject: “No problem. I was just checking if you can make yourselves available. I’ll just get back to you. Bye.”
 - Set the appointment:
 - “Great. My wife and I are developing a business right now. We’re affiliated with a {multi-billion dollar / large manufacturing} company and we’re expanding our business here in our {area/region/province/city}. We’re currently looking for few key people that can partner with us. I have thought about you because you might be interested. A friend and business associate of mine, who is a successful business owner, is coming over this Monday 5:30pm. I’d like you and your wife to come over so you can meet him, and together let’s discuss the business project.
 - “Great. Can I ask you something? (Pause). {Are you still open to diversify your income? / Are you still open for other ways of making money?} (Pause). A friend of mine, who is a successful business owner, is coming over on Monday 5:30pm. He’s currently looking for few key people who are interested to diversify their income. I thought about you because you might be interested. It’s really a privilege because he’s going to discuss business

concepts on how we can diversify our income. I'd like you to come over so you can meet him, and together let's discuss the business."

- ❖ If prospect says: "What type of business? Give me an idea."
- ❖ Your reply can be: "Obviously, we can't discuss it right now. But you said you and your wife are free Monday 5:30pm. Why don't you come over so I can introduce you to my friend and together let's talk about the business? Basta nakikita ko makatulong sa atin to."
- ❖ Or: "Do you know Robert Kiyosaki? (Pause). (He is a world renowned author about financial intelligence). My friend is going to discuss concepts and principles similar to what Robert Kiyosaki has been teaching. It will take about an hour. You said you and your wife are free Monday 5:30pm. Why don't you come over so you can meet my friend and let's talk about the business? Basta nakikita ko mapagkakaperahan natin to."

➤ Confirm and hang-up. Don't go back to chit-chat. Don't say thank you:

□ "So I'll see you and your wife then, Monday 5:30pm dito sa bahay. Ok? (Pause). Bye."

□ Tips to be effective in your approach:

1. Be enthusiastic. Smile.
2. Be non-threatening.
3. Don't give too much information too soon.
4. Be low key, don't promise anything.
5. Be professional.
6. Don't argue.
7. Set your posture. Be polite and respectful but don't beg or chase for their time.
8. Avoid using words like "invite", "offer you a business opportunity" and other "sound selling" words and phrases.
9. Don't be deceptive.

□ For cold prospects and acquaintances that you meet elsewhere, exchange cards and/or get their contact number then say: "I'll give you a call one of these days. I have a very good business I might want to discuss with you."

□ Strategies and flow of setting up appointment for cold prospects and acquaintances:

1. **Establish time restriction:** "I don't have much time right now, but let me tell you why I called."
2. **Compliment them if appropriate:** "I met you the other day at ____ and I was impressed with your (attitude, ambition, comments, handling of situation, etc.)"
3. **Reason for the call:** "{I don't know if I mentioned it / I don't know if you're aware of it}, but {I own a marketing company / I am working with a successful marketing business} and {it's really growing / it's really expanding in our area/region/province/city}."
4. **Qualify your candidates:** "I'm looking for a few key people to help us expand our business. Let me ask you a question? If the money is okay and it can fit your schedule, would you be open {for additional income / to diversify your income} right now?"
5. **You're in charge:** "{To be honest, I don't know if you qualify or not or if we could work together, but I'd like us to get together so I can run some numbers by you on paper / I can't promise that this would work out for you but why don't we get together for about 20 minutes and I'll run some numbers and income potential by you and we'll see}."
6. **Set the appointment:** "Which day of this week would be best? I've got _____ and _____ open, which is best for you?"



INVITATION (SEE COACH FOR SCRIPT)

Date/Time for 2 Home Meetings: _____
and _____



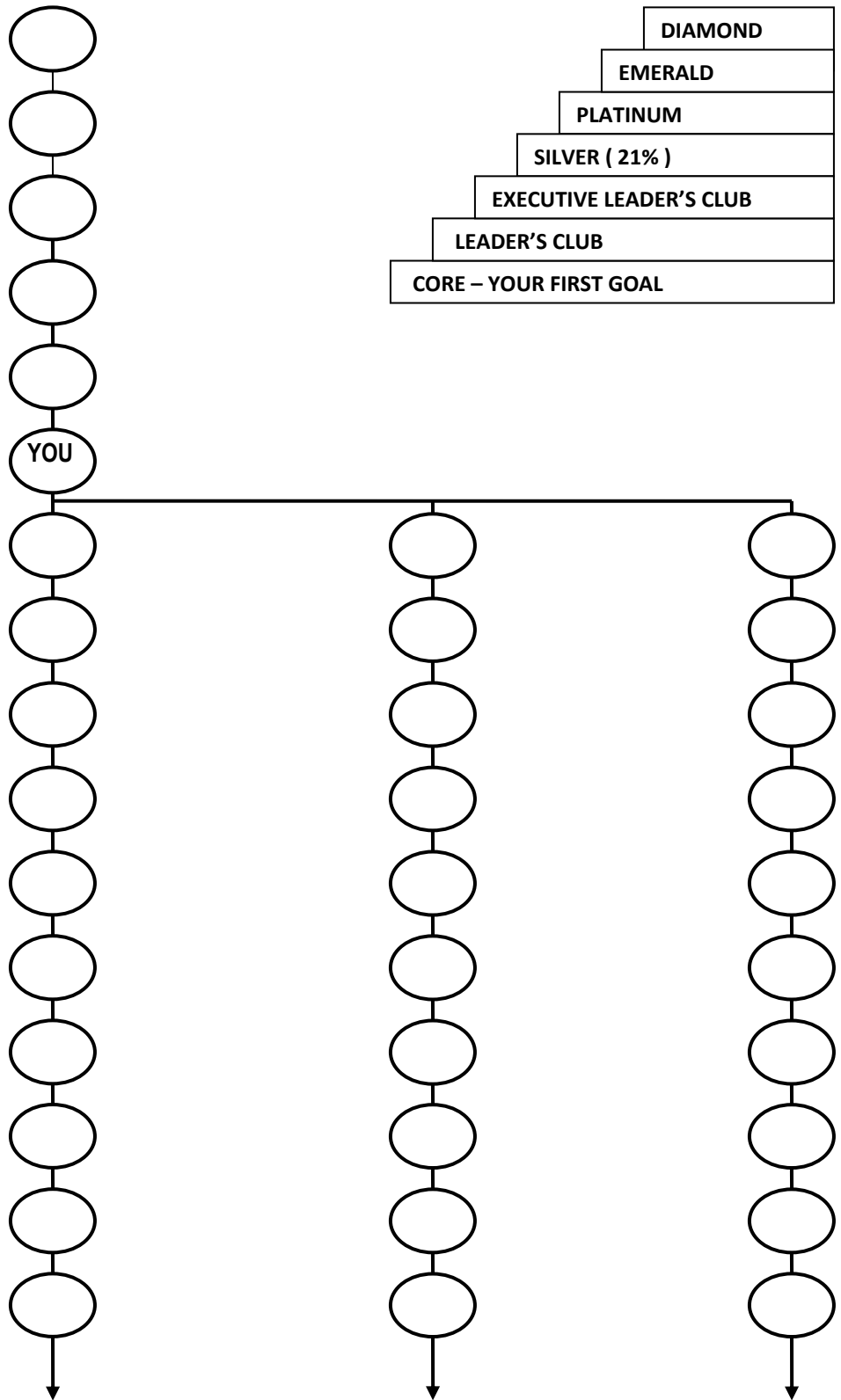
TEAM APPROACH: THE CONCEPT

AS WE SHOW AND HELP YOU DRIVE 5-10 DEEP IN YOUR TEAM 1 AS YOUR BASE FOR LEADER'S CLUB, WE EXPECT THAT YOU LEARN THE BASIC SKILLS SO YOU CAN QUICKLY BUILD YOUR OTHER TEAMS:

1. LIST BUILDING
2. APPROACH
3. SHOW THE PLAN
4. FOLLOW-UP
5. START-UP
6. CREATING VOLUME

WE'LL INVEST AT LEAST ONE NIGHT A WEEK TO HELP YOU BECOME **CORE, PACESETTER OR DOUBLE PACESETTER** WITHIN THE FIRST 30 DAYS OF YOUR BUSINESS AND MAKE IT A HABIT.

DEVELOP PEOPLE SKILLS. GET TO KNOW PEOPLE IN YOUR GROUP. BUILD FRIENDSHIPS AS YOU BUILD DEPTH.



BE A COREperson

This is your opportunity to confirm to your upline that you are serious about the business and ready to follow the **Network TwentyOne** system. Achieving CORE is a very positive signal that you are the kind of person with whom they should be investing their time.

The seven CORE characteristics are **all within your individual control**. CORE brings recognition, provides entry into special meetings, and assures that you will duplicate the right attitude and habits. All the CORE elements are critical to your permanent and profitable growth in the business.

Achieving CORE is your first goal.

To be a COREperson:

1. Show the Plan

Regularly present the plan at least eight times a month. Team calling, QIs, and contact tapes are used to fill home meetings and Opens.

2. Use the products (100%)

Use all Amway and Catalog products by placing an order with your upline each week. Be a total user of your own merchandise.

3. Service 10 retail clients

Use and teach the Product Evaluation Program system.

4. Read 15 minutes each day

From RB and other inspirational books as approved.

5. Listen to Recommended CDs

Daily CD listening and re-listening builds attitude and skills. Acquire and review the RCDs each week.

6. Attend all system functions

Arrive early and leave last for maximum benefit. Be a giver, support your system. Go to all Network TwentyOne open meetings, seminars, weekly training sessions and weekends to grow, learn and encourage others.

7. Learn teamwork

Have a teachable attitude (ask for upline counsel regularly). Be accountable and responsible. Duplicate the System. Praise and uplift your teammates (edification).



RECOMMENDED STUDY COURSES:

I. FOR NEW IBOs: FIRST GOAL IS TO GO CORE.

1. STARTER PACK
2. 10 CDs (FAST TRACK)
3. (BE ON CEP)
4. CORE PERSON
5. EDIFICATION, NO-CROSSLINING, COUNSELING
6. WHY CEP
7. WHY WEEKEND
8. POSTURE
9. INVITATION CDs: INVITATION MADE EASY, CONTACTING
10. FOLLOW UP CDs: HOW TO FOLLOW UP, MISCONCEPTIONS ABOUT THE BUSINESS, HANDLING OBJECTIONS, ADDRESSING CONCERNS, OBJECTIONS OVERRULED, OVERCOMING RESISTANCE

BOOKS:

1. EMPIRE OF FREEDOM or POWER OF PARTNERSHIP
2. SKILLS WITH PEOPLE or HOW TO WIN FRIENDS AND INFLUENCE PEOPLE
3. RICH DAD POOR DAD or CASH FLOW QUADRANT

II. CORE GOING LEADER'S CLUB.

1. REVIEW POSTURE
2. REVIEW CORE PERSON
3. REVIEW EDIFICATION, NO-CROSSLINING, COUNSELING
4. REVIEW WHY CEP
5. REVIEW WHY WEEKEND
6. REVIEW FOLLOW-UP CDs: HOW TO FOLLOW UP, MISCONCEPTIONS ABOUT THE BUSINESS, HANDLING OBJECTIONS, ADDRESSING CONCERNS, OBJECTIONS OVERRULED, OVERCOMING RESISTANCE
7. PASSION
8. MOMENTUM
9. GOALS AND EXPECTANCY
10. DECIDE TO GET GOOD AT IT 1&2
11. BUILDING A LEG 1&2
12. PROSPECTING CDs: HOW TO FIND PEOPLE, 5 POINTS TO EFFECTIVE PROSPECTING, PROSPECTING YOUR KEY TO THE WORLD, PROSPECTING
13. NINE GUIDING PRINCIPLES

BOOKS:

1. REVIEW SKILLS WITH PEOPLE or HOW TO WIN FRIENDS AND INFLUENCE PEOPLE
2. PERSONALITY PLUS
3. THE MAGIC OF THINKING BIG

III. LEADER'S CLUB GOING EXECUTIVE LEADER'S CLUB.

1. REVIEW POSTURE
2. REVIEW PASSION
3. REVIEW MOMENTUM
4. REVIEW GOALS AND EXPECTANCY
5. REVIEW DECIDE TO GET GOOD AT IT 1&2
6. REVIEW BUILDING A LEG 1&2
7. REVIEW FOLLOW-UP CDs: HOW TO FOLLOW UP, MISCONCEPTIONS ABOUT THE BUSINESS, HANDLING OBJECTIONS, ADDRESSING CONCERNS, OBJECTIONS OVERRULED, OVERCOMING RESISTANCE
8. REVIEW NINE GUIDING PRINCIPLES
9. FOCUS by: MITCH SALA
10. NETWORKING 101 – LISTEN AND LEARN DAILY
11. DEPTH PACK
12. (START ON LCD CEP PACK)
13. RECOMMENDED TO INVEST MORE ON CONTACT CDs, SUCCESS STORIES, TO LOAN TO PROSPECTS AND NEW IBOs FOR TIME LEVERAGE AND DUPLICATION.

BOOKS:

1. OUT OF TOWN EXPERT WITH A BRIEFCASE
2. 21 IRREFUTABLE LAWS OF LEADERSHIP
3. DEVELOPING THE LEADER WITHIN ME

IV. EXECUTIVE LEADER'S CLUB GOING SILVER.

1. REVIEW AND MASTER NETWORKING 101 – DAILY
2. REVIEW AND MASTER DEPTH PACK – DAILY
3. REVIEW BUILDING A LEG 1&2
4. REVIEW FOCUS
5. REVIEW MOMENTUM
6. REVIEW POSTURE
7. REVIEW PASSION
8. REVIEW PROSPECTING CDs: HOW TO FIND PEOPLE, 5 POINTS TO EFFECTIVE PROSPECTING, PROSPECTING YOUR KEY TO THE WORLD, PROSPECTING
9. RECOMMENDED TO INVEST MORE ON CONTACT CDs, SUCCESS STORIES, TO LOAN TO PROSPECTS AND NEW IBOs FOR TIME LEVERAGE AND DUPLICATION.

BOOKS:

1. REVIEW THE MAGIC OF THINKING BIG
2. 7 HABITS OF HIGHLY EFFECTIVE PEOPLE or REVIEW 21 IRREFUTABLE LAWS OF LEADERSHIP
3. DEVELOPING LEADERS AROUND YOU



HOW MANY DO YOU USE?

Regardless of Brand Name, check off each product category you use:

Laundry Care

Laundry Detergent

Kitchen Care

Dishwashing Liquid

General Household Products

Multi-purpose Cleaner

Disinfectant

Car Care

Car Wash

Auto Polish

Vitamin Supplements

Daily, Multi-Vitamin

Children's, Multi-Chewable

Children's Chewable C

Children's Healthy Snacks

Nutritious Drinks

Omega 3's

Energy Supplements

Free Radical Fighters

Heart Health Supplements

Immune Health Supplements

Vision Health Supplements

Supplements for Women

Supplements for Men

Weight Management

Protein Bars

Water Purification



HOW MANY DO YOU USE?

Regardless of Brand Name, check off each product category you use:

Body Care

- Bar Soap
- Liquid Body Wash
- Liquid Hand Soap
- Deodorant
- Shampoo
- Conditioner/Detangler
- Breath Freshener
- Mousse
- Styling Gel
- Hand and Body Lotion
- Mouthwash
- Toothpaste

Cosmetics and Jewelry

- Foundation
- Concealer
- Powder
- Mascara
- Eye Color
- Lip Color

Skin Care

- Cleanser
- Toner
- Moisturiser
- Spa Products
- Facial Scrub
- Masque
- Night Cream
- Eye Cream
- Hand Cream
- Time Defiance Products



A SUCCESSFUL HOME MEETING

One of the most successful concepts in networking over the years has been the home meeting. It is easy to duplicate and provides an environment for building relationships. Here are some principles:

- ❑ Set up two dates for your upline to come over.
- ❑ Begin calling no more than 7 to 10 days before the meeting to invite the guests.
- ❑ Use one of the approved telephone invitations or use a buffer appointment and then invite to the home meeting.
- ❑ Always invite twice as many (confirmed) as you want to have there. People's lives are full and things will happen to cause cancellations.
- ❑ Be sure people understand that you will be expecting them. You have limited space, and tell them to be sure to let you know at the time of booking if it is for sure. If not, you can invite someone else and reschedule with them.
- ❑ Don't set up too many chairs. Have extras available but it is better to bring them out later if needed than to have empty ones.
- ❑ Secure any pets that might distract, and be certain small children are cared for during meeting.
- ❑ Take your phone off the hook and turn off TV.
- ❑ Begin on time. Don't mention those who aren't there.
- ❑ Keep all products and literature out of sight until later.
- ❑ Take the guest into the kitchen for coffee until meeting time. Don't serve refreshments during the presentation. After, serve coffee, juice, cookies or biscuits. Always use disposable cups and paper plates for simplicity and duplication. (We don't want hosts competing for china settings.)
- ❑ Never serve alcohol of any kind.
- ❑ Host should begin by introducing the speaker as a friend and a successful associate. Express your confidence in them and your appreciation of the speaker for taking time to offer his help in explaining this concept.
- ❑ Be attentive, take notes, record meeting for later study.
- ❑ At the conclusion, reinforce your seriousness about the business.
- ❑ Offer coffee and snacks while your sponsor answers questions, sets appointments, and passes out Information Packs.
- ❑ Set follow up dates for each person there.
- ❑ During the social time ask questions like: "Have you ever seen the business explained like this?" "Is it clear how we can make money with this?" "Have you been thinking of any people that you could introduce to the network?" "Based on what you've seen, what part interests you most?" "What level of income would it take to get your attention?"
- ❑ By 9:00 p.m. you should suggest that people leave so as not to oversell or wear them out. Be sure they have the Information Pack. Follow up within 48 hrs.
- ❑ Always have another meeting booked, or an Open meeting scheduled, to use as a next step.
- ❑ Move the business downline to the next living room and repeat to build depth.
- ❑ Be sure to practice the edification principle when dealing with your upline who is the plan presenter at your meeting. Reserve a place for him/her in your driveway, help them carry in the board/easel, offer them coffee, and always introduce your guests to the presenter, indicating your respect for the person they will be listening to. The better you demonstrate respect for your presenter, the better your guest will listen. Your upline can then use the credibility you have given them to give respect back to you in front of your friends. It's a team effort. As a team you can be very effective.