



## **The Success System That Never Fails**

### **DAY 4**

**Behaviors Five and Six of  
The Simple 6**

Sunday	<input type="checkbox"/> TUBAS	Monday	<input type="checkbox"/> TUBAS	Tuesday	<input type="checkbox"/> TUBAS	Wednesday	<input type="checkbox"/> TUBAS	Thursday	<input type="checkbox"/> TUBAS	Friday	<input type="checkbox"/> TUBAS	Saturday	<input type="checkbox"/> TUBAS
7AM													
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7PM													

# Retail

## **BEHAVIOR 5: RETAILING**

- What do successful distributors want?
  - Have a desire to build an authentic business; manifest many DMPs
  - Authentic business models have customers
  - Understand they get paid on volume, distributors
- What do successful distributors do?
  - They gather customers by retailing
  - How? They learn and teach Fusion, a skill
  - Why? They know the DLS of MLM and avoid it

### **Common Sense?**

- The more decisions we collect
  - The more money we make for teammates
  - More money for teammates is more for you
- Fusion 2X the amount of decisions
  - Increase volume \_\_\_\_\_
  - The increase in volume means
    - More checks, bigger checks
    - Better attitudes, higher retention
    - Relax, we got this online for you too

## Workshop Decision & Action

- Decide
  - We get paid on volume, not number of Distributors
  - Will you build retailing via fusion?
- Action
  - Go to Power Week
  - Schedule time to view Fusion
    - Covers Fusion in detail
    - [mlmskill.net](http://mlmskill.net)

## 5 Easy Principles of Sales

**One:** \_\_\_\_\_

**Two:** \_\_\_\_\_

**Three:** \_\_\_\_\_

**Four:** \_\_\_\_\_

**Five: ABC -** \_\_\_\_\_

# The Simple Success System

## BEHAVIOR 5: RETAILING

### Working Smarter, Not Harder

1. We get paid on volume, not # of Distributors
  - Build volume through retail
  - Incorporate the 5 sales principles; teach it by example
2. Fusion combines retailing and recruiting
3. Distributor's job is to collect decisions
  - Fusion **doubles** number of decisions with 1 sentence
4. Build towards generating 1000 new monthly
  - Close on your Hero's dream, not the business
5. Authenticate the business model
  - Add 2 new customers a month



## **BEHAVIOR 6: FOLLOW-UP & FOLLOW-THROUGH**

*"Never mistake activity for achievement" - John Wooden*

### **Clarity Matters**

- "Never mistake activity for achievement"
  - Following up is just activity
  - Following through is what triggers achievement
- "Never do anything unless you know why you're doing it"
  - To book a follow up, to talk to people, to show people your product or business is following-up on what you learned
  - To collect the decision is following through with the

----- that converts dreams into their physical equivalent

## Objective Of The Business

- Impossible to hit the bulls-eye if you're aiming at the wrong target
  - Back in 1995, discover I am aiming at the wrong target
  - Get people in?
  - Sponsor more?
  - Sell product? Relationships?
  - Nope
- Write this down
  - It brought us and 1000s from Debt & Desperation to Peace & Prosperity
  - It's made people millions and it's put you on the precipice of history
- **Objective:** Teams that build effective teams \_\_\_\_\_  
\_\_\_\_\_

## The Big Discovery

- Duplication cannot be taught
  - Social proof
  - Super Saturdays, CC, Webcasts... trainer pour heart out
  - Does it double or even close?
- The big discovery?
  - Duplication is " \_\_\_\_\_ " not taught
  - *A system, based on skills, **vitalized by people** who teach those skills hands-on.*
  - Let's get contagious

## The 3-Step Plan Training Link

<http://worldslaziestnetworker.com/3Deep/presentation.html>

## Were You Wondering About Closing?

- In part 4, recruiting, we covered everything but closing
  - Actually, we set up the close; prospect closes for you
  - We invented the \_\_\_\_\_ [it's why they call Mark lazy!]
  - We were recruiting Sally yesterday...
  - Would it surprise you to know Sally gave us the closing sentence?
- Why did I put “closing” here?
  - Simple, “duplication is caught, not taught”
  - The 3-Deep pattern gives you great leverage
  - It is the right thing to do
    - How much will they get working their list alone?
    - All great networkers are...

## The Really Great Ones?

- Not the online hustlers...
  - Nor someone who had 1 big run 20 years ago
  - Nor earners who are also peddling tools
  - I mean the great ones; what makes them great?
- All the great ones... [big money, never hear about them]
  - Are not necessarily great
    - Closers, presenters, prospectors, trainers... or great people
    - The one thing the great ones have in common?
- \_\_\_\_\_!
  - Superb at \_\_\_\_\_
  - 3-Deep Pattern is insane \_\_\_\_\_!

## Duplication Is Caught, Not Taught

- Massive leverage with the 3-Deep Pattern
  - Build list with them, schedule call session
  - They intro you, you invite people to look
  - At the follow-up, they re-intro you, you show biz and close
  - The leverage?
- If they work their list? Roadkill, no skills yet
  - 3-Deep is Massive leverage
  - You are working their list, so cool, best leads in the world
  - You are “showing” them how to invite REJECTION FREE
  - You are “showing” them how to explain the biz
  - You are showing them how to close, and, get peeps started right
  - You are teaching them; they are earning while learning!
  
  - Do “show and tell” while adding cash to reward behavior
- No 3-Ways? Let ‘em alone?
  - Why not just feed them to the sharks?

## Let's Get Busy

### Finish Recruiting Sally For Tom

- Step 1 – **Strike Interest**, Sort, book follow-up
- Skill 1 – **Framed Fire-Lighter Skill**
  - Tom & I do a 3-way to Sally
  - The Framed Firelighter gets ‘yes’ from Sally, she says she’ll look
  - You now have a **possibility**, **NOT** a **prospect**
  - World’s Laziest Networkers Law 2 of Recruiting?
    - You **cannot** sponsor a **possibility**
- Law # 1 of Successful Recruiting?
- People hate sales pitches they did not ask to hear
- People love stories
- People can’t control the impulse to ask to hear a story that may make life better

## Defining The Recruiting Cycle

### 3 Step Plan and... learn to sponsor on demand

### Let's Prove The Right People Everywhere + When Sally Decides To Join

- Step 1 ~ **Strike Interest & Sort & BFU**
  - Successful Step 1?
  - Separate **Pretenders from Contenders**
  - Did you book a follow-up?
- Step 2 ~ **Prospect Reviews Info**
  - Third party tool ~ CD, website
  - Meeting, screen share
- Step 3 ~ **Collect Decisions**
  - A distributor's job? **Collect Decisions**
  - More often we do it, the more \$ we make



**KEY:** Wooden, **we close at the \_\_\_\_\_, not the end** and eliminate 100% of all objections

**KEY:** The prospect will **tell you**, word-for-word, what to say to collect a positive decision

## Everything Happens At Step 1

- **Step 1** – Strike Interest, Sort, Book Follow-up
- **Strike Interest** with Framed Fire-lighter Skill
  - Firelighter, not firefighter [AI]
  - Lights the fire of hope within them about \_\_\_\_\_
  - Arouses curiosity **in** them **ABOUT THEIR LIFE**
- **KEY: The Limbic System**
  - **The 2nd of those two tiny pieces of information**
  - Where's the beef? **Right Here**
  - This is the **core** of go90grow's 3 critical skill sets
  - What is it?

## Limbic System Is Money

- What is it?
- The **limbic system** is the part of the brain that evaluates the reward potential of **judgment calls**
- The limbic system is **about their core values**. It's serious business and won't be lured by the promise of shiny things! [re: the plan, product or company] Become interested, not interesting
- It's the **sales filter** or your \_\_\_\_\_
  - Got go90grow? You got the key
  - Why?
  - The HJ Skill Set communicates positively w/prospects limbic system
  - They believe reward potential greater than perceived risk, stepping into unknown
  - **Everybody wants to be a Hero in their tribe!** - - - A feeling of significance
  - "Call to action" [enrolling] becomes **a call to hero within, not to 'join' an MLM**

## Let's Get Busy

### Recruiting Sally for Tom... and “Show & Tell” New Skills

- Step 1 – **Strike Interest**, Sort, book follow-up
  - Skill 1 – **Framed Fire-Lighter Skill**
  - Tom & I do a 3-way to Sally
  - The Framed Firelighter gets ‘yes’ from Sally, she says she’ll look
  - You now have a **possibility**, **NOT** a **prospect**
  - World’s Laziest Networkers Law 2 of Recruiting?
    - You **cannot** sponsor a **possibility**
- Don’t you just love “\_\_\_\_\_?”
  - So we [upteam] want to also **teach Tommy eliminate No Shows**
  - More people showing up improves attitude
  - And, as you’re discovering, when you’re transparent, they are coming to join!

## Be A Herald Not A Pitchman

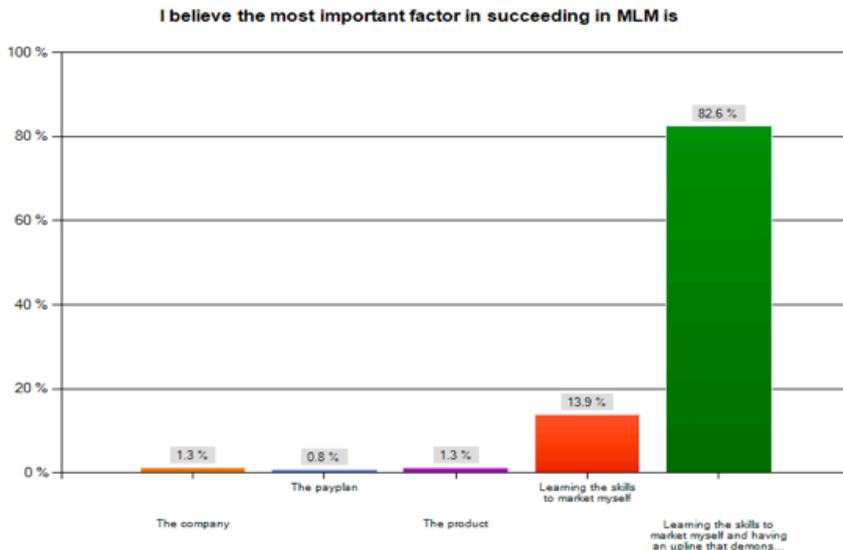
### Call To Hero

- At info exchange time, Sales Filter may rise
  - **Don’t go for follow-up here, Sort instead** [Step 1 ➔ SI, **Sort**, BFU]
  - SORT? Meaning: **are they a prospect?**
  - How? Get Sally to make a presentation
  - How? Use The Hero’s Journey Skill # 1, Possibility Presents
  - The ‘**possibility**’ **presents to you** and talks 80% of the time
- What does ‘Al’ do when he senses interest?
  - Talks, talks, talks 80-95% of the time
  - Plan, product, company
  - Raises **RISK** in possibility's mind and the **sales filter** kicks in
  - How?
  - He makes the ‘unknown’ unfamiliar, big & scary

# Proof Of Why AI Fails; Facts Not Opinion

## 10,000 People Surveyed, 96+% Don't Care About PPC

- You get full access to our extensive paid research



## The Possibility Presents

- Step 1 ~ **Strike Interest & Sort & BFU**
  - Use Possibility Presents Skill to **SORT**
  - 1 Question, then Possibility Presents
  - #1 – EZ Skill, massive shift
  - Possibility makes the presentation**
  - Would that be a different experience for you too?
- With this skill the ‘flame of hope’ becomes an \_\_\_\_\_
  - They state their reason for looking, ignites within hope and they tell us:
    - “**Yes, I want to do something about it right now.**”
    - How do we get them to tell us that?
    - Simple, we paraphrase back what they told us ...
      - Next we ask, “Is that what you mean?”
      - Then, we ask, “*Would you like to do something about it NOW?*”



## We Uncover Sally's Value

### KEY: Sally Volunteers Her Treasure, Heroic

- Wants to pay for her kids, Jack & Jill, education
  - By the way, this skill is only 4 phrases, total of 23 words
  - How do you think it would make you feel? She's in, we close at the beginning
    - Easy & BIG payoff, never have to overcome objection
    - How many engage? 80%
    - \*\*We then 'assign' homework- by restating the ?, jot down
- Still Step 1 ~ Strike Interest & Sort & **BFU**
  - Successful Step 1? Did You **Book a**\_\_\_\_\_?
- Confirm our Hero's Integrity right here @ Step 1
  - With this dialog-based skill... "No Shows" become ancient history
    - **Prospects tell us** their feelings about 'no shows'
    - **Prospects tell us** how they feel about people who don't show up
    - **Prospects tell us**, again, why they want to meet
  - Can you imagine someone telling you those 3 and not showing?
  - **KEY:** Both skills take about 6-12 minutes total; **prospect talks**  
\_\_\_\_\_ of time!

## Would That Skill Help?

- How to \_\_\_\_\_ “no shows”
  - Set the time
  - Take ‘em to the dentist
  - Get their emotional response to
    1. Being late
    2. Getting stood up
- Have fun...
  - Which of those 2 do you love the most? 🐱
  - How does it make you feel?
  - Magic... “Off the record, what do you think of people who do that?”
- Thrilled you took the meeting, what was the deciding reason? Why are you excited about meeting?
  - Assign “homework”

## Authentic Mutual Agreement

- “Excellent, we have an mutual agreement. A simple ‘yes, let’s get started’ or ‘no this isn’t for me’ – right? So we’re agreed, 100%, yes?” [1 in 100 goes sideways, it’s over-The **prospect** has **committed BEFORE** seeing what you have]
- “OK, let’s ask some questions. *I’ll go first.*”
  - What is the first question one should ask?
- “*Did you have a chance to do the homework?*”
  - They almost never do. [less than 15 since 1995]
  - Re-ignites hope, get the fire raging. Limbic 😊, reward potential
    - Let the prospect build the reward potential
  - The conversation is **about their treasure**, not PPC
  - The meeting is about them, their Hero’s journey...so start there!
  - **This step is the KEY to the vault. Why?**



## Crucial To Your Success

### Why The 'Invisible Close' Works

- There are only 3 things in a prospect's mind
  1. Can I make money?
  2. What would I have to do?
  3. Can I do it?
    - ✓Think Limbic System
    - ✓Reward potential of judgment calls
- As we go through the word-4-word...listen & notice
  - ✓Where the '**what would I have to**' is defined to Sally [prospect]
  - ✓When Sally '**decides**' she can do it
  - ✓When Sally '**confirms**' she can do it
- **Social proof?** Do you join thinking you could **not do it?**

## The Invisible Close Blueprint

### Remember The 3 Things In Prospects Head?

**KEY: Notice When "What would I have to do?" Is Defined & Confirmed**

- *What's Tommy Done On Call?*
  - They always say: "Nothing" or "Listened"
- *"Is that something you feel you could do?"*
  - Always yes, sometimes with a chuckle
- Would it be OK if Tommy and I did for you what I am doing for Tommy tonight?
  - Always yes, sometimes with glee!





## Prospect Executes The Invisible Close

- *“Tommy, myself and Rob, who’ll also work with you, have 4 years combined successful experience with this system.” [don’t worry, the time frame doesn’t matter]*
- *“And, there are only 2 possible outcomes.”*
  1. *“You join our team and turn all of us into failures”*
  2. *“You join our team and we turn you into a hopeless success”*
    - *“Sally, which of those 2 things **do YOU believe** will happen?”*
- This is a **close** meaning we **close** our Twinkie Hole
  - Do I really have to tell you what they always say?

## Enrollment Is Easy

### 1 Simple Sentence

- Make a positive statement & ask positive question
  - Enroll Sally
  - **Knowing how to enroll Sally w/ 1 sentence will feel \_\_\_\_\_, yes?** 
  - Want to know what that sentence is?
- See how good this works?
  - Your subby's Limbic is already agreeing! **It already BELIEVES**
- **Jack and Jill getting out of college debt free is going to feel wonderful, yes?**
  - It's fun, it's easy, it's no pressure on your or your prospect
    - Where did I get that one sentence? Step 1
    - Who told me? Sally
    - How? Sally presented to us "why" she should look; Possibility Presents

## Incoming BFO

### Brilliant Flash of the Obvious

- **Let's look at how many times Sally said 'yes'**

1. Yes to 3-way
2. Yes to 2 minutes
3. Yes to looking at information..... [FF + Most people Skills – 30-40 seconds]
4. Yes to extension so we could execute the Possibility Presents
5. \*Yes 3 times in first HJ Skill [ the possibility presents, not you!]
6. \*Yes again to reviewing the information
7. \*Yes to a follow-up
8. \*Yes to the “confirm hero's integrity' Skill
9. \*Yes to 'homework' of jotting down more about what they want
10. \*Yes – when she goes and looks that is a yes, right?
11. \*Yes – she showed up for the follow-up, her action is a yes
12. \*Yes to request for 'ground rules'
13. \*Yes to agreeing to say 'yes or no'
14. \*Yes to not saying 'maybe' [Average go90grower hears “yes” 15-25x before enroll]

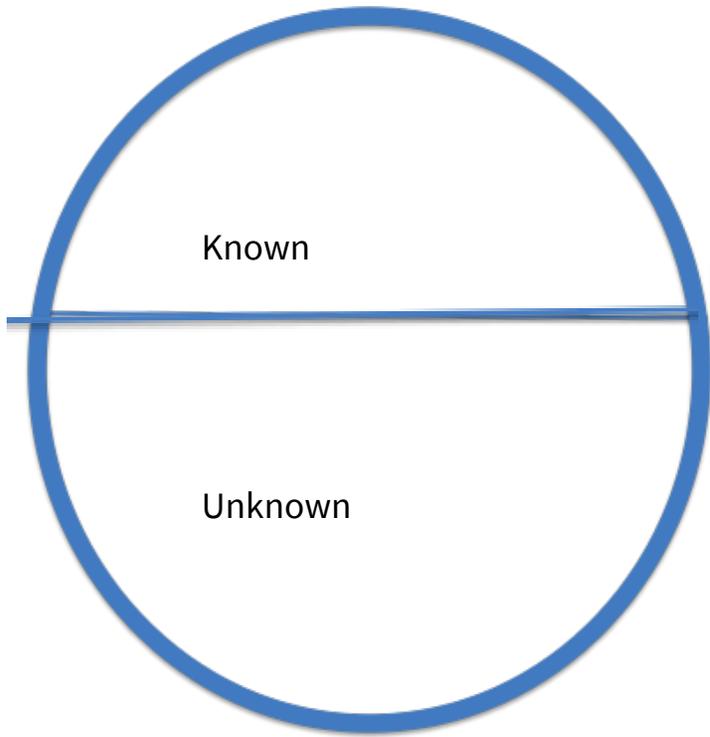
**HUGE** → All these "yes's" after #4 were Sally saying “YES' to her treasure, not PPC  
**Go90grower's know how to 'get out' of the way and let Hero's close themselves**

### No Upline or Team Yet? No Problem.

- My sponsor had quit
- Upteam too busy
- No names [I'd tried everyone]
- No support
  - Not the problem
- The real problem? Lack of Skills
  - You get the skills
  - You build a team
  - Piece of cake
  - No bad habits to break



## Let's Mini-Review



Threshold?  
Call to Action?  
Enrolling!

Our Multi-Million Dollar Discovery

It is no secret....and it is EZ if ...

Call to action is what they want!

How do we find this out?  
Possibility Presents Skill

### **NANCY?**

Makes it easy for prospects to cross threshold by letting prospects increase reward potential – asks right question and listens.

### **Takes an interest in them**

**AL?** Talks about what he thinks is important, PPC, increasing risk by **trying to be interesting**

## It's Worth Millions Let's Review

So Sally enrolled, now what?  
The work begins  
The real objective?

Teams who build effective teams \_\_\_\_\_

## Common Sense

- It's not about " \_\_\_\_\_ more"...
- It's not about getting **more people** \_\_\_\_\_
- Two requirements to get **more people** \_\_\_\_\_
  1. You must **have** the skills
  2. You need to know "**how to**" teach the skills
- Why?
  1. It's the objective: Teams who build effective teams -without you
  2. You are their \_\_\_\_\_ and \_\_\_\_\_
  3. How do they become Heroes? You teach the skills hands-on
- It's simple " \_\_\_\_\_ **and tell**"

## We Teach

### Wealth? Give Your Team **Skills**

- Where is the big money, really, in NWM?
  - Sponsoring or teaching?
- People ask all the time, "what's your secret?"
  - "There are no secrets, I just teach, teach-teach and teach-teach-teach"
  - Huh?
  - Teach Tommy what to do
  - Teach Tommy how to teach Sally what to do
  - Teach Tommy how to teach Sally how to teach
  - Sounds simple... but... there's a catch
  - **The Catch?**
  - \_\_\_\_\_

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## Let's Be Blunt

- **Networking is about generosity, not greed**
  - Al? He's trying to get them in HIS biz and collect commission
  - Nancy? She's trying to discover what the reluctant hero really values and collaborate to help them get it
  - **Key:** Success is about service
    - **We can't** \_\_\_\_\_ **what we do not have**
    - Al gives hype and fear of loss
    - Nancy gives skills and support
    - Who would you want sponsoring you?
    - Success in MLM? Become the sponsor you would \_\_\_\_\_
- \_\_\_\_\_ !!

## How Do We Get Better? Become A Part Time Brain Surgeon

### THE BIG 3 Money Makers?

1. Getting people to agree to look
2. Getting them to actually show up
3. KEY: Coaching others to succeed



### Included in Go90Grow©

1. Framed Firelighter skills
2. Hero's Journey skills
3. Coaching skills

**Go90Grow**

<http://go90grow.com>

# The Simple Success System

## BEHAVIOR 6: FOLLOW-UP & FOLLOW-THRU

### Working Smarter, Not Harder

#### 1. Follow-Up [Activity]

- Success of prospecting calls? Did you book a follow-up
- Always book next activity with new rep

#### 2. Follow-Thru [Productivity]

- Collect decision at follow-up
- Close on what they want
- Demonstrate skills hands-on

#### 3. Work the 3-Deep Pattern so duplication gets “caught”

- A system, based on skill, vitalized by people who teach these skills hands on