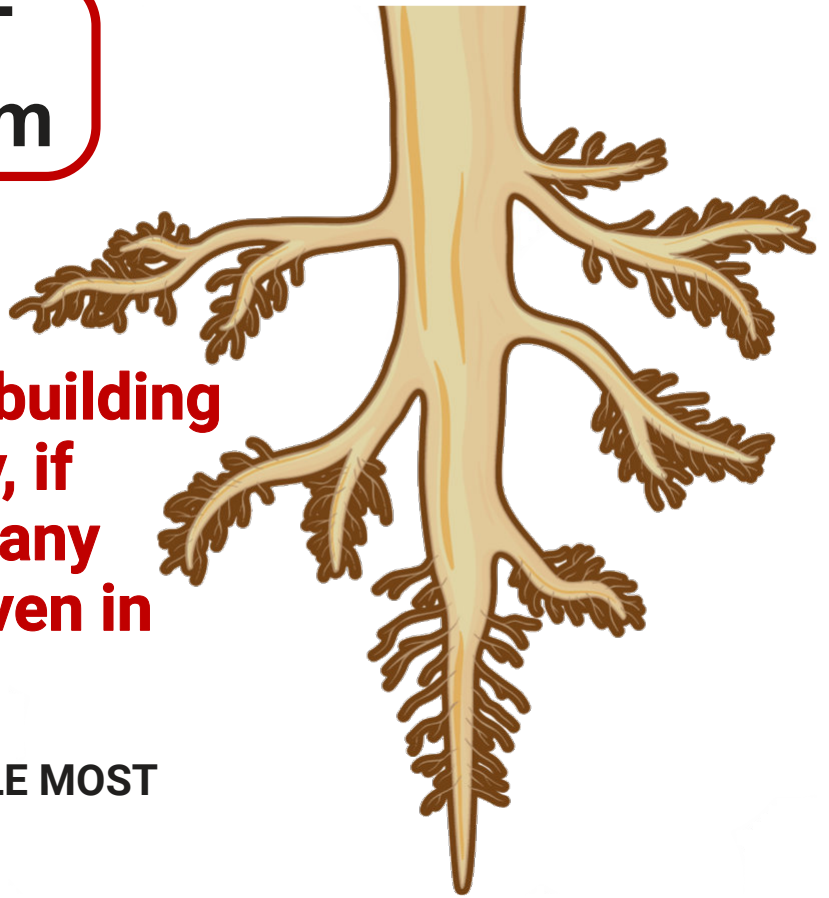


# The TAPROOT Success System

You are about to learn a powerful recruiting and team building method that is rarely, if ever, taught at company training events, or even in private coaching.



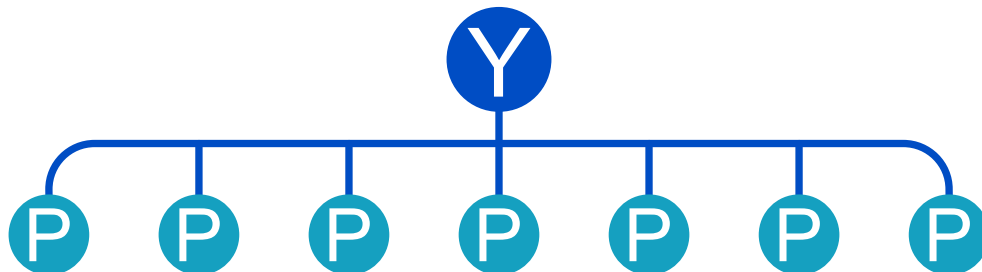
However this may be the **SINGLE MOST EFFECTIVE TECHNIQUE** to:

1. Ensure faster enrollments of multiple reps
2. Provide you long-term income stability in your organization.

It is called the **TAPROOT system**. Here is an image to help you visualize the reason for naming it that way. Take a look at the shape of an actual taproot. In just a moment, we'll show you how to apply this powerful natural phenomenon to your own organization.

First, let me describe the big mistake most reps make,

## LINEAR RECRUITING



**No Duplication by Your Recruits – No Team Building or Leverage – No Fear of Loss**

Some of the biggest problems with duplication and growth that new reps typically experience has to do with the way they structure the placement of their new recruits.

The mistake they make is to personally sponsor a number of people and put them all on their first level. The organization they build looks like a pancake. It is wide, but it is very flat. There's no depth.

As a result, your activities will be similar to a hamster running in a wheel. You're engaged in a lot of activity, but you're not getting anywhere.

When you have an organization with no depth, it is very easy for the people you sponsored to drop out, because they don't have anyone underneath them. They don't have a team, and there's little reason for them to stay engaged.

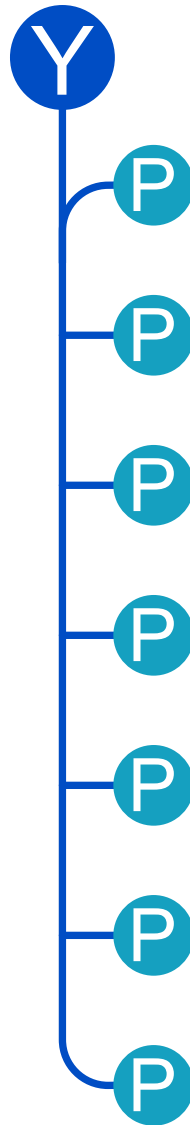
## **THE TAPROOT SYSTEM WORKS WITH ALL TYPES OF PROSPECTS**

There are a number of ways to add prospects to your list of potential recruits. The TAPROOT system works extremely well with all the different categories of prospects you will ever meet:

1. Warm Market
2. Leads
3. Social Media
4. Warm Market & Referrals from the 3 previous categories

Often, you will make presentations to any number of people who have not yet decided to join your business. They're still 'on the fence'. Using the TAPROOT system will motivate them to make the commitment to get started now.

## TAPROOT RECRUITING



**Your FIRST Enrollment Goes at The BOTTOM  
Then, Every Other Enrollment Goes Above**

**You Recruit 5 or 6 Prospects at a Time VS 1 or 2  
TAPROOTING Puts a Team in Place Immediately**

With the TAPROOT system, the motivation is both

1. Something To Gain
2. FEAR OF LOSS

**STEP 1** You have just enrolled a new rep. However you will not place them in your organization, or submit their forms to the company just yet. You will hold their enrollment and use it as a way to motivate others to join.

**STEP 2** You will reach out to one of your prospects whom you feel was close to joining but just needed an extra 'push'. Offer to place your newest recruit under them if they join right now. Once they make the commitment, you will not place them in your organization, but will repeat the same process you did previously.

**STEP 3** You will reach out to your next most likely prospect, and do the same thing as you did above. This time you will offer to place both people underneath their spot. You'll continue this way until you've built a taproot with 4, 5, or 6 people deep.

**STEP 4** During the last 5 or 6 days of each month, go through your list of undecided prospects. Determine which of them are "Green Apple" prospects (the ones with the best attitudes who seem ready to learn.) Give them the opportunity to join now, and get started with new team members being placed underneath them immediately. You will also benefit from the increased leverage of using the impending "end of the month" deadline to provide additional motivation for getting started now.

## **THERE ARE POWERFUL ADVANTAGES TO THIS SYSTEM**

Imagine having the choice of making a decision to join when offered 2, 3, or more people placed below you instantly. The combined factors of having something to gain, fear of loss, and the upcoming end of month deadline become strong motivators that are extremely difficult to resist.

You will continue this way until you have a new 'leg' or taproot with several people in that downline. For the last person in that line, you

will work with the others to begin placing new recruits downline from them.

There is no limit to the number of people you can offer to put in a taproot. In fact, as the old expression goes: “The more, the merrier.”

Now go back and take another look at the image of the actual taproot. You’ll see that there are also smaller roots that begin to grow from the sides of the main root. That process continues over and over.

## **ANOTHER POWERFUL WAY TO USE THE TAPROOT SYSTEM**

When you have prospect who likes your business, but is unable to decide right now, ask them for referrals from their warm market. Then offer to place any of their referrals directly under them when they choose to get into the business.

This is a powerful technique to use when you have built enough rapport with somebody that you feel comfortable asking them for referrals. This is not something to use when starting off with a prospect, but rather to save for those times when you’ve got a good prospect who simply is not ready to get started yet. Ideally, you would use this approach on one of your follow up calls.

This is a very effective short script to use in those cases.

*‘John’, let me ask you a question. Suppose you decided to get started working together with me. Out of everybody you know, who comes to mind as somebody you think would be a good fit to join your team?*

At this point you would simply ask your prospect for the names of their top potential candidates. Tell your prospect that you’ll

contact those referrals on their behalf, and when any of them want to join you'll enroll those people underneath them.

Rather than merely telling a prospect that you'll work with them, you'll demonstrate it to them right from the beginning of your business relationship.

Next, it's time to call those referrals.

Here's a very effective short script to use when making your presentation to those referrals:

*Hello 'John' this is Ron, I'm calling you because we have a mutual acquaintance (name of contact) and your name came up. We were discussing different ways to make extra money and he/she suggested I speak to you. Do you have a moment...*

Go through a brief qualification and make your presentation, if appropriate. Then get back to your personal prospect and let them know the person they referred is ready to get started, and you want to place them on their team.

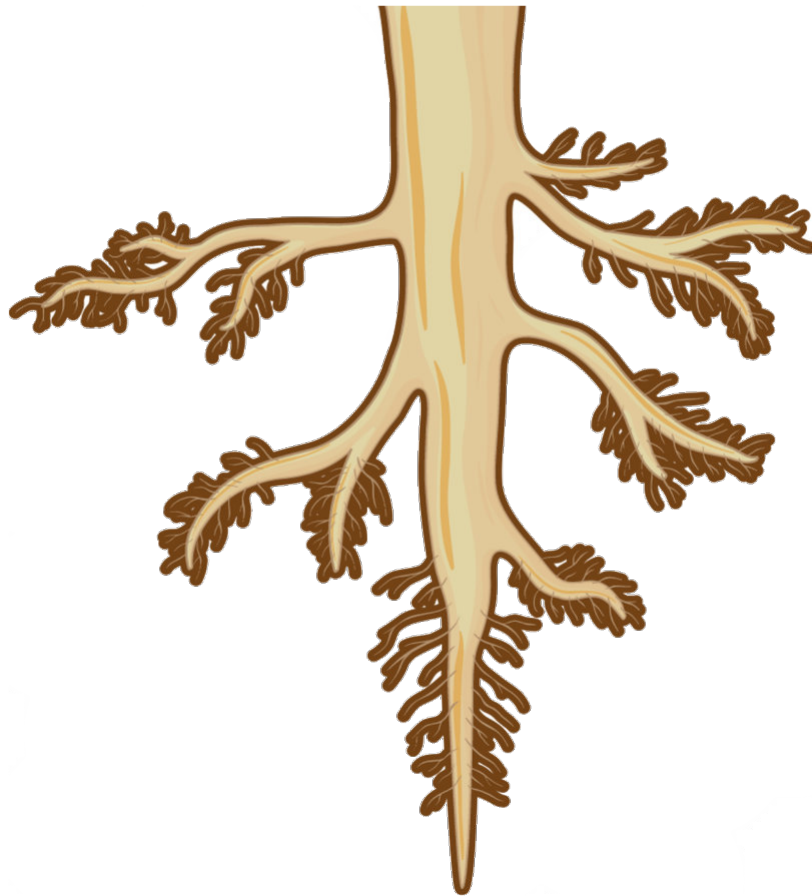
### **IN SUMMARY:**

One of the most important roles you have as sponsor is to help your newest recruits get their first person and begin building a team under them. That is the reason the TAPROOT Success System is so important.

You've now seen how you can motivate people who are 'on the fence' to get started now by offering to sponsor new recruits underneath them. This gives them double motivation to join now. They clearly have something valuable to gain by having these new people on their teams. Even more importantly, they have something to LOSE. In truth, this is a far more powerful motivator. Because it has been proven that when people have something to lose, they are much more likely to take action.

Therefore the TAPROOT Success System gives you the leverage of having more people sign up quickly, and having them stay in the business longer, because they've already got reps downline from them.

You'll build teams faster and your new recruits will stay in the business longer. Ultimately this means more income for you and ensures the long-term success of your business.



*Ron Malezis*