

MLM**W**ealthTraining.com

MODULE: **20**

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LIVE Q & A





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LIVE Q & A



HAVE YOU WONDERED WHAT THE BEST WAY TO MEASURE YOUR RESULTS IS? OR PERHAPS IF YOU SHOULD BE USING A FUNDED PROPOSAL TO GENERATE LEADS OR IF ACTIVELY BUILDING MULTIPLE MLM COMPANIES IS A WISE STRATEGY? WOULD YOU LIKE TO LEARN HOW TO GET A “FENCE SITTER” BUILDING A TEAM BEFORE THEY MAKE THE DECISION TO JOIN? LISTEN IN AS MLM LEGEND RON MALEZIS SHARES HIS PROVEN STRATEGIES WHILE ANSWERING QUESTIONS LIVE FROM NETWORK MARKETERS FROM VARIED COMPANIES.



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1. WHAT IS THE BEST WAY TO MEASURE RESULTS?

HAVE WEEKLY A _____ G _____ FOR THE NUMBER OF:

- A. _____ CALLS
- B. P _____
- C. PROSPECTS T _____ TO
- D. PROSPECTS IN THE P _____

A _____ ENCOURAGES PRODUCTIVITY

2. WHAT IF MY NEW PERSON WON'T PRODUCE THEIR TOP 25 LIST?

EXPLAIN RON'S "INVITING SOMEONE TO DINNER" ANALOGY IN REGARDS TO THE TOP 25 LIST.

YOU CAN LEAD A HORSE TO WATER BUT YOU CAN'T MAKE THEM DRINK IT. INSTEAD, FIND T _____ HORSES.

3. HOW CAN I PRESENT A START-UP COMPANY WITHOUT HAVING CONCRETE DETAILS?

C _____ IS A KEY INGREDIENT TO ANY NEW COMPANY.




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BE C _____ AND MINDFUL OF THE INFORMATION YOU SHARE.

4. WHAT SHOULD BE DONE BEFORE I TRAVEL TO SUPPORT NON-LOCAL DISTRIBUTORS?

WORK WITH THE EVENT HOST TO CREATE V _____ FOR THE EVENT.

CALL EVERY K _____ L _____ IN YOUR GROUP AND ASK WHO THEY KNOW IN THE EVENT LOCATION.

HAVE MULTIPLE L _____ REPRESENTED AT EVENTS.

HAVE YOUR ENTIRE GROUP INVITE TO THE EVENT TO CREATE A S _____ OF U _____.

USE A _____ CODE SPECIFIC LEADS TO BUILD FROM THE EVENT'S LOCAL MARKET.

5. IS IT WISE TO BE IN MULTIPLE MLM COMPANIES?

N__!

F _____ ON THE COMPANY YOU ARE IN AND BE P _____ OF THAT.



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WHY CAN'T YOU RIDE TWO HORSES AT THE SAME TIME?

6. DO FUNDED PROPOSALS WORK?

A FUNDED PROPOSAL IS WHERE YOU P_____ A LEAD AND TRY TO SELL THEM A PRODUCT TO COVER THE C_____ OF PRODUCING THE LEAD.

THIS IS T_____ AND ENERGY CONSUMING.

B_____ A LEAD IS CHEAPER THAN M_____ ONE.

THE COST OF MAKING A LEAD IS:

EXPLAIN HOW A LASER BEAM DIFFERS FROM A LIGHT BULB.

7. WHAT IS THE BEST WAY TO APPROACH A COLD LEAD'S WARM MARKET?

EXPLAIN "TAPROOTING."



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TAPROOTING SCRIPT: NAME, IF YOU DECIDED TO GET INVOLVED IN THIS BUSINESS, THERE MUST BE NAMES THAT COME TO MIND OF PEOPLE YOU WOULD TALK TO FIRST WHO ARE SOME OF THE MOST RESPECTED BUSINESS PEOPLE THAT YOU KNOW. COULD YOU PUT SOME OF THOSE NAMES ON PAPER FOR ME AND WHAT I'D LIKE TO DO IS CALL THOSE PEOPLE AND EXPOSE THEM TO WHAT YOU'VE SEEN AND IF THEY LIKE THE BUSINESS THE WAY YOU LIKE IT, THEN YOU CAN ENROLL THEM AND THEN WE'VE GOT YOUR BUSINESS STARTED ALL OF THE SUDDEN.

TRUST + RESPECT = I _____

FORMULA FOR CALLING TOP 25:

M _____ A _____ + C _____ + ARE YOU O ____ TO TAKING A LOOK AT WHAT WE ARE DOING?

8. IS IT WISE TO BELONG TO MULTIPLE MLM COMPANIES AS A CUSTOMER?

Y _____!

BUILD A TEAM WITH O ____ MLM BUT SUPPORT AS MANY AS YOU CAN AS A PREFERRED CUSTOMER.

9. WHICH AUTO DIALER DO YOU RECOMMEND?

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10. WHAT ACTIVITY SHOULD A NEW DISTRIBUTOR WITH AN ABUNDANCE OF TIME DO?

GET THEM ON A LEAD PROGRAM IMMEDIATELY AS THIS WILL GET THEM C_____ TO MAKING C_____ AND IMPROVING THEIR S_____ DAILY.

11. WHAT IS A STEP-BY-STEP METHOD TO CONSISTENTLY BUILD MY BUSINESS?

FOLLOW P_____ METHODS FROM SUCCESSFUL LEADERS AND COACHES AND AVOID "TRIAL AND ERROR" ACTIVITIES.

12. WHERE CAN I BUY HIGH QUALITY LEADS?

THE PRICE OF A LEAD IS RELATED TO THE COST TO GENERATE IT NOT TO THE Q_____ OF THE LEAD. THE LEADS GET BETTER WHEN Y_____ GET B_____.



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MODULE 20: ANSWERS

1. WHAT IS THE BEST WAY TO MEASURE RESULTS?

HAVE WEEKLY ACTIVITY GOALS FOR THE NUMBER OF:

- A. 3 WAY CALLS**
- B. PRESENTATIONS**
- C. PROSPECTS TALKED TO**
- D. PROSPECTS IN THE PIPELINE**

ACCOUNTABILITY ENCOURAGES PRODUCTIVITY

2. WHAT IF MY NEW PERSON WON'T PRODUCE THEIR TOP 25 LIST?

EXPLAIN RON'S "INVITING SOMEONE TO DINNER" ANALOGY IN REGARDS TO THE TOP 25 LIST. ALL YOU CAN DO IS INVITE SOMEONE TO PRODUCE THEIR TOP 25 LIST AND LET THEM KNOW WHEN THEY ARE READY, YOU ARE READY.

YOU CAN LEAD A HORSE TO WATER BUT YOU CAN'T MAKE THEM DRINK IT. INSTEAD, FIND THIRSTY HORSES.

3. HOW CAN I PRESENT A START-UP COMPANY WITHOUT HAVING CONCRETE DETAILS?

CREDIBILITY IS A KEY INGREDIENT TO ANY NEW COMPANY. BE CAUTIOUS AND MINDFUL OF THE INFORMATION YOU



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SHARE.

4. WHAT SHOULD BE DONE BEFORE I TRAVEL TO SUPPORT NON-LOCAL DISTRIBUTORS?

WORK WITH THE EVENT HOST TO CREATE VALUE FOR THE EVENT.

CALL EVERY KEY LEADER IN YOUR GROUP AND ASK WHO THEY KNOW IN THE EVENT LOCATION.

HAVE MULTIPLE LEGS REPRESENTED AT EVENTS.

HAVE YOUR ENTIRE GROUP INVITE TO THE EVENT TO CREATE A SENSE OF URGENCY.

USE AREA CODE SPECIFIC LEADS TO BUILD FROM THE EVENT'S LOCAL MARKET.

**5. IS IT WISE TO BE IN MULTIPLE MLM COMPANIES?
No!**

FOCUS ON THE COMPANY YOU ARE IN AND BE PROUD OF THAT.

WHY CAN'T YOU RIDE TWO HORSES AT THE SAME TIME? IT IS CONFUSING AND DISTRACTING.

6. DO FUNDED PROPOSALS WORK?



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A FUNDED PROPOSAL IS WHERE YOU PRODUCE A LEAD AND TRY TO SELL THEM A PRODUCT TO COVER THE COST OF THE LEAD.

THIS IS TIME AND ENERGY CONSUMING.

BUYING A LEAD IS CHEAPER THAN MAKING ONE.

THE COST OF MAKING A LEAD IS IT TAKES YOU OUT OF THE BUSINESS.

EXPLAIN HOW A LASER BEAM DIFFERS FROM A LIGHT BULB. A LIGHT BULB EMITS LIGHT EVERYWHERE BUT HAS NO POWER WHILE A LASER BEAM CAN CUT THROUGH STEEL WITH THE PROPER STRENGTH AND FOCUS.

7. WHAT IS THE BEST WAY TO APPROACH A COLD LEAD'S WARM MARKET?

EXPLAIN "TAPROOTING." ASKING A LEAD WHO IS ON THE FENCE ABOUT JOINING FOR THEIR TOP CONTACTS AND INVITING THOSE CONTACTS TO REVIEW THE BUSINESS ON THAT LEAD'S BEHALF.

TAPROOTING SCRIPT: NAME, IF YOU DECIDED TO GET INVOLVED IN THIS BUSINESS, THERE MUST BE NAMES THAT COME TO MIND OF PEOPLE YOU WOULD TALK TO FIRST WHO ARE SOME OF THE MOST RESPECTED BUSINESS PEOPLE THAT YOU KNOW. COULD YOU PUT



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TRUST + RESPECT = INFLUENCE

FORMULA FOR CALLING TOP 25:

MUTUAL ACQUAINTANCE + COMPLIMENT + ARE YOU OPEN TO TAKING A LOOK AT WHAT WE ARE DOING?

8. IS IT WISE TO BELONG TO MULTIPLE MLM COMPANIES AS A CUSTOMER?

YES!

BUILD A TEAM WITH ONE MLM BUT SUPPORT AS MANY AS YOU CAN AS A PREFERRED CUSTOMER.

9. WHICH AUTO DIALER DO YOU RECOMMEND?

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NOTES:



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