

## **Power List Creation:**

The Purpose of putting together a Power List is to get the word out that you started a business. Minimum is Top 25, Average is Top 100, High is 600. According to the NY Times the average person knows 600 people. As you build your list you will see that your contacts will fall under 3 types of people. People you know, people you don't know and people your people know. List everyone you can think of, even if they are 90 years old or someone that you don't even think would be interested in the opportunity or listening to you. Remember, emotionally detach yourself from the outcome. The initial goal is to educate and share the opportunity with the prospect. It's not about getting a new customer or associate. Don't take it personal.

Network on purpose, have fun. Look at this as if you are putting together a starting 5 team for your sport, You're on the lookout for either someone who can be on that starting 5 or someone who can introduce you to someone who can be.

### ***Who do you know?***

- **Members of your own family**

- Father and mother
- In-laws
- Grandparents
- Children
- Siblings
- Aunts / Uncles
- Niece / Nephews
- Cousins

- **List you already have**

- Current address book
- Email address list
- Cell phone contacts
- Holiday card list
- Wedding invite list
- Business card list

- **Social Media**

- Facebook
- LinkedIn
- Twitter
- Instagram
- SnapChat

- **Your closest fiends and those whom you associate with regularly**

- Friends / Neighbors
- People you work with
- Church members
- Hobby friends
- Fantasy football league friends
- Workout fiends
- People you play sports with

- **Those you do business with**

- Auto mechanic
- Accountant
- Banker
- Babysitter
- Bartender

- Car dealer
- Dentist
- Doctor
- Dry Cleaners
- Grocer
- Hair stylist
- Housekeeper
- Insurance agent
- Lawyer
- Merchants
- Real estate agent
- Travel agent
- Bus driver
- FedEx / Ups driver
- Fireman
- Florist
- Leasing agent
- Mailman
- Photographer
- Tailor
- Waitress

### ***Mindset of a recruiter:***

Emotionally detach yourself from the outcome. The initial goal is to educate and share the opportunity with the prospect. It's not about getting a new customer or associate. Don't take it personal.

Be yourself. Sounding different on the phone will only make your friends and family uncomfortable. If you call your cousin or friend by “**DUDE**” or “**BRO**”, then call them that.

Don't be afraid to be a little bold. You can be yourself and still have the person on the other end sense a bit of boldness from you. For instance instead of saying, “*Im hoping this will work for me*” SAY “*I have finally found something that I believe can give my wife and I a chance to live the life we have always wanted and I've never been this serious about taking control of my life before*”.

Enthusiasm creates curiosity, which causes people to ask questions. When people ask questions you answer them, but unfortunately your answers may be incorrect or incomplete which causes a new prospect to jump to conclusions and the result is failure.

This is why knowing what to say can make all the difference in someone being interested and wanting more information.

### **Phone Calls:**

The goal is to invite them to the meeting or schedule a 1-1 meeting.

**Hey \_\_\_\_\_, hows everything going?**

**I wanted to ask you if you have anything going on \_\_\_\_\_?**

Listen, I am calling to let you know that I took a position with a financial services firm. I am really excited, I'm in training and because I value and respect your opinion I was hoping you would help me out and come to one of our meetings. I can count on you, right?

### In Person:

A prospect is someone with a need that we can fill with the business opportunity or our services.

Be in a hurry, start with a compliment. **"Excuse me, you look very sharp."**, **"May I ask what you do for a living?"** Then ask them **"Do you see yourself doing that for the next 10-15 years?"**

Be assumptive because at this point you will only get 1 of 2 responses, **"No I don't"** or **"Yes I do"**.

#### **If they say "No I don't"**

"Great! I can't promise you anything but I have a friend who's an executive with a company, and he/she is looking for good people. I can put in a good word for you. What's the best number he/she can reach you at?"

#### **If they say "Yes I do"**

"Here's my card. If you know of someone that is looking to make additional income, please pass my number along or if you ever need my services call me and we can set up a time."

### Objections:

If they say what do you do?

You say **"What we do is show families how to make and save money, everyone wants to save money, right?"**

If they say: Is this a salary or commission?

You say, **"Do you prefer salary or commission?"**

If they say: "I'm busy or I don't have time"

You say, **"Great, we like busy people. Busy people get stuff done"**

If they say is this like \_\_\_\_\_ company?

You say, **"do you like \_\_\_\_\_ company?"** If they say yes, **"Great! we have some similarities. What's better for you today or tomorrow?"** If no, **"Great! Let's get together, what's better today or tomorrow?"**

If they say is this a MLM? You say, **"Are you familiar with the real estate industry? Our firm uses the same relationships that the real estate industry is based on. You have the option to earn income as an independent agent or establishing your own agency and warning override income."**

Or

If they say is this a MLM? You say, **"sounds like you had some experience with MLM, did you try one out at some point? What happened?"** They will say, yes, I got involved with XYZ and it didn't work out. You say, **"OK, what was the reason you think you didn't have**

**success?”** Well, my friend talked me into it and I didn't have a lot of time and I thought more people would have gotten involved faster but they didn't and I eventually stopped. You say, **“Would you say you probably didn't give out a fair shot?”** And **“Do you think the industry or the company was the problem or maybe the timing was off?”**

### **Presentations:**

There are 3 types of presentations at TBG:

- 1- Opportunity meetings
- 2- Hosting a kick off party
- 3- Recruiting interviews at the office

### **Follow up:**

Encourage and challenge them to meet with you or your manager.