

JC's Team

“How to easily find people for your team who will duplicate and how to get them to identify themselves without wasting your time”.

Don Failla's “45 Second Presentation” book and his 3 step, 10 minute “The System” book that shows you how to use the 45 Second Presentation to get people signed up to be on your team. (2 books)

What we will be talking about is another way to get people signed up – this does not conflict in any way with anything GRANDSUN teaches or replace any of the GRANDSUN tools. The 3 step “system” involves 2 short steps before we introduce them to GRANDSUN – the 3rd step is to use the GRANDSUN tools we already have – DVD etc

It provides a way to sift and sort through people to find those wanting to build a business that takes less of your time and provides a system to make sure duplication happens. If you are like us, one of our biggest difficulties is to get those we sign up to sign up others (duplicate).

With Don Failla's “System” there is a third approach that works best of all – the lifestyle approach.

Don's story about going to Holland, seeing thousands of sailboats, but noticing on weekdays when they went out on the ocean, no sailboats are out on the water because their owners are all at work....

95% of everyone wants something they don't have whether it be time or able to be bought with money, or both. You really need both time and money to be able to enjoy either....

For example, this includes almost everybody

- people who want more TIME to spend with their kids, go to their sporting events and be with their family
- even a couch potato who spends the weekend watching football on a 17” screen who would really like a 52” HD flat screen
- people who want the vacation house, the Ferrari, or whatever
- even the guy with the \$1 Million yacht, who wants a \$5 Million yacht

If 95% of all people want something, it will be a lot easier to get them interested in a low cost, little time way to get that thing than it will be to get them interested in a greeting card business...

“Starting a new business” sounds too much like work and they don't have enough time as it is....

The 3 step approach:

1. use the 45 second presentation/web site as a tool to find out what they want and point out there is a way to get it.
2. use the 45 second book as a tool to see if they are open to the network marketing model as a way to get what they want once they understand what it is – and that it takes little time or money when done right.
3. use your GRANDSUN tools to explain GRANDSUN – just the details of the “how to”.

Once someone understands step 1 & 2 – takes you 10 minutes, tops, they don't need proof that GRANDSUN works. They don't care about you, your company or your products, if they own a sailboat; they just want to get their boat out onto the water – that's what they care about.

It's a lot easier to "sell" them on a way to get their boat on the water – even in the middle of the week - than it is to get them interested in starting a hydrotherapy home SPA business!

This is why they get easy to sign up into GRANDSUN – GRANDSUN is just the "details" of what they do to get what they really want – all the cool stuff about what GRANDSUN does is just a bonus.

New Definition of Our Target Market:

Anyone who wants something they don't have and are willing to dedicate some time, effort and money to get it if they are shown how and helped to do it.

Can you see how those people would be the ones you want on your team? Assuming you can find them, don't you like that definition of our target market better than "women", "Oppty seekers", "businesses" or even "niche businesses"? So the question becomes, how do you find them?

Hang in there and I'll show you – you only need 5.

The key is how do we find those willing to put some time, effort and money into getting it? (sifting & sorting). That's what the system I'm going to show you will do for you.

About the network marketing business model...

It's always best to understand how your prospect thinks and as copywriters say, enter the conversation already going on within their head...

Len Clements and his company, Market Wave, did a survey of 7,000 people a few years ago of people who had never owned a business of any kind. He asked how many would like the freedom and income of their own business if all obstacles were removed.

85% said "yes", which as Len says, means that 15% didn't understand the question... Who wouldn't want to be able to do anything they want, when they want, with whoever they want, without regard to cost?

So, next he asked why, if everyone wants the end result, why had nobody even tried to start their own home business. There were 4 overwhelming fears that stopped them. Some had one fear, some more than one, but all 7,000 fit into one of these 4:

1. It costs too much (businesses can cost \$100,000 + to start and they don't know anyone who would give/loan them the \$\$

2. It takes too much time (everyone has heard it takes 80 hrs/week to launch a new business)

3. It's too risky (you have to quit your job and most new businesses fail)

4. It takes skills, knowledge or experience they don't have (most people have no training in any of the skills needed like sales, mkt, production, acct, finance, people management, etc, etc)

If you understand that people have these fears – and the last one was actually mentioned the most – then you can show them how to eliminate their fears.

Don & Nancy owned an International House of Pancakes for 4 years – open 24/7, 35 teenaged employees – 3 days off in 4 years

Quizno's ads in paper lately – only \$15K to start – they will loan you the rest – I talked with a Quizno's owner once – after more than a \$100K investment, working 80 hours/week making \$35K.

So, what if,

- you could start for \$2000-\$3000
- you could work part time 5 – 10 hrs/week when it fit your schedule
- you could keep your job or other source of income until your new business pays you more than your job
- you could get personal one-on-one consulting and coaching from someone successful at the business who will help you every step of the way for as long as you own your business – for a cost of \$0

And lastly, what if you could purchase all the product development, sales, marketing, accounting, financial and other services you need to do the business – for - \$35/year?

That's what network marketing offers people – and for the 95% of all people who either don't understand it or know what it is – it is the only realistic way for them to “own their own life”

Additionally, MLM has good credibility now where it didn't a few years ago. Now:

- Donald Trump bought a nutritional MLM company and is doing a launch this fall
- “Rich Dad”, Robert Kyosaki endorses MLM as the best type of business for the average person
- Warren Buffet bought a MLM company

You only need 5...

People will want to do what they see you do. If you tell them to make a list of 200 prospects that looks a lot like selling and a lot of rejection..... Most people can't and won't do it.

We commonly hear people say “I don't want to talk to my friends...” “I'd rather talk to strangers”

If someone says or thinks that, here's what that means – they either don't **understand** or **believe** what network marketing can do for them.... because...

If you knew you – or anyone else - could achieve financial security in 3 years or less and you **really** understood and believed it, why would you tell a stranger about it instead of your best friends?

So how to pick your 5?

Who are the 5 people you would most like to be able to come with you on the cruise next year? That's your 5.

You might have to talk to more than 5, but that's OK – you only want to **choose those** who will take the time and effort to make it work. You are not selling – you are offering to work **for them** to make sure they succeed and you only want those you like to spend time with.

You are interviewing them, just as you would for a job – they need to convince you that you should pick them for one of your “5”.

Building your team is not about “selling”, it's about “teaching/training”

In fact, professional sales people typically fail at MLM because they never learn “how to do the business”. However they can be the best at it of anyone if they just take the time to learn first.

Sales people may sponsor 10, 20 or even 100 people, but they never duplicate and the people on their teams are quitting because they are not as good at sales so cannot do what the sales person is doing.

The method of identifying 100 or 200 people you know and learning how to “go for no” are sales techniques and ways to learn to get good at selling. Selling is an invaluable skill that can only help – just so long you know how to use it.

When you are looking for your “5”, you are not selling, you are interviewing them to see if they qualify to get your help building THEIR business for free..... so they can get whatever it is that THEY want.

The elusive skill of “duplication”

Duplication happens when you sponsor someone and then help them sponsor & train someone and then help them teach their person to do the same. You are not duplicated until you are 3 levels deep.

If you sponsor 5, and then help them each sponsor 5 and then help each of those sponsor 5, you will be helping and working with 125 people – only 5 of who you signed up yourself....

That is why the key skill to master is not selling, it’s **teaching and training** others.

Once you have your team down 3 levels, that means your direct signups will be independent of you and able to go forward without your help – freeing you up to go find your next 5

Learning to “drive”

Why do most people fail at network marketing?

I believe that after reading Don’s two books – 3 times each – that the reason is as he says – no one shows them how to drive...

Would you give your kid the keys to a hot car if he didn’t know how to drive? Makes no sense, no matter whether it’s a Ferrari, Masarati, Porsche, or whatever, he’ll crash it.

The analogy here is that learning how to build a network marketing team is the learning how to drive part.

People fail because they don’t understand “how to drive” so they go from company to company looking for a better product, comp plan or whatever and never learn how to do it.

Don’s “45 Second Presentation” book does just that – he uses short “napkin” presentations to explain what network marketing is and how to build a large team. He does NOT mention any specific MLM company so these tools can be used by any MLM company.

GRANDSUN and all other MLM companies teach us to lead with the tools they provide – web sites, DVDs, etc, etc. – **the problem is we’re giving them the “hot car” without teaching them to drive first so they crash & burn.....**

All the emphasis on the product, the service, sending out to give, etc, etc is all focusing on the product – we’re all involved with GRANDSUN because we love the product, service, values GRANDSUN represents, but for the average person who knows nothing about MLM, it’s like giving someone a professional set of mechanic’s tools and diagnostic equipment and asking them to fix your car.....

I believe this is what’s missing in GRANDSUN and why we haven’t hit the “momentum” people like Jimmy Dick talk about.

The “vehicle” is not as important as learning to drive first.

Your people will sign up to be on your team and get your and your upline's support more than they will for the product or service. It just so happens we have the best MLM product out there – but we already know that – that's just a bonus....

Don's 3 Step System – in person or on the phone

1. Ask someone if they “*know anyone*” who likes to travel or go on vacation. If yes, then give the 30 – 45 second presentation (60 seconds) Either in person, read it from your business card or have them go to the web site. *Get them thinking/talking about what they would be doing differently if they “owned their life”.*

2. Then, if the person expresses interest, have them go to the web site and fill out the form, or just loan them the “45 Second Presentation” book and tell them to read the first 4 chapters (explain why). If by phone, have them go to the web site and fill out the form and then after you talk with them when you receive their form, send them the book.

Don't have a further FU conversation until they have read the first 4 chapters of the book. If you call them and they haven't read it, do not talk to them, schedule a FU for later after they read it. Also, do not tell them anything about GRANDSUN yet.

Note: *the person you are talking with will see it only took you a few minutes to go through these first 2 steps – they will have to put in the time to read the book and fill out the web form – they need to qualify themselves top prove they are worthy of your time to help them. And, when you talk to them, they need to sell you on why you should pick them.*

Note: *We are letting the “tools” do the work, just like GRANDSUN says, just using these tools (bus cards, web site, book) before we use the GRANDSUN tools.*

Note: *After someone reads the book, there is no guarantee they will be interested in network marketing or joining your team, however, what is guaranteed is that you will not have spent 3 hours trying to explain to them how network marketing works!*

3. Use the GRANDSUN tools - explanations of comp plans (other than what's said on the 13 minute “oppty” DVD) or tech details, they are signing up to be one of your “5”.

Note: *You shouldn't need to spend much time on GRANDSUN – maybe 20 – 30minutes. If they can't decide, don't have the money, or whatever, that's fine. If they want to do it later, just say: “contact us then” and we'll put you on the waiting list to be in our next group of “5”.*

Optional Tools you may need:

- business cards – describe it and give URL – no mention of GRANDSUN – it has your personal web site URL on the front and the “45 second” presentation on the back
- 45 Sec Presentation books/CDs
- System book
- Web site