

Piquing & Presenting For Your ACN Business...

It is important to understand that the way you say what you say, is most important. Correct 'piquing' language is a skill that can be developed over time, however enthusiasm, belief and urgency will always convey a powerful message to close contacts and strangers alike. For the new IBO a VERY simple Pique will often be something like the following for their 'immediate' contact list.

Example Piquing Script for 2 on 1 or PBR

Hi _____, it's _____. How are you?

Do you have a second to talk?

Great, what are you doing _____ day/night?

Listen, I have found a way for us to

... turn Bills into Cash!

... get paid when people turn on a light, use their phone, cook their dinner, browse the Internet.

I figured that would be something you'd want to know about? Right! You have to see this! It's brilliant.

Or

"Hi _____, it's _____. How are you?"

Do you have a second to talk?

Great, what are you doing _____ (time for 2on1 or PBR)

"I saw something and thought of you. I know you've been looking for (prospects potential reason why)..."

"I've found a way! "So let's get together at _____"

If They Say YES

Be at my place/meet you tomorrow _____ at _____!

Can I count on you to be there?

OR for a more 'professional type' contact...

Hi _____, it's _____. How are you?

Do you have a second to talk?

Great, what are you doing _____ night/day?

I need a favour. I've just started an International Business Project with huge income potential, and at the same time we feed hungry children and their families in Australia...

I would appreciate if you could stop by to evaluate it with me... be a sounding-board?

I'd really value your opinion.

If They Ask Questions...

Great question. All that information & more will be covered _____ (confirm appointment)

It's Brilliant. Can I count on you to be there?

Or

Great question. It's about getting paid every time someone pays a bill for an essential service! It's Brilliant. Can you make it on _____?

For more General Piquing

Three things people readily talk about:

- i) Weather
- ii) How bad things are
- iii) How bad things are going to get, i.e. complaining

Get people talking about the weather, how bad things are and how bad things are going to get.

"What else is going on in your life?"

"So _____ would you like to do something about it?"

Excuses: Leave them alone

If they say... what do you mean, or how can that happen etc, say: "When do you have a free 20 mins? I'll get someone to give you some information so you can do something about it."

Or "I'll grab a DVD... It will change your life..."

In your own words with ENTHUSIASM book a time/give a DVD and secure a time to follow up! (Within minutes if online Video or No more than 48 hrs if DVD!).

IMPORTANT: To master the skill of Successfully Inviting to PBR's study the Video 'PBR Nation'.

www.winnersworld.com >Training>Video>PBR Nation

Piquing – ‘One Liners’

Remember: Everybody wants more money, more time and pay less tax. It's what we say that shuts them off... or draws them to want to know more. Become committed to learning great language skills. You make people aware of their problems and offer a solution.

“I’m just curious...”

- **Would you be open to hear about how you can help feed hungry children and their families in Australia just by paying your bills every month?**
- Does your job get in the way of your life?
- Would you like to quit your day job?
- Is this the career you want for the rest of your life?
- How would you like to take a 6-month vacation twice a year?
- Would you like a \$500 raise without having to ask your boss?
- Would you like to retire year's early on full pay?
- Are you married to your job or open to other options?
- Are you open to another income alongside what you're currently doing?
- Would you love to pick your children up from school every day?
- Would you like more money left over at the end of the month after you have paid all your bills?
- Are you looking at financial options outside of what you are currently doing?
- Would you like more than just one income stream?
- Can I get you to evaluate something?
- Are you open to diversifying your income?
- I've just found out how to retire 10 yrs earlier, and get paid when you use electricity or use your phone...
- Would it be OK if you had a 5-day weekend...
- Got paid every time your neighbours turned on their lights?
- Do you pick the hours you want to work?
- Do you get a phone bill every month?
- Not having enough money to buy your dream car?
- Just getting by from pay-day to pay-day?
- Keeping the same lifestyle?
- I've just found a way to turn Bills into Cash!

Always Agree With People

Ask people what they do... they will ask you what you do!



Incorporating Foodbank

This is the introduction to every business overview to appeal to the prospects emotion as and maximise the value for Foodbank, even if it is a 3 way, 2-1 or a home meeting, EVERYTIME

I want to thank you for coming today/tonight and we are going to show you two things:

1. One - there is an incredible and exciting financial proposition for you, (if a 1 to 1 presentation you will know their specific needs/wants) and
2. The other is that you have a big opportunity to be a difference maker as our company is taking on feeding families and childhood hunger.

The best case scenario is that you will see a way that you can create an income for your family whilst providing food for hungry children, the worst case scenario is that you can help feed children by re-directing some expenses that you are already paying!

Piquing & Presenting Utilising... 4 Steps with the 1 minute Presentation.



Step (1) Everything happens at Step 1

STRIKE INTEREST AND SORT

Piquing skills and wording very important

Use **Frame Firefighters** to quickly “sort” the person’s level of interest.

You must identify a **BENEFIT statement** that sparks their interest – what would be of personal interest to them and bring **HOPE** into their lives. Connect to their **VALUES**. Your goal is for them to **ASK YOU** for a presentation. Listen to **THEIR WORDS**.

Start with Phrases...

Just curious... I’ve just found out... *Use 2 things (see suggested ‘One Liners’ on Page 2)*

Reply:

Would you like to do something about it?

If they say yes...

“I have to ask you a few questions first.”
(unpack the benefit)

What would you like more in your life and what would you like less in your life? Are you serious or just kidding around about _____ and getting _____?

Do not proceed until you establish a Specific Benefit for them and the associated \$ amount

“I CAN GIVE YOU A COMPLETE PRESENTATION BUT IT WOULD TAKE AN [slight pause] ENTIRE MINUTE. WHEN DO YOU THINK YOU CAN GIVE ME AN ENTIRE MINUTE?”

Most every time people say – Right now!
They are curious to know more.

Next : **The One Minute Presentation...** Sorting – 4 yes answers or Pass!
YOU MUST KNOW THEIR VALUES/BENEFIT BEFORE PROCEEDING.

QUESTION 1	QUESTION 2	QUESTION 3	QUESTION 4
Great. There are 4 things you would have to do to... [make that kind of money] in our business. First, don’t change. Continue to do what you do all the time – recommend things you enjoy like movies, restaurants hairdressers. Easy, Right?	Next help me identify 1 or 2 people in the next year who would like to get paid when they use their phones, internet or turn on a light. Everyone has to use these things right? Does that sound like something you would be willing to help me to do for _____? (their benefit/\$ amount needed)	Third, find 2 or 3 people just like you who would like to pay less in taxes and make an additional \$_____ (their figure and reasons for the money they gave you) a month. We all know people who would like to earn a few extra dollars, isn’t that true?	We work in teams – so would it be OK with you if I did the work with you until you were making at least _____ a month. Would you be ok that kind of support?

At this point the 1 minute presentation is **OVER** and it is time for the next step. You are **SORTING** – if they are not in agreement with all 4, thank them and move on... **REJECTION FREE!**



Invite to a 1–10 Overview Presentation... home/public meeting, 2 on 1 coffee shop, Webinar, 3–Way phone call.

+ Give a Resource... Magazine, Paid on Bills

Without the next appointment being booked within 24 – 48 hrs, your time is possibly wasted and it's all over... generally.

Before you leave say:

“How do you feel about people who are ‘no shows’ when you agree to meet? Not so good hey...”

“Me too...”

“So before we meet again, how about you think some more about _____(benefit) and write down some more ideas that you can share with me on _____.”

Present the Overview... in less than 20 minutes... focusing and closing on their BENEFIT



**Master the ‘INVISIBLE CLOSE’
and no-one will stall on
making a decision.**

“Thanks for showing up like you said you would. I really want to acknowledge your integrity. Would it be OK if I let you know how I like to work so I can do my best and eliminate any pressure?”

“Telling you this is a successful business model which Gates, Trump and Warren Buffet use as well as dozens of Fortune 500 companies use, is like telling you Rolls Royce is a fine car... you already know that.”

“Most people appreciate knowing what’s going to happen next so I’d like to suggest we skip the traditional sales type presentation. Personally I don’t like sales pitches, pressure or pushy people who keep calling you back so I just don’t do it. I promise you this is one person who won’t haunt you, call you back or pressure you if this is not for you.”

“Instead of giving you some long sales pitch, what I like to do is find out more about why you’re considering making some additional income to see if we can fill your needs then show you exactly what we do and how we get paid... and get a simple YES or NO. If you’ll agree to give me a simple “Yes this is for me” or “no thanks”, I’ll keep my promise”

Smile and shake hands while stating again, “so you’re going to give me a simple. ‘yes, let’s get started’ or ‘no thanks’ and I’m not going to hassle you. Is that OK... yes?”

“on the other hand, if it’s clear to me that this will _____(previous benefit), let’s just go ahead and get started, is that OK with you? In other words, I don’t want to play phone or email tag where I’m calling you and you don’t want to answer me and tell me it’s not for you – it’s just weird for me... or do you play that game?”

YOU’VE SET THE AGENDA, HOW THE MEETING WILL END AND YOU’VE BEEN HONEST

“Excellent, we have a mutual agreement. A simple “yes let’s get started” or “no this isn’t for me” – right? So we’re agreed, 100% yes?”

To start the Presentation REIGNITE THEIR BENEFIT... reward potential. The conversation is about THEM and THEIR HOPES not about the company and products.

THIS STEP IS THE KEY TO THE VAULT!

Present the Overview 1-10

What’s going through their head...

Can I do this? How can this benefit me? Will someone be there to help me?

The Invisible Close...

“ _____ (IBO) myself and (any other IBO) who’ll work with you, have _____ years combined successful experience in this system.

“ _____ (their name) there are only 2 possible outcomes.

1. ***“You join and turn all of us into Failures”***

or

2. ***“You join and become a Raging Success.”***

“ _____(Their name)... Which of these 2 things do you think will happen?”

3. When they agree and say ***“Raging Success”***. You respond, ‘would you be prepared to give me 10 days to position you for success and the \$_____ you mentioned’.
(There’s a great DVD teaching on this in the Back Office by Memory Ahec).

**BOOK THE LAUNCH
PLUS THE FOLLOW-UP TRAINING
GET SET FOR ON-GOING SUCCESS!**



Step (4) The Launch!