

# Purpose of the Launch

## (IBO Information – Not for Prospects)

Setting a NEW IBO up for Success

**REMEMBER WHATEVER you DO OR DON'T DO WILL DUPLICATE!**

### Building a Relationship of Trust

- So much easier to ask them to trust you, once you've taken the time to care
- Spend time connecting with them, peeling their emotional onion, getting to their WHY
- What can ACN do for them? What are their passions? Interests? How would they like to spend their time if money was not an issue? What motivates them?
- "If money was not an issue, how would you spend your time?" INVITE THEM TO DREAM!!
- Don't be afraid to LISTEN!
- Genuinely Listen!!! SO MUCH THAT you can repeat back to them what they are saying.
- "What I'm hearing you say is, you would like to....."
- Create an OPEN environment; Give them Respect, eye-to-eye connection!!
- Give them Validation

### Making a Connection (Be Conscious of Time)

- Be willing to be vulnerable to share your stories
- Don't tell all your stories, just enough that they can relate to you.
- "When I started this business, I remember feeling like..."
- Remember it is NOT ABOUT YOU!!!
- People respect your vulnerability.

### Start new IBO's with the Right Mindset

- Create Independent Business Owners. Let the new IBO know that your Goal is to help them become Independent and NOT Dependent on you. Their Success or otherwise is a direct result their effort, not yours.
- MUST be willing to Sacrifice
- Non Negotiable – Must be qualified within 24-48 hrs, showing in system within 5 days
- We are accountable to put them in position to make money!
- Need 50+ Points to earn ongoing Residuals.
- Equal Sacrifice, Must be willing to serve new IBO

### Review the Compensation Plan

- Share stories how simple the qualifications are
- We are setting them up for success with a minimum of 3 Services (Plus YBA) AT THE TIME OF THE LAUNCH
- "I want you to understand that if you are not willing to set a time to get you qualified and get a minimum of 3 services right away and get trained... you will not be in a position to make any money until we can do that and get you your first few business partners!"

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- Be BOLD with what is expected for them to make money! Be willing to show them how and do it with them!
- Paint a story of ETT in their first few days! Show them how simple it is to do! Have them draw it out!
- Cover the Quickstart Bonus! Explain how we are going to do this together!
- Explain that without qualification, no one makes money! We are a Customer Acquisition Business! This is just a start.
- Enrol them in having business mindset, approx 97% of people have never owned their own business; need new business owner mindset
- Enrol them in using tools. Why?? YBA & Events.
- Simplify getting qualified, take the easiest path, with the least resistance to qualify NOW!
- OUR JOB IS NOT TO SAVE THEM MONEY, IT IS TO MAKE THEM MONEY!!!
- Be willing to help them get customers NO MATTER WHAT IT TAKES!
- Get on the phones with them and be the rainmaker!! Say what they are too scared to say!
- “I’m so excited Jenny, you absolutely can be John’s customer.”
- Registering online, it is important to assist them if they are out of the area, or if meeting them in person. Be prepared with your own Laptop/Tablet. YOU MUST HAVE YOUR OWN INTERNET SOURCE!

### Make a Plan to get into their warm market immediately

- Who can you put me in front of? Lunch appt? Coffee? Whatever.... 24 –72 hours!
- Can you trust me enough to follow the system?
- “You don’t need to present, just get someone in front of me” – if at all possible, it’s best that you are present, either in person or by phone to edify, watch/listen and learn.
- Treat them like they are your next RVP, but expect them to quit tomorrow!
- Help them get their list made
- Roll play with them, MAKE CALLS, Whatever it takes to set an appointment!
- “Your job is to Pique, invite only.... My job is to present!”
- Build confidence with them so they can use their own words, not just a script
- Review “Scripts on WinnersWorld website / Success Manual.

### Don’t take their excuses!

- Use their WHY to help them stay focused, always moving their business forward in motion!
- Teach them WIN/ WINs are the only way to success!
- Paint Huge Vision!
- Promote the next EVENTS!! Enrol them in the importance of Training, Duplication, and Leverage.

