

## Working with Purchased Leads to Grow Your Business

- ⇒ It's a personal numbers game.
- ⇒ Find out who you're going to be working with, then work with this team.
- ⇒ Leverage your upline and downline. Leverage your time... create more leverage to launch your business.
- ⇒ When you lift up your skill-set, you'll become much more.
- ⇒ Improve your skill-set by taking more action and everything will become easier.
- ⇒ You may knock on so many doors, but you have no idea where the abundance and the partners will come from.
- ⇒ When you're in action mode you become the attractor-factor
- ⇒ You increase your value and your net-worth goes up by being in that kind of action.

## Qualify + Validate → Enroll! → Launch

### Step 1 - First Goal is to Qualify them

*Are you really looking?... Are you looking for what we have?*

*Are you ready to invest some time?*

*Are you comfortable in the space our businesses in?*

→ *Hey the easiest fastest way is to watch a short video. In fact here's the link. I'll watch it with you it's three minutes high-quality...*

\*\*You're sorting. You're making a solid offer to see if they are looking for what we have.

For these leads, they've already raised their hands around these questions:

- ? Are they looking for the kind of results this business can give them?
- ? If that's a yes: maybe they have some part time hours they can spend on it.
- ? If it's a yes: Is it something they can invest in to be in the role of becoming an apprentice and learn from me and our support team for my company's trainings?
- ? If it's a yes: Do they want to earn a second income working from home?...

THEN: If these are all yesses... Then they're qualified!

### Step 2 Validate

We're validating to them that this is a match for what they want... that my offer my partnership (what it is that I'm offering to them) is a match if it true that they already told me that they have time, they have money to invest, and they want to earn a certain amount of money from home. So show them some sort of a plan. This will help them achieve their goals if they're willing to do what they told us they were willing to do. to accomplish it with their time and their investment to earn money from home., then, hey!

### Step 3 Enroll them

### Step 4 Engage them into Launch activity the very same day

**Qualify + Validate → Enroll! → Launch**

**And you want to be able to duplicate the Launch process,**

- ⇒ So that what they experience they can then turn around and do.
- ⇒ So, also you can validate the income plan to them. This showing the plan and going through the basics, you can then say "I'm going to help you do that!"

⇒ To really accelerate this process, you want to do all the steps NOW with no gaps, because that will slow the process down.

1. You have a new prospect.
2. The process speaks to prospect's hopes, dreams, and desires.
3. A fast launch leading to immediate results... Not even a one-day wait.
4. Teach the new associate to do steps 1, 2 and 3.

Decide. When you decide now it means you never go back.

Space the leads 10 days for 100 leads and work them again later. They've already raised their hand, they answered questions in an event that went back-and-forth with texts. Now we're going to send a message to open this dialogue back up. The qualifying of them was that they had to go fill out a form answering questions.

So you'll choose one of these question areas:

Did they want to earn money? Do they have time to do this part time?

I have something for them to invest in financially, and we're going to put them in a training mode. And after 2 or 3 months they'll be in a position to earn great income starting part-time working from home.

So we'll be sending a message assuming they're still looking.

*Hey this is Carol. My partner company sent me your info that you were seeking a better income Or*

*Hey this is Carol. My partner company sent me your info that you were looking for a home-based income and you were planning to spend around 15 hours a week on it, or what were you thinking about in working with your time?*

You're starting the engagement again with the Goal to move it to a time to talk.

So find an opening question in an area, which you're comfortable.

*Hey, you know, a great company that sends great people my way sent me your info. Are you still looking to make several thousand dollars from home part-time or where are you at in that process?*

Or you can ask a range question

*Hey, tell me more about the financial amount /the money that you really need to make from a home-based business venture.*

Stick to concepts... not necessarily script it.

*Hey Janice a partner of mine that sends really great quality partners my way sent me your info. They said you have at least 15 hours a week to put into a business. Is that still the case? Are you thinking of working say daytime? Morning? Evening?*

Or you can do this around income

Or you can do this around the time they can commit

Or around the time zone that they might be available to work the business

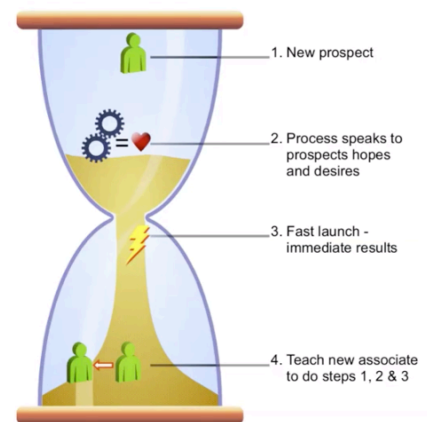
Or when, in their time zone that they could connect with me.

*Hey Janice a great partner company of mine sent me your info they told me you were getting close to or you were interested in earning some extra income from home. Tell me*

*what part of the day is best for you to work on something like this... morning, afternoon or evening... give me a sense...*

You're getting involved in a text conversation, and as soon as you have a couple of messages back-and-forth, you ask when's the best time to connect. Or are you available right now? Let me give you a shout. Or, hey, I'll give you call right now and see if you're open.

Language of the first call is their First name and Mine, Use one of those qualifiers and Engage a little. This is after you have had a message back in for three or four times.



If you're feeling stuck and needing a breakthrough, it may be time to look at how you're going about the process if you're worried about being perfect, you can throw that out the window. But, First, I should say: "Welcome to the club!" I've learned a lot through the years!

Here are the things that you need to do:

Be willing to sound crazy, stupid, tongue-tied, or disorganized

Be willing to receive no's or negativities or objections. Welcome honest conversation.

Be willing to use each experience to grow

Be willing to practice so that you get better and so that turns into becoming really good

Be willing to not judge or criticize yourself (That pointy finger!)

Good questions to ask after a call:

1. What worked? 2. What didn't work? 3. What would I do differently?

Be willing to laugh, to laugh at yourself come to laugh at the situation, to be spontaneous, to trust, to make it an adventure.

Congratulations! You just found 1 more way that doesn't work

...And you're 1 call closer to a yes, a friend, a lifelong partner...

It's like being in theater in our improve troupe or doing jazz improvisation

What you learned to do is play with it... period! Turn it into something.

When you screw up: Play with it! Turn it into something artful! Use it as an exploration! Be willing to laugh! Be willing to connect and Be willing to be real! ...And turn the phone connection into a real relationship.