

The Green Success Team

The Vollara Four Step Success System

First base (invite) – Second Base (present) Third Base (3rd party validate) Home Base (Sponsor)

Inviting someone to take a look at your Vollara Business

Remember the goal of the invitation (first base) is only to “peak” interest, not “satisfy” interest. At the end of the day it comes down to this: right person, the right time in their life and Vollara being the right Company for them. Our job is not to persuade but to present. It is not the Messenger but the Message that needs to do the work. You are responsible for the Activity not the results.

Here is a simple invitation process called the A – B approach.

Make a list of names. Don't “prejudge” those you might put on the list. Typically, those who have demonstrated a high degree of success in another field will have success in this business. In many cases, these are the very names that get left off the list. “They wouldn't be interested! They already have a lot of money!” Are you sure about that? Even if they have an abundance of money, might they want more control over their time? Remember that the key to this invitation is to determine if they are in a point in their lives where they are looking for an opportunity for more control of income or time.

The script is simple. It includes the introduction, fielding questions, and scheduling the appointment if the timing is right for them to look at an opportunity.

At any point in this conversation if they say that the timing is not right for them or that they don't think this is for them, be ok with that response. That represents a response that is part of our SUCCESS FORMULA for this script. We are ONLY checking interest. Here are the 4 basic lines of the A B “Can't Miss” Approach

- 1. I am working with a green technology company.**
- 2. The products are cutting edge and profitable.**
- 3. I can't promise you anything at this point but the company is expanding.**
- 4. (Name), do you keep your options open at this point for earning extra income?**

Script For the A B “Can’t Miss” Approach

Call them and have some small talk and general conversation.
Then follow the outline below:

“(name), I wanted to throw something out to you. I am working with a company that is doing some great work with green technology. It looks like they have some really great products that are profitable and cutting-edge.

(SLOW DOWN AND EMPHASIZE THE NEXT SENTENCE)

I can't promise you anything at this point, but (name), right now we are expanding and, I'm curious, are you open right now for ways to make additional income?

STOP and LISTEN. You are looking for “Yes, what do you have?” “Yes, of course!” or “Yes, tell me more.”

IF NO or NOT RIGHT NOW: “Well let me know if anything changes or if you think of someone that could use some additional income. Would it be ok if I keep you on my mailing list to update you as my company grows?”

If yes or they ask you questions:

Let's do this. First, let's get you some basic information to review. The company has put together a short overview. I would like to have you review this information. This will give you a basic understanding of what the company does and the opportunity it represents. It's really not designed to give enough information to make a full out decision on whether this is right for you but it will give you some really good, basic information. (name), if I sent this to you now, could you take a look at it by tonight? (Get that commitment!)

Set the Appointment (next 24 hours) – ASSUME the Appointment

And then I would like to set up a 15 minute call with you tomorrow to get your questions answered. (Name), what is a good time for you tomorrow for about a 15 minute call?

(IF NEW: I may have one of my business partners on the call so that they can help answer questions.)

(Set the appointment and include your senior partner on the call).

(name), I'll send a link to the short overview in the next 15 minutes. Let's take this one step at a time figure out together if this might be a good fit. Have a great day.

Information that is sent:

Options: If your team has their own “system” use what your team likes to use. Here is what I send them to.

HYPERLINK "<http://www.michaeljacksonsr.com>"
www.michaeljacksonsr.com

Go to the “5 Step Freedom Plan” section

Have them view the “Step 2” movie

(Tell them if they have more interest it is ok to go through all five steps)

Fielding Questions:

If they ask, “Is it MLM? Or, is it a pyramid deal? Or anything along those lines:

Response: “We have 3 branches to our business. One is direct-to-consumer, one is commercial, and the other is a virtual franchise opportunity where we can help others to be successful. So there are 3 separate business models the company uses in the marketplace.

But before we even get into the details, the timing has to be right for you. And I just want to know if you are in a position where you are open to ways to make income or is the timing bad for you right now? (Again, you are looking for some kind of a yes response. If a “yes” response, go to booking the appointment.)

Coaching Tips

1. Know that you cannot lose in this approach. ALL you are doing is checking the timing for that person and sorting A's from B's.
2. **Get a commitment to watch the video:** If you make the offer to send the overview, make sure you ask them to review the information. "(Name), if I send this over to you now, could you take a look at it tonight?"
3. **Assume the Appointment/Avoid "asking" for an appointment:** A tendency is to ask for the appointment the next day. As an example, "Would you be ok if we get together tomorrow?" Instead, assume the Appointment. "(Name), what we need to do is set a time to get your questions answered. What is a good time for you tomorrow for a 15 min call?"

The AB Approach – Sorting not selling

The AB Approach takes the fear out of recruiting and selling because there is not recruiting or selling involved. All we are doing is sorting A's from B's to determine who has an interest in extra income and who does not at this time. We will call the A's apples and the B's bananas. Our goal is to sort out who the A's are, those that have an open mind about extra or second income streams from those who the timing is not right now.

The Script

For some that have the gift of gab, a script may not be needed. But, remember the premise of being copyable. I will use the script until it is a part of me so I can be 100% duplicatable. Learn the 4 easy to learn sentences that we use to sort A's from B's.

The AB (Apples/Bananas) "Can't Miss" Approach

VERY Simple, Easy and Effective

The AB "Can't Miss" approach is probably the most simple and efficient way to identify those who might be interested in more information regarding your business. The key to this approach is to first understand that people fall into 2 categories – either they are apples or bananas. If you try to make apple juice out of bananas you get mush! An "apple" represents someone who is open-minded about making extra income. Their timing is right in their life to look for opportunities.

The clear purpose of the AB "Can't Miss" approach is to first identify those who are looking for opportunities (the timing is right) from those who are not looking (the timing is not right). The key is to sort those who are looking for an opportunity from those who are not. We have no reason to talk to those who are not in a position right now to look at an opportunity.

Now that you know how to invite someone to a presentation, please listen to this short training call located on the front page of this website. The outline below called “Let’s Play Ball” ties in with this audio that teaches the steps to sponsoring leaders and finding customers. Wishing you success!

Let’s Play Ball

First Base – The invitation

Journal/DVD hand out – 2 a day ten in play
Product approach
Showcase call
Team call

Second Base – Presentation

Biz opportunity presentation one on one
Biz opportunity meeting
Tasting party
Web Tour
Saturday Brunch

Third Base – Third party validation

3 way call with upline
Office Tour
Phone Bank call

Home Plate – Activation/Multiplication

Sign up
Order or Fast Start Pack
Sign up for autoship
Make a Biz plan
Warm Market list
Advertising plan
Order Biz cards – www.gomacstore.com
Keep your bull pen and bench full