

5. The Committing Stage

This is when you will follow up with them after the call is over. Helps them to commit or take the next step.

Sample Questions

(Start calling back your leads about 5 minutes after the conference call gets over)

Hi _____ this is _____ from _____ calling you back to see if you made it to the webinar?

If they say no:

Okay would it be appropriate for me to book you on another call or how do you want to proceed from here? (Then just book them on another call)

If they say yes:

What were your thoughts about what you heard?

Well _____ maybe I could ask you this question just so I know kind of where you are at with other people that are starting a business with me and Albert, but from what you heard on the call and most importantly if you felt comfortable working with me, because I am going to do most of the training with you, but on a scale of 1 to 10, 1 that this is not really for you and 10 that this might be what you are looking for where would you rate yourself?

If they say 7 or higher

(Repeat the number) That's pretty high why so high?

If they say 5 or 6

(Repeat the number) That's right in the middle why in the middle?

If they say 4 or below

(Repeat the number) That's pretty low why so low?

Yeah, we can go through your questions and maybe before we do that, I want to remind you of the system that you've gone through, because it would be what you would be doing as well if this fits for you then, we can go through some of your questions if you'd like.

The first part of the system is we simply advertise to find people, you might have heard on the webinar we do newspapers, magazines and the internet. Do you remember my ad? That is one way that I advertise so if the business fits for you, I am going to teach you how to advertise your business the same way that you found me.

The next step in the system is you will call back the people who responded to your ad, just like I called you back, and you will ask them the same questions I asked you, somewhat like an interview process, and you will have a list of questions to follow, at that point if you feel like it might be what they are looking for you will simply invite that person to listen to a webinar like you heard, and after they listen to the webinar, they will either call you back or you can call them back and you are going to ask them the same questions I asked you on a scale of 1 to 10 what their interest level is.

I will then assist you in answering questions while at the same time I teaching you how to do that yourself so you can assist your new people too. That's how the system works.

Let's do this - do you have a pen and a piece of paper? What I'll do, is I'll go through your three main questions that most people have when they're starting here.

3 Main Questions

1. What are the start-up costs? So what do you need to invest in your business to be able to profit when you start?
2. Second of all, how do you make money in the compensation plan?
3. And then third, specifically, what are the products that people will purchase from you?

1. Start-up Costs

Now as far as capital - here's what you'll need to put into the business to profit when you start.

First thing your going to need is that start-up kit, its \$49. What that gets you is your own website with LifePath. Now your website that you have with LifePath is where, when people start the business with you, that's where they'll go to register as an associate, and that's also where they'll go to place their product orders. O.k. so your website with LifePath tracks all that for you.

The next thing you're going to need is access to our marketing training system. That's called Life Path Pro. (LifePath Pro.com) Basically, with the marketing training system, it includes pre-made web pages that you can personally customize, there's a contact management system and auto responder e-mails.

Are you familiar with auto-responder e-mails? (Those are pre-typed e-mail's that are automatically sent out for you.) (So when I say that people that do this business full-time, work probably about 4 hours a day - this is all you do, the e-mailing for the most part is all automated.)

Now you're also going to have access to all the training calls with that - we have, (don't quote me) I think we have 15? LIVE training calls a week now, and that's where people in the business teach all of your new associates how to do everything from marketing their business, to setting up their office, to how to follow the system.

So your auto-responders - the marketing system that'll be part of your monthly overhead - first month they do it for \$1, after that, the second month it'll be \$49/month. So make sure you write down the \$49 - you'll need that as well.

Also, last thing you're going to need - most important part of running your business - **is your own Discovery product**. That's the 56-day multimedia self-development product that people will purchase from you when they start their business with you. (That's one way you make your income here.) And that product is \$1,695 plus \$35 (\$60 International) for shipping and handling, since you're in the U.S..

Everything I had you write there - that'll be your start-up costs to put into the business to be able to profit when you start.

Any questions on that?

2. Making Money with the Compensation Plan

Now let's talk about the compensation plan. Here's how you make money - I'm going to make you draw a little bit if that's o.k.

So go ahead and write down *Discovery* and then underneath *Discovery*, write 1 through 5 vertically.

So I'll show you how you make money as a *Discovery* advisor where you make the \$1,000 profits - now eventually like you heard on the webinar, you can get qualified to make the \$5,000 and \$9,000 profits on the higher levels, but for now I'll just show you how it works at *Discovery*.

Like you heard on the webinar, before you get qualified - you first have to do 5 training sales. Ok? and there's an **easy way** to do that and a **hard way**.

The **hard way** is, somebody comes on board - they only purchase the start-up kit. The \$49. What they would have to do at that point, is the first 5 people that respond to their ad, that they would call back - they'd interview, they'd follow up with, they'd really do all the work with those 5 people. They'd have to pass up those 5 people, plus the \$1,000 profits each, on their *Discovery* purchases and then they'd be qualified to make money as a *Discovery* advisor.

Now the **easy way** is - you come on board - you do it the way everybody does it when they start here and you **purchase** your own *Discovery* product. Now the company is going to let your purchase of *Discovery* automatically qualify you to receive profits as a *Discovery* advisor.

So by #1 on your sheet, write your name. And then 2 though 5, you can just draw a line through, cause you're already qualified.

The main reason why they do that is because you're going to have some people that are going to ask you more about what *Discovery* is and kind of what it's done for you in your own personal life and you know, if someone never experienced the product - what would they be able to say? (Pause)

Yeah, exactly, it just wouldn't work, right? You know, it's almost like saying... "Purchase the product from me, so that I can get enough money together to purchase it myself!" **and what are most people going to do?** (Pause) Yeah, exactly!

So that's how you get qualified to make money at *Discovery*.

So what will happen when people purchase *Discovery* from you, they're going to send you a cashier's check, a money order or they can pay you with their credit card for the \$1,695 - you're going to keep \$1,000 of that as your profit - now the \$695 balance, you're going to send into LifePath (the wholesale company) and they're going to drop-ship the *Discovery* product to your new associate.

So two important things...

You're always going to get paid first - the company gets paid second. And your new people will like that because they literally start making money right away, rather than having to wait for the company to send them back a check.

Second of all, the company does all the shipping and storing of the products - so you never do any of that yourself.

3. The Products

O.k. Products. What is your understanding of what our products are? That's what people will purchase from you when they start - so physically, that's a DVD called *Awakening* which is similar to "The Secret." It's 8 audio CD's (about 12 hours, I think worth of material,) there's a workbook and then you actually take the interactive course online for 56 days. So it's a 56 day personal development course. (Comes in about the size of a laptop case.)

Mentally what it does (which is the most important) - You know how a lot of people in our society they get bogged down by their day to day routines and their jobs? And sometimes they stop believing that they can accomplish their dreams - you know so they kind of lower their vision of what they think they can do and then they, you know they mix and mingle with other people who think the same way, until they get to a point where they kind of accept wherever they're at as their "lot in life" and kind of settle? Have you ever seen that?

And what *Discovery* does, is it teaches people how to accomplish more than they thought they could - I would say do more than they imagined and it does that by certain changes in the way we think in our mindset. Takes away people's doubts and limiting beliefs - things that are holding them back from financial freedom in their lives for the simple reason, that they don't believe they can have it.

And I don't know how you were raised - where did you grow up? I grew up in the Southeast. My dad's a CFO and he taught me the traditional ways of thinking. You go to school, you go to college, if you can get in - you get a degree, you get a good job and then some day, when you're 65 - hopefully there's enough to retire and what? - get the senior discount at I-HOP or Denny's? You know what I mean by that. How were you raised?

Discovery, it teaches people how to think differently, like successful entrepreneurs think. Let's take Oprah - what's the difference between a lady like Oprah and another lady that works down at the local gas station? I mean, what do **you** think the difference is _____? Only difference is the way those two people think. So *Discovery* teaches people how to become self-reliant, how to get out of our own way and that **we** are the ones in control of our destiny.

What are your thoughts about a product like that?

The **second** level product that people are eventually going to purchase from you is called the ***Breakthrough*** conference. We have the ***Breakthrough*** conference 2-3 times a year - the next one's going to be in Mexico here in about a month. Have you ever watched the video "The Secret?" Yeah, a lot of the people on "The Secret" like Bob Proctor, people like that (world-class coaches and trainers "thesecret.tv") - those are the types of people they bring in - it's a four day event. At ***Breakthrough***, people have the opportunity to recognize and overcome some of their most limiting beliefs, to move forward in their lives. So once you become a qualified ***Breakthrough*** advisor, you'll receive a **\$5,000 profit** every time one of your *Discovery* advisors (so someone who's purchased *Discovery* from you) wants to make money as a ***Breakthrough*** advisor in their business.

The **third** product that people are eventually going to purchase from you is called the ***Destiny*** conference. We only have that once a year - next one's going to be in Costa Rica this spring - I believe March. At ***Destiny***, people can experience a whole new level of connecting to their true potential, more of self mastery - very transformational. And once you become a qualified ***Destiny*** advisor, you'll receive a **\$9,000 profit** every time one of your *Discovery* advisors wants to make money as a ***Destiny*** advisor in their business.

How do you feel about those two products? You're o.k. with that?

Committing Questions

You now need to ask Committing questions for them to take the next step and purchase the first level product from you.

Sample Committing Questions

1. Do you feel like this could be the answer for you? Why is that?
2. Do you feel like you could follow the system you've gone through? Why do you feel that way?

It's kind of like owning a franchise, it's like (I don't know) about a 95% success rate. **Why do you think that is?** Yeah, it's very "cookie-cutter" - you follow a simple, step by step system ($A + B = C$) and so the co-founders at LifePath, they built the business based on a franchise model - it's a very simple, step by step system that you follow - very "cookie cutter," and that's why we have such a high success rate.

3. Do you feel like this is something you can do to get you where you want to go in your life? Why is that?

4. Does this look like what you wanted? Why is that?

Right after you ask a few of these committing questions, you need to ask this question?

Is there anything else that you would like to see next to discover if this will work for you and your family?

Ask The Final Committing Question

Well I don't really have anything else to go over with you at this point. It looks like we might have covered what you were looking for in a business.

The next step would be, with your approval, to get you registered as an associate, where you pay for your starter kit, and then we would need to make some type of an arrangement for your Discovery purchase (you can do cashier's check or credit card). And at that point, I will give you access to our orientation and training calls. That process will take you about a week to 10 days to complete. Then as your Destiny Advisors, Albert or I will sit down with you and go over your income goals and do a business plan as well as get you started on a 4 week training program that will teach you what you need to do to make money in the business.

Would that be appropriate or how do you want to proceed from here?

If they want to sign up:

Have them go to <http://www.yourname.lifepathunlimited.com>

If the response is anything other than they want to sign-up:

Ok, I can appreciate that you have to _____. (**Plug-in whatever their concern is talk to spouse, funding concerns, etc**)

Addressing and Clarifying Concerns

Get behind and understand their questions. People don't think and say what you think they are saying. Allow the other person to help you understand and help them address the concern.

Sample questions to addressing and clarifying concerns

No Funding

1. When you say (it's expensive) what do you mean by that?
2. When you say that you don't have the money to start what do you mean by that? (Tell me if you did have the money is this something that would work for you? Why do you feel that way?)
3. You know I can appreciate that money might be an issue, how do you think you can resolve that so you can start moving forward in your life and start your business? If you thought about it - what would it be?
4. What other avenues do you have to find the funding to start a business here?
5. What do you see as your time frame as far as getting your funding together for *Discovery*?
6. So what should we do here then? I mean without the funding, I'm not sure I could really help you.

Other clarifying questions

1. Can I ask where you got that information?
2. How did you arrive at that?

Make a Suggestion

Suppose it wasn't what you thought it was...

1. What if we could....?
2. What if you could....?
3. Suppose you could...?

The 5 Sales

The only problem is that I would probably never let anybody in our organization that didn't purchase the product because most people know that when they start a business, it's going to require capital or credit to invest in a business to make money.

And secondly, like we went over - when people ask you what *Discovery* is and how it affected your life, what would you be able to tell them? Yeah, it just wouldn't work.

So at this point - I'm going to suggest that you keep your \$49 - take yourself out for a nice dinner and then, when you get closer to getting your funding together - you can touch base with us at that point.

Without the funding, I'm not really sure we can help you.

Value of Discovery

The value of *Discovery* is in you. Like we went over before, *Discovery* is going to affect each person differently and to the degree that someone is willing to look inside themselves and open themselves up to change their current situation - that's where the value lies. Left in the box, no - it's not worth much. When you purchase the *Discovery* program, yes you're investing in your business, but more importantly, you're investing in yourself and your future. **Do you believe that you're worth \$1,600?**

Excuses

Can I make a suggestion? I'm going to suggest that we can always find an excuse and the timing is never right. **Can you see how putting things off and not making a decision, how this could keep you where you're at and possibly prevent you from ever having financial freedom in your life?**

Are you o.k. with me saying this?

Setting Up An Additional Follow-Up Call

If you feel the other person is still committed to start their business after addressing their concerns, firm up a follow-up call in the next 24 hours so they can give you their answer/decision

1. What are your thoughts about us touching base tomorrow? (**Listen and pay attention to how they respond. If you sense they are not sure, ask them what might be going on in their mind**)

Sounds like you are not too sure, can you tell me more?

2. What time would work for you?

Ok, let me write it in my calendar. I will touch base with you tomorrow at _____?

Does that work?

3. Tell you what, _____ as soon as we hang up I am going to send you a link that will give you more details about the products, the business and how you make money with the compensation plan.

This should help as you are further reviewing the company. Does that work for you? Actually, If you have pen and paper I can also give you the link right now -

<http://www.yourname.lifepathunlimited.com>

Ok, I will be calling you tomorrow at _____ (Time and Time Zone).

Also, please write down my phone number so you can call me in case of an emergency that prevents from keeping our call

My name is _____. My phone number is _____ (Office) or
_____ (Cell)

Will you please read back that information so that I can confirm it is correct?

4. Anything you'd like to address to me at this point?

Okay, talk to you tomorrow

Final Follow-up

With all due respect, Albert and I, we're only looking to work with people who are serious - people who follow our lead and take action. And that start's with making a decision, so at this point - **I don't think we can help you. (BE QUIET AND LISTEN)**

O.k., the balls in your court, I've got to get going... **(GET OFF PHONE)**