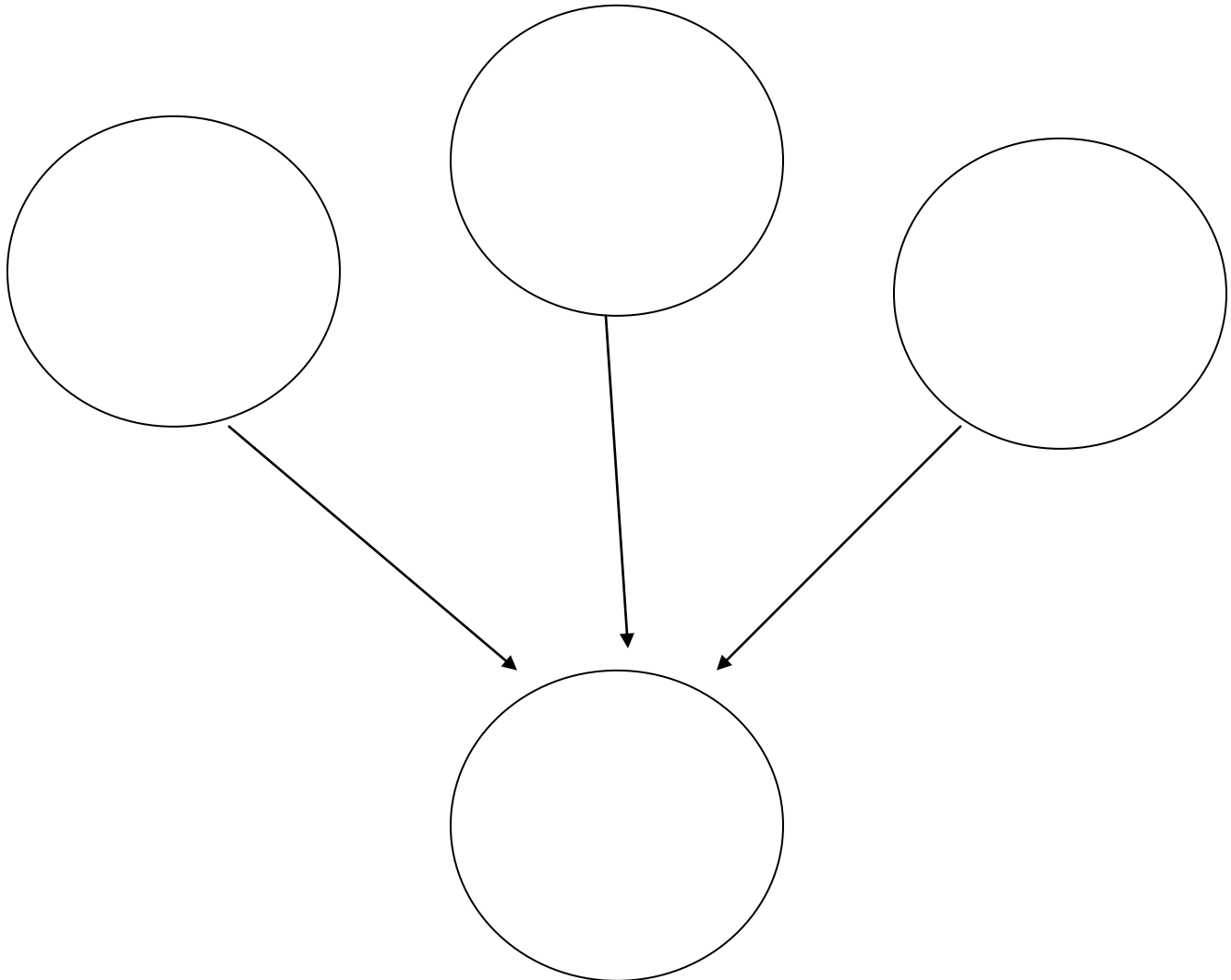


Learn “How the Business Works”
Know 2 Key Elements & Master them
Understand ‘How to Minimize Rejection’
Clearly know ‘How’ to teach others ‘How’ to
Work Smarter, Not Harder



3-Sep Plan

1. SI/Sort
2. Info Meeting/Book Follow-up
3. Collect Decisions/Repeat

The more concerned I am about the things I _____ the less I will
do about the things I can _____

Achiever and Non Achiever – both work 15 hours

One is in the upper echelon of the payplan in 12-24 months

The other is a struggling at a the lower end, maybe just barely hanging on the the lowest pin level

What is the difference?

The both have the same

- Comp plan
 - Product
 - Sites and CDs
 - Even the same upline
 - Both have goals and PMA
- the difference is SKILLS.

YELLOWs

Supportive by nature

Do more for others than for themselves

Yellow's are Professional Helpers

Nurses

Teachers

Full time moms who love it

Yellow's love helping others

Yellow's Love helping people

Yellow's at a meeting together – can't decide where to have lunch

Probably not interested in the business at first but they will be interested in:

Yellow's love Helping others with product and/or paying less is taxes

Most folks who know Yellow's think they are 'nice'

Have high credibility with others ~ KEY

Integrity driven, nice, like missions that are important to others

Help out at meetings, show up early, they ask "is there is anything they can do to help with the meeting."

Yellow's are Well organized and/or superb multi-tasker

Additional Color Characteristics

YELLOW –

Strengths: Service, listening [they will listen, speak their lang.]

Weaknesses: Indecision, over sensitive – keep it soft

Goals: Acceptance, stability

Fear: Sudden Change

Motivator: Involvement – get them involved

Irritation: Insensitivity – make piercing eye contact and listen fully

BLUE's

In a word? Party!!

BLUE's Love having fun

Love adventure

BLUE's love to Travel

MOSTLY **BLUE's** love meeting new people

Salesmen who like selling [most sales folks don't really want to sell]

BLUE's are ALWAYS talking – ALWAYS !!

Seems like they have ADD – but NO – just thinking faster than they are talking - **BLUE's are trendy, popular, life of the party types – know a few blues?**

Reps that are blues call you and ask if you have time for a quick question ...BLAH BLAH BLAH

BLUE's rarely book follow ups – will get lots of CDs out but will not have an equal amount of SPECIFIC follow-ups scheduled

If you find a Blue who goes for it – you need to help them improve and be their yellow for a while

Blues **BELIEVE** they are great multi-taskers – they are not.

BLUE's say “things that slip are situation” but it's not true, help them break denial.

BLUE's like having fun – and struggle with organization but they will talk to 10 people while most make plans to talk to one. They do not listen – always talking and telling what they were/are doing that is more important than what they need to do.

Lack consistency in key tasks – last to learn the marketing plan in general – and love Recognition Will make themselves and others lots of money – [tell a yellow support wife story]

Additional Color Characteristics

BLUE

Strengths: Persuasion, interacting with others

Weaknesses: Disorganized, carelessness

Goals: Popularity, applause

Fear: Loss of Prestige

Motivator: Recognition

Irritation:

Routine

REDS

Like to be in charge

REDS telling others what to do, like to be the boss

REDS are Great organizers in thought – think systemically

Managers

Bosses

Politicians

Reds are ALL ABOUT THE MONEY/BOTTOM line – let's say you are going to a ball game and you were going to get the tickets – maybe something interesting happened in getting the seats – a red just wants to know “did you have the tickets and how much did they cost”

ROI thinking for them ALWAYS

Donald Trump a RED thru and thru

Like Blues, they do not listen ~ they want to do it their way ~ unlike a Blue, they will find out what needs to be done [like learn the plan] and then DO IT.

Reds They do not listen because they KNOW IT ALL already

Make the most money for themselves and others

ALL reds think they are yellows[decisions made to HELP others]

Love competition and Recognition ~ Remember, Blues love recognition – reds love recognition AND competition

Additional Color Characteristics

RED

Strengths: Taking Initiative

Weaknesses: Impatient, insensitive – be brief and to the point

Goals: Productivity, control

Fear: Being hustled [never exaggerate w/Reds, even in jest]

Motivator: WINNING

Irritation: Indecision [can you see the value of this chart w/ say a yellow and red? Yellows are indecisive and it irritates Reds]

GREENs

Engineers, CPAs, Computer folks

Facts

Logic

Greens are Not emotional outwardly, they are logical

Mr. Spock from Star Trek

Greens Ask for more information – again and again

They are going to join on their own research – but a true

GREEN will do the research

Greens really Like to be RIGHT

Spend too much time thinking instead of just working – will be

focused on things like demi-graphics – instead of getting 10

CDs out, they try to figure out the best type of person....they

best month to approach them, the best week of the month, the

best day and the best time of the day

Hard to get going but if you get some greens on your team they

will stay – why? They did the homework and they KNOW they

are with the correct company.

You cannot close a green – but you can get them more

information and follow-up. Big into the 'next step'

Additional Color Characteristics

GREEN

Strengths: Planning, research -

Weaknesses: Perfectionists, may be critical

Goals: Accuracy, thoroughness

Fear: Criticism

Motivator: PROGRESS ...and the next step is....

Irritation: Unpredictability – be early, not just on time

CLOSING

Fill in correct color

Mr. _____ In 1995 25% of Americans believed they needed a health supplement and 75% did not. By 2005 75% believed they needed supplements and only 25% did not. This a a huge expanding market.

There are two types of people in the world:

=> Those who get paid to take supplements, and

=> Those who don't.

Which group would you like to belong to? Great, let's get you started

Talking to a _____? SIMPLE

Mrs. _____ Donald Trump and Robert Kiwosaki see this as the prefect business and like them I believe there are two types of people in the world:

=> Business owners who are getting rich, and

=> People who make business owners rich.

Which group would you like to belong to? Great, let's get you started.

Mr. _____ having the money to do what you want, travel, come and go as you please and meet lots of interesting people is something you can easily make happen here.

There are two types of people in the world:

=> Those who schedule life they way they want

=> AND Those who don't.

Which group would you like to belong to? Great, let's get you started

Ms. _____

There are two types of people in the world:

=> Those who have friends who pay too much income tax, and

=> Those who have friends who help their friends pay less in taxes

Which group would you like to belong to? Great, let's get you started.

Ms. _____

There are two types of people in the world:

=> Those who get paid to help their friends experience better health

=> AND Those don't

Which group would you like to belong to? Great, let's get you started.

Write out a close for each color

Red –

Green –

Yellow –

Blue -

Use this chart to increase identification of Personality Type

Strengths: Servicing, listening.
Weaknesses: Oversensitivity, indecision
Goals: Acceptance, stability
Fear: Sudden change
Motivator: Involvement
Irritations: Insensitivity

Strengths: Planning, analyzing
Weaknesses: Perfectionists, critical
Goals: Accuracy, thoroughness
Fear: Criticism
Motivator: Progress
Irritation: Unpredictability

Strengths: Persuasion, interacting w/others
initiative
Weaknesses: Disorganization, carelessness
Goals: Popularity, applause
Fear: Loss of prestige
Motivator: Recognition
Irritations: Routine

Strengths: Administration, taking
Weaknesses: Impatience, insensitivity
Goals: Productivity, control
Fear: Being hustled
Motivator: Winning
Irritation: Indecision

1A _____ She/he usually reacts slowly and deliberately.

1B _____ She/he usually reacts quickly and spontaneously.

2A _____ She/he usually focuses primarily on ideas, concepts and results.

2B _____ She/he usually focuses primarily on persons, interactions and feelings.

These items are adapted to help you identify a person's communication style.

If you checked 1A and 2A, you're dealing with a GREEN

If you checked 1A and 2B, you're dealing with a YELLOW

If you checked 1B and 2A, you're dealing with a RED

If you checked 1B and 2B, you're dealing with a BLUE

INVITING PEOPLE.....simple, now that we know the language

Yellows - We have a meeting tomorrow night, would you please come with me. I really could use your support.

Blue – There is a meeting tomorrow night that is going to be incredible, it is going to be so exciting it's going to be so much fun. We will be meeting a lot of people and I have told 3 or 4 of the top people in that area about you and they want to meet you.

Red – We are having a meeting tomorrow night and we will be talking money big money. The company is identifying 1-2 key people to take charge. Here is chance for you to be your own boss and get the recognition you deserve.

Green – and I need your opinion so please bring a notebook because there is going to be a lot of information and facts that I would love for you to analyze for me.

These invitations don't need to be perfect, they just need to be in a language that they can understand.

Instant Presentations

I keep mentioning meeting people in coffee shops to get them a CD – Let me tell you why. To learn more about this you can go to [myxanchise.net]

Benefits – **ONE:** it shortens cycle, **TWO:** more people listen to the CD **THREE;** the impact the CD has is far greater on them than getting it in the mail a week after your initial approach **FOUR** it duplicates very, very quickly ~ once you teach them the colors they can 'invite' people to listen to the CD and book a follow-up

Sell the meeting ~ 10 minutes ~ not the plan or product
You already know about the first 5 minutes – right?
FIND THEIR COLOR – work the cheat sheet into play
PRESENT from to the **COLOR** as to why they should here
the CD - in other words, you are selling the value of the CD, not the plan or product.

Yellow – Talk about benefits of product, we really need your help getting the work out about this product and you can help people save money on their taxes.

Blue – Talk about the social aspect of the business, the travel, the conventions and that this was designed for busy people who get bored doing the same thing over and over again.

Red – Six figure close, fire your boss, be in charge. Tell the about top pin levels and why they can do better. Trump/Kiosaki

Green – Can't close them they are not closeable. But you can continue to feed them information and set the next appointment.

Motivation

Yellow –

- Fundraising ideas around the product
- promising a weekend at a spa where they can meet some other nice people where they can relax.
- Helping others qualify for a prize

Blue –

- Incentivize the events, , meetings they set up
- tell them you want to get them up on stage.

Red - \$/Recognition –

- Red have a button on their head here is how you push it.
- One ~ give them compliment.
- Two ~ give them another compliment.
- Three ~ challenge them to outdo someone else

Green –

- With stats that have proven and predictable success rate – 65-13-2/1-1.
- Break down the amount of dials per hour, contacts [16%], to get them to do a 3-1-2 program
- Use a long term statistical FACT ~ Their retirement, find the #'s for their age ~ 10,000 x their age
- Then go over the numbers of dials, contacts etc

	Slow, Deliberate	Quick Activity, Spontaneous
People	<p>YELLOW <i>Mr. Rogers</i></p> <ul style="list-style-type: none"> • Supportive • Nurturing • Nurses, teachers, full-time moms who <u>love</u> helping kids <ul style="list-style-type: none"> • Love helping people get what they want • Not interested in hard business side, but will want to help others <ul style="list-style-type: none"> • Can be indecisive • High credibility • Well-organized • Great at multi-tasking 	<p>BLUE <i>Head Cheerleader</i></p> <ul style="list-style-type: none"> • Love fun • Adventurous • Love meeting new people <ul style="list-style-type: none"> • Enjoy selling • Always talking...tells long stories <ul style="list-style-type: none"> • Won't listen • Trendy • Popular • Life of the party • They will rarely book follow-ups, so be sure to help with this • Believe that they are great multi-taskers, but they are not
Ideas, Concepts & Results	<p>GREEN <i>Mr. Spock</i></p> <ul style="list-style-type: none"> • Engineers, CPAs, accountants, computer nerd <ul style="list-style-type: none"> • Logical, not emotional • Will ask for information again and again and again... <ul style="list-style-type: none"> • Will do research for self <ul style="list-style-type: none"> • Like to be right • You can't close a green, so feed them information and they will decide 	<p>RED <i>Donald Trump</i></p> <ul style="list-style-type: none"> • Like to be in charge <ul style="list-style-type: none"> • Great organizers • Always improving things • Always think that they know best way to do something <ul style="list-style-type: none"> • Focused on bottom line • Interested in ROI • Don't listen because they know it already • All Reds think that they're Yellows • <u>Love</u> recognition and competition • Reds will make LOTS of money