
Quality Interview 2

REMEMBER: You are not going into the meeting to sponsor them but to see if they are worth sponsoring! You are an expert at asking good questions. Can we provide a bridge to close their gap and a solution to their obstacles?

RELAXED CONFIDENCE

1. INTRODUCTION
2. REVIEW OF SUMMARY
3. OUR MODEL - AMWAY™
4. OUR TRAINING - LTD
5. KEY TRAITS / NEXT STEPS
6. PROFIT POTENTIAL
7. CLOSE AND NEXT STEPS

STEP 1: INTRODUCTION

Quick reconnect

- New IBO introduces the prospect to Coach
- Connect for a minute or two, getting to know them and their background more.

STEP 2: REVIEW OF SUMMARY OF BUSINESS OF THE 21ST CENTURY

Type of Income

- When you read the summary, what did you learn from the description of the cashflow quadrants?
- Which quadrant do you currently see yourself in?
- Which quadrant do you want to be in? Why?
- You mentioned you really wanted _____ when we spoke on the phone. How do you see yourself being able to fill the GAP to get there?
- What did you take from the brief section describing the assets of network marketing?
- Do you think learning about how to build an asset using network marketing could help you achieve _____?

Transition: In our conversation on the phone we shared some of the pillars that we utilize to help people fill that GAP. We talked about mentorship, e-commerce, and scalability. I am going to first share our e-commerce approach.

STEP 3: OUR MODEL - AMWAY™

Slide 1 - AMWAY™

- In our model, we have access to all that Amway has to offer - an e-commerce digital storefront, tools like the wellness recommender which guides our holistic wellness coaching, and mobile apps.
- You can imagine what it would take to build all of this out for yourself. Can you see how having all of this developed for you breaks down the barrier of having the right tools and resources?

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Relate to them what the Amway business brings - do not have to make too many positive statements (not selling it, but sharing appreciation for what you see as benefits to you)

- Global impact - operates in >100 foreign countries and territories
- Cutting edge science and technology - 800+ scientists and engineers with >750 patents
- Holistic wellness - >350 products, vitamins and supplements grown on >6000 acres of certified organic farms, ecofriendly home care products, all natural, vegan skin care products, and even plant based toothpaste

If they have heard of Amway, address any thoughts or concerns they may have.

- What do you know of Amway?
- If their attitude is negative, ask “Are you willing to overcome your current thoughts to learn how we effectively coach and train people how to succeed with this approach?”
- If they are not willing, no need to move on!

Transition: Having the right vehicle is important, but one of the other pillars we talked about was mentorship. I am going to share how we address that in training people.

STEP 4: OUR TRAINING - LTD

Slide 2 - LTD

MENTORSHIP

- We have a training and education platform called Leadership Team Development or LTD, which provides a comprehensive training system and access to personal coaching.
- Most people don't have the mindset or skillsets to build a successful business when they begin.
- We are living in the information age today with so much education available.
- The benefit of mentorship is that it brings the right education, to the right opportunity at the right time to effectively help you move forward.
- Can you see how much time and energy it will save to have guided education to help you learn how to take action effectively?

RISK AND CAPITAL

- Two of the obstacles that many people address when looking at business are the risk and capital necessary to get started.
- We comp all business startup and training expenses your entire first year. This allows you to focus on profitability from the moment you start.
- With no upfront investment or threat of losing money, do you feel this might help you start more effectively?

Transition: Most people are a skillset away from their desired outcome, not a timeframe away. There are critical characteristics that our team looks for when we are evaluating prospects for business.

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STEP 5: KEY TRAITS/NEXT STEPS

Slide 3 - Key Traits

- These are some of the characteristics we are looking for:
 - Desire
 - Capacity
 - Appreciation
 - Patience
 - Time Management
- Which of these traits do you consider to be personal strengths for you?
- Why would you say that?

Transition: There are several ways you are compensated as you progress. This is the scalability of our business plan.

STEP 6: PROFIT POTENTIAL

Commitment questions before starting the video (review their gap and urgency):

- Why does it make sense for you to develop additional income outside what you are doing right now?
- You will have to be coached to develop new skillsets that may not be comfortable for you as you get started. The team is there to give you the tools you need to learn. Are you prepared to learn some new concepts and skillsets to allow you to....(their gap)?

Slide 4 - Video of the compensation plan

- We have a 7 min video that will go through how a business owner makes money. This will highlight an example of how a new business owner gets started getting to know the products and developing customers, and then getting the opportunity to coach other people to do the same. This is just an example and won't explain every detail. After the video I will have a couple final questions for you.

STEP 7: CLOSE AND NEXT STEPS

Open the door

- Now that you have seen the big picture of how you make money, can you see how you can learn how to develop a business that will give you additional options to... (their gap)?
- What difference would the additional \$3-5K monthly or over \$40K annually make for you?
- During the vetting process, I am going to be sharing some audios and videos with you within the DYS app. (send them a text with the link to the app)
- During this time, we are building trust with one another. Your job in this time is to develop the habits that will lead to success. That starts with studying and communication. My job is to train you in the skillsets you need to win.

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Close the door (if they are not really connecting with what we do):

- I appreciated getting to know you a bit. I definitely wish you the best in your own endeavors as you move forward. I know timing is everything for everyone.

Don't miss the opportunity to transition to a customer!

- How would you like to look at how we could support you as a customer during this time? Then we can relook at business options later if it makes sense.
- Ask questions to discover what product lines would be best for them!

