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3-Step Framework

YOU:

"Hey, listen, I hear you. But be honest with me, Suzy, is it really that you don't have the money? Or is that just a polite way of saying no, because listen, I'm totally cool either way. I just want to help you."

Prospect:

"Really not I don't have the money."

You:

"Cool. Well, do you want to do this?"

Prospect:

"Yes."

You:

"Are you sure?"

Prospect:

"Yes."

From Here you would coach and close her (See Other Scripts To Learn How)

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Feel - Felt -Found

YOU:

“Hey, I know how you feel. I felt the exact same way. I was in the same situation but here’s what I realized."

**Always use "realized" instead of "found"

“What I realized is the biggest reason why I needed to do this was because I didn’t have the money. Because I didn’t want to be stuck a year or two from now still not having the money.”

Only use this if you really DIDN'T Have The Money

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Tell Someone's Story

YOU:

"You know what? Man, that reminds me of my friend, John. John didn't have the money either. But he realized that if he didn't come up with the money, he'd be stuck forever not having the money.

So, he looked around his house for things that weren't making him any money. He had a big screen TV. He went and sold the big screen TV on Facebook marketplace.

And he came up with the money. Now he's earning a full-time income in our company. He's amazingly glad that he did that, obviously, because now he can buy as many TVs as he wants.

So, let me ask you, what do you have laying around your house that's not making you any money?"

**Only use this if you have a REAL story*

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Who Do You Love Most?

YOU:
Listen, who do you love the most?" Maybe your mom, your grandma. Who do you love the most?"

Prospect:
"My Wife"

YOU:
"Awesome, Let me give you a hypothetical situation. Let's say your wife got pulled over. There was a case of mistaken identity and they arrested her. She calls you from jail and says, 'Hey, Pete. Listen, I'm in jail right now. It's $1,000 to bail me out, can you come get me?' Let me ask you, are you bailing your wife out? Are you going to let her spend the night in jail with a bunch of crack whores?"

Prospect:
"I'd bail her out"

**Use After The 3-Step Framework & Have Built Rapport

YOU:
"Awesome. So, here's the reality. I know you have the money. It's just a matter of you coming up with it. My coaching to you is come up with the money tonight. So, you're not still in a situation a year from now where you don't have the money because if you don't have $1,000, you don't have $500, whatever it costs to join your opportunity, then you're essentially in financial prison. Wouldn't you agree?"

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Could You For A Ferrari?

YOU:

"Listen, if I can sell your Ferrari for $500, but you had to come up with the money in 24 hours, would you buy the $100,000 Ferrari?

Prospect:

"Of course!"

YOU:

"Awesome. So, listen, I know you can come up with the money. So, the question is, how are you going to come up with the money in the next 24 hours?"

**Use After The 3-Step Framework

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Where We Are In Life

**Best If Presenting

YOU:

"Listen, here's the situation if you don't have the money, the reason why you don't have the money, it's because where we are in life right now is based on the decisions or lack of decisions that we made one to two years ago.

The reason why we are where we are today is based on the actions we took or didn't take a year ago. Where we're going to be a year or two from now is based on the actions or lack of actions that we take today."

Or you can say:

"Decisions or lack of decisions that we take today. So, my coaching to you is make a decision to take action so, that a year or two years from now, you're still not in a position of having to say, 'I don't have the money.'

If you lock arms with me, if you're coachable and teachable, I'll help you get into a situation where you never have to say, 'I don't have $500' ever again. Sound good? Awesome, how you going to come up with money?"

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What's More Powerful? (You Or The Money)

YOU:

"Listen, let me ask you a question. What's more powerful? Is it your lack of $500? Or you? Are you more powerful than a lack of $500? Are you powerful enough to come up with the money? Are you powerful enough to come up with the money?"

If someone says "no" then that's not someone that you want to work with.

**Use After The 3-Step Framework

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That's Why I'm Showing You This

YOU

"Listen, I get it. That's why I'm showing you this. Because with who you are as a person, with your level of motivation, your drive and as good as you are with people, you should not be in a situation where you don't have $500.

So, I'm showing you this So, I can help you get out of this situation.

Lock arms with me, and we'll go crush this."

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Future Pacing (I'm Glad You Don't)

YOU:

"Listen, I'll be honest with you. I'm glad that you don't have the money right now. Because what's going to happen is when you get started, you're going to show this business to other people, and they're going to have the exact same objection. They're going to say, 'You know what, John. I don't have the money.

You're going to be able to say, 'You know what, I didn't either, but I realized that the reason why didn't have the money is because I hadn't taken the right actions. I realized that was the biggest reason why I needed to get started.

So, I came up with the money. Twelve hours later, I got started. Now I'm earning a full-time income. I'm helping other people become financially free. I mean, my dreams are becoming a reality because I made the decision to come up with the money.

So, John, I believe that's what's going to happen for you. My only question for you is, 'Are you powerful enough to come up with the money in the next 24 hours?'"

Notice, in some cases, you can use multiple closes to get someone started.

**Use after the 3-Step Framework

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DMO CLOSE

**Use after the 3-Step Framework

YOU:

"Well, listen, how much time do you think it takes."

Prospect

"I don't know. 15-20 hours/week?

YOU:

"Dude! I mean, even a lot of the people who are full time in our company, they're not working 20 hours a week. The reality is we're all busy. What this is about is buying back your time. It's about referring a few people who refer a few who refer a few.

If you could put two to three hours of committed time, which I know you have. I know you've got an extra two to three hours a week, then you can start to get some people on your team, and you'll start earning income based on the efforts of not just yourself, but based on the efforts of many."

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Where We Are In Life

YOU:

"Hey man, I get that you don't have the time. I mean, a lot of people don't have the time. We're all super busy.

But the reason why we are where we are in our life is based on the decisions or lack of decisions that we made two, three years ago.

Where we're going to be two to three years from now depends on the decisions or lack of decisions that we make today."

**Refer to the same method in the
"I don't have the money" script

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I Call Bullsh*T

YOU:

"I call BS on that. You just spent two hours with me in the presentation and you're hanging out here. I know you have at least a couple hours a week to put into the business. So, listen, let's just get you started."

**Make Sure To Have Rapport!

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Win You Over With Paychecks

YOU:

"I don't need your time. You know 100 people that I don't know, introduce them to me and I'm going to win you over with paychecks."

This is basically if you've got a lot of time and you're showing it to someone who maybe they're a doctor, maybe they're a chiropractor, maybe they're a busy executive, and they don't have a lot of time.

They know 100 people that you don't know. So, if they'll introduce you to those people, then you can go present on their behalf. Now personally, I don't like doing that because I want people to actually put the effort in.

But if I were hungry for leads, and I had the time and I had someone who was a powerful person who had credibility with a lot of other people, this is one that you can certainly use. Okay, I'll win you over with paychecks.

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That's Why I'm Showing You This

YOU:

"Hey, I get you don't have time. I mean, I know you want to spend way more time with your family. I know you want to spend more time with your kids.

The reality is if you continue work in the way you've been working; you're never going to have any time. See, this is about creating leverage and residual income that builds up over time, So that you can eventually fire your boss and live life on your terms.

With your capabilities and your skill, I know you can do this. If you lock arms with me, if you're coachable and teachable, I will not let you fail."

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What's Really Holding You Back

YOU:

"Listen, tell me what's really holding you back because I know you're not procrastinating just for the sake of procrastinating. What's holding you back? I want what's real, okay?"

Prospect:

Sometimes they don't believe they can do it. in some cases, they're going to say:

"I'm afraid of rejection"

**Powerful to get to the bottom of why they haven't signed up. Once you've received this info... you can move into some other closes

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Where We Are In Life

YOU:

"Matt Morris:You know what? The reason why many people are where they are in life and don't have the success that they want? It's because they procrastinate just for the sake of procrastinating. I don't want that to be the case for you."

**Look at the close in the "I don't have the money" objection for this same method

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Ben Franklin Close

YOU:

"Hey, listen, what do you think good can happen in your life from getting started with me?"

Prospect:

"Well, I start earning some additional income."...

(Help them list a few)

YOU:

"Listen, what are the negative things that can happen by you getting started? There's usually not. Like, what's the worst thing that's going to happen?"

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What Does Your Gut Instinct Tell You?

YOU:
"What is your gut instinct telling you?

Prospect:
"I don't think I'd be good at selling"

YOU:
"What makes you think you can't?"

Prospect:
[Insert Reason]

YOU:
"What makes you think you can?"

Prospect:
[Get them to tell you a few reasons]

YOU:
"Listen, I agree with you. I know you can do this."You've got what it takes to be hugely successful. If you're coachable and teachable, I'm going to help you get there."



Biggest Risk

YOU:

"Listen, let me be real with you. Be real with me. What's your biggest risk in doing this? If you say yes, tonight, what's your biggest risk?"

Prospect:

"Really, it's the money. It's the $500."

YOU:

Your risk is not the $500. Your risk is the life you could have had if you weren't afraid of getting started. So, my coaching to you is realize there's really no risk at all. The risk is not doing this. I think that's a bigger risk of doing it. Would you agree?"

Prospect:

"Yes"

YOU:

"Awesome. Let's get you started." *Put out your hand to shake their hand when you close*



Mark Twain Close

YOU:

"Mark Twain said, "Twenty years from now you'll regret more of the things you didn't do than the things that you did do."

If you look back over the course of your life over the last 10, 15, 20 years, what do you regret most?

Is it the things that you did? Or is the thing that you never had the courage to track?

If they're real with you, they'll say "It's the things I never had the courage to try."

**Great to do in front of a room in the presentation before asking for the sale

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Ask For Permission?

YOU:

"You don't think she'll give you permission?

Prospect:

"What?"

YOU:

"You don't think she'll respect your decision and give you permission to sign up?"

Prospect:

"Give me that application!"

**Use After The 3-Step Framework

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Here's The Way This Works #1

YOU:

"Listen, you said you want to do this. Here's the way this works. Okay, we have two options. Now, if you don't do one of these two, it's not going to work because what happens is you saw all the information. You're educated on what we have.

If you go home and talk to your spouse, and try and educate them on your own, and you don't know everything about our business, they're going to prejudge it. They're going to probably say 'No, we're not doing that.'

So, I know you want to do this. There's one or two ways. Number one is we go show them together right now. Okay, I'll come over to your house and we'll present it. That way they get to see everything.

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Here's The Way This Works #2

YOU:

Or number two is go ahead and sign up. Go ahead and get started. The company offers a money back guarantee.

If you go home and you tell your husband, you tell your wife that you signed up in something. You're really excited about it and you see a way to achieve your goals and dreams. If they blow up and it creates an issue, we call the company tomorrow and they give you your money back.

Okay, So, there's really you have nothing to risk and everything to gain by going ahead and getting started now. Let's get you started, okay?"

**Starts the same way as #1

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This Product Is A Gift

For this one:

"Get this as a gift for her or do this as a gift for him."

If you're selling nutritional products, you got it for them.

If you're selling travel related products, whatever it may be, present it as if you got them a gift.



Tell Someone's Story

When someone else had that objection but went ahead and did it anyway.

Now they have created huge success and their husband or wife is their biggest champion.

**Make sure you have a TRUE story to tell



Good. You Promise?

YOU:
"Good. Do you promise me you're not a salesperson?"

Prospect:
"Yes."

YOU:
"Awesome because if you are a salesperson, there's a likely a good chance you'll fail at this. Because here's the case, 95% of the people in the world don't like to sell.

There's only about 5% of the population who actually like selling. So, realize 95% of the people that you would show this to don't like to sell. The fact that you're not a salesperson, they're way more likely to join, because they see that you don't have to be a salesperson to do this.

In fact, this is way more of a sorting business than it is a selling business. You're just showing people what we have and allowing them to make a decision.

Here's what I know is true about you, you're never going to be pushy with anyone. So, people are going to love that and respect you for it. You'll actually create a stronger connection with your friends by showing them this and offering them an opportunity to change their life. So, what do you say we get you started?"



What Makes You So Sure of That?

YOU:

"What makes you So, sure that? Are you sure? I think you are a salesperson."

Prospect:

"No, I'm not."

YOU:

"Why aren't you?"

Prospect:

[List of reasons]

YOU:

"You know what? You sold me! I think you are a salesperson."

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Feel - Felt -Found

YOU:

"You know what? I know how you feel because that was exactly what was going on in my head when I start.

But here's what I found out.

What I discovered is you don't have to be a salesperson. It's just sharing the concept. People like it or they don't like it. If they don't like it then you part as friends.

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Tell A Story

YOU:

"Hey, you know what? You remind me exactly of our number one income earner.

Our number one income earner in the company is not a salesperson or a top leader or whoever it is."

**Know the stories of your top leaders!!!

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You Didn't Do It With Me

YOU:

"Listen, you didn't do it with me.

Here's what I know is true about you:

You're ambitious. You know a lot of people. You want out of your current situation. I know that if you lock arms with me, and you're coachable and teachable, I know you can do this. If you lock arms, I will not let you fail.

Let's get you enrolled.

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Future Pacing

YOU:

"Okay, listen, I'm glad that you failed before. Because, heck, I think it's like half the population has done network marketing, and a lot of people didn't succeed.

So, you're going to be able to say, 'You know what, that's exactly what I felt like when I got started. I had failed before doing this, but I realized that this product is So, powerful.' Our system is so powerful. I plugged in anyway.

Now I've got a team that's growing like crazy. I'm making money every single week. I'm super thankful that I did.

Listen, I'm going to help you overcome that the same way that I overcame it with myself. Let's get you started."



Me Too - Thank God I Didn't Give Up

YOU:

"You know what? I actually failed in about three network marketing companies. But thank God I didn't give up. Because with this, I'm actually succeeding.

Those other companies. It was just very hard.

Here, I mean, I'm not telling you it's easy, but it's so simple. I've got a bunch of customers. I've got this going on."

**Only use this if it's true!

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You Might Fail here Too

YOU:

"You might fail here, too. You know what? You might not succeed at this either.

But what are you going to regret more? Are you going to regret trying again or are you going to regret not having the courage to try?"

**Wait for them to answer! Most people take 4-8 seconds to make a decision to buy. DO NOT OPEN YOUR MOUTH!

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Biggest Risk?

YOU:

"Hey, what do you think your biggest risk of doing this is? If you do this again, what's your risk?

Your risk isn't that you fail again, your risk is the life that you could have had if you were afraid of failing. So, my coaching to you is let's get you started.

If you lock arms with me, if you're coachable and teachable, I'll help you succeed."

**Put your hand out to shake theirs when closing

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Ever Had A Bad Meal?

YOU:
"Hey, you know what? All network marketing companies are different. All systems are different. I mean, have you ever gone out to a restaurant and had a bad meal?"

Prospect:
"Yeah"

YOU:
"Awesome. Well, did you stop going out to restaurants because you had a bad meal one time?

Prospect:
"No"

YOU:
So, listen with our products, with our compensation plan, with our whatever it is. I mean, hopefully you can see that this is so much better than anything that you would ever have done in the past. You lock arms with me if you're coachable and teachable, I'll help you succeed. Sound good?"



Ever Date Someone You Didn't Marry?

YOU:

"Hey, let me ask you this. Did you ever date anyone that you didn't marry?"

Prospect:

"Yeah"

YOU:

"Awesome. Well, you're happily married now. I mean thank goodness you didn't date that one person... It didn't work out and decide you'd never date again!"

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Me Too - Hit A Gusher

YOU:

"You know what? I failed in a bunch of network marketing companies.

In some cases, it's like drilling for oil. Sometimes you hit a dry hole. Sometimes you hit a gusher. Obviously, it's based on your work ethic. But many of the companies I joined before they didn't have our products. They didn't have our services. They didn't have our marketing system.

And because I said yes to this, I hit a gusher."

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Tom Watson Close

YOU:

"Now Tom Watson, he was the founder of IBM.

He said, 'Listen, if you want to greatly increase your chance of success, you need to double your rate of failure.'

So, you can't be afraid of failing, if you want to succeed because the fact that you failed in the past, and you're going to try again, you're way more likely to succeed.

So, my coaching is lock arms with me. Let's get started. If you're serious about this, I'll help you succeed."

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What Do You Mean By That?

YOU:

"Well, what do you mean by that?" Or you say, "What's a pyramid?"

Prospect:

"Oh, it's where the person at the top makes all the moeny and people invest money and all this"

YOU:

"Now that sounds illegal. This is nothing like that."

**Do not get combative

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Of Course Not, Pyramids Are Illegal

YOU:

"Of course not. Pyramids are illegal. You don't think I do something illegal, do you?

Prospect:

"I guess not."

YOU:

"Awesome. Let's get you started."

**Do not get combative

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The Warren Buffett Close

YOU:

Do you think Warren Buffett's pretty smart guy? Would you consider Warren Buffett to be pretty smart guy?"

Prospect:

"Yes."

YOU:

That's awesome. Listen, Warren Buffett actually owns multiple network marketing companies within his portfolio. He's owned network marketing companies. He's been quoted as saying 'It's one of the best investments he's ever made.'

So, I figure if it's good enough for Warren Buffett, it's good enough for me and it's good enough for you. Would you agree?"

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Feel - Felt - Found

YOU:

"Hey, I know how you feel. I felt the same way. It was like a little weird. Like, I don't know if I want to be involved in something like this but what I realized is it's a massive profession.

Most people in this day and age understand that it's a very legitimate form of business. There's books written about it. There's college courses on it, and it's really the wave of the future."



That's How Business Works

YOU:

You know what? That's really how business works. I mean, your boss wouldn't pay you unless you made her money, right?

I mean, in the employment world, people pay money for their employees because their employees make them more money than what the expenses. That's why they have employees."

**Do not get combative

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Do You Like Helping People?

YOU:

"Well, let me ask you this. Do you like helping people?"

Prospect:

"Yes"

YOU:

"Awesome. Well, listen, that's really what our business is about. I mean, most people are going to live the same lives, and they're not going to ever have a chance to achieve financial freedom.

By helping someone and at least offering the opportunity, then you have the opportunity potential to ultimately change people's lives. I mean, our company has done this.

**Talk About The Success Stories In Your Company

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Movie Theaters

YOU:

"Are you mad or glad that movie theaters make money off of you?

So, you go out to a movie, you have a great time, realize the movie theater just made money off of you.

So, you may make money, you may make an override on someone's commissions, but you're helping them, and they'll be glad that you're making money off of them.

Because if it weren't for you, they wouldn't have the opportunity."

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Do You Really Mean You Don't like Selling People?

YOU:

"Do you really mean you don't like selling people?"

Often this is the real reason. Go back & reference the salesperson objections.



What Kind Of Research?

YOU:

"Listen, I've been doing this long enough to realize that 'I want to do my research' is really just kind of like meaning 'I want to go Google and see what comes up.

Just like anything, I mean, you can google the Boy Scouts of America. You can find places where they say the Boy Scouts are a scam. You can also find places that where it's awesome.

Same thing is going to be true with network marketing. Same thing is going to be true with our company. You're going to find people who love it, people who don't love it.

Here's what I know. When I got started, I did it because I trusted the person. What I found out even more is the company has won this award and this award. They've been in business this long. We do this much revenue. The leaders in our company have done this and this and this. We have these people who have high credibility with the company.

So, listen, I don't want you to procrastinate for the sake of procrastinating. My recommendation is trust me, trust the company. Realize that we've got a solid opportunity that if you're coachable and teachable, I'll help you succeed. Sound good? Awesome."



Company/Leadership Credibility

YOU:

"Listen, here's what I know. When I got started, I did it because I trusted the person. What I found out even more is the company has won this award and this award. They've been in business this long. We do this much revenue.

The leaders in our company have done this and this and this. We have these people who have high credibility with the company. So, listen, I don't want you to procrastinate for the sake of procrastinating.

My recommendation is trust me, trust the company. Realize that we've got a solid opportunity that if you're coachable and teachable, I'll help you succeed. Sound good? Awesome."

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NETWORK MARKETING MASTERY

7 SKILLS

1. GENERATING LEADS
2. INVITING
3. PRESENTING
4. CLOSING
5. GETTING NEW REPS STARTED
6. PROMOTING EVENTS
7. TRAINING

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