

10 STEPS TO SYSTEMIZED EFFECTIVE DUPLICATION

1. **Names List** – 60 - 100 Names – Add 2 a day – 3 foot rule – 3 W’s
 2. **Answer to What is it, What do you do, 2 minute commercial, what is your WHY**
 3. **Determine Approach** (with sponsor/senior business partner)
 - a. Complete bios on Top-10
 4. **Make the appointment**
 - a. Sell the appointment; not the plan
 - b. Pick up the Phone – Call Workshop
 - c. **First Look:**
 - Interview/Overview - web portal tour – HSL - preferred customer
 - Home Business Presentation (leverage, adds excitement, credibility, rapport)
 - Webinar/Video/Flip Chart
- *BUILD THE RELATIONSHIP, ALWAYS SELL TICKETS to the next event, and sell products WHILE TAKING PEOPLE THROUGH THE PROCESS as this BUILDS BELIEF***
- THE NEXT STEP IS:**
5. **Bring to Unfranchise Business Presentation**
 - a. Have them invite 1 or 2 to help evaluate.
 - b. Pre-Schedule Follow up to “Answer Questions” or to “Get Started.”
 6. **Follow-up Appointment** (until they register) – **FOLLOW UP=SUCCESS**
 - a. **If it’s to Answer Questions:**
 - i. Get them to lead you to their people – **TOP 2**
 - b. **If it’s to Register them:**
 - i. Set the appointment; Send them Registration Letter with Top 10 Bios to complete and GSG.
 7. **Registration Day**
 - a. Attach and Sell Tickets to **local and Corporate** event before going to the Sign-up Wizard
 - b. Complete 1st page. Have new **UFO** complete **Section 01 of the GSG and sign-up wizard**
 - c. Set Calendar as far out as possible: UBP’s, Trainings, etc.
 - i. **BOOK HOME BUSINESS PRESENTATION/PRODUCT PARTY**
 - d. Set up Back Office and Web Portal and give little demo
 - e. **Give UFO Homework (Section 02)** and book Follow-Up Appointment, (Shopping Annuity Assessment and Advisor)
 8. **Follow-Up with the New Distributor**
 - a. **Go over Homework** and identify products to replace **NOW, SOON, LATER**
 - b. **UFO’S Commitment:** Convert Spending into Earning, do the daily steps, getting them and their 2 people activated, plug into and support the GMTSS, and get customers shopping on their portal (2-10 in the first 90 days). **MINIMUM 2**
 9. **WORK THE ABC PATTERN AND DUPLICATE - TEAMWORK**
 - a. Define your Team, Develop Leaders, Identify Hot Spots
 - b. Hold Accountable – Empower – Recognize
 10. **MEASURE, MONITOR ADJUST AND CONTROL**

