

Evaluate, Part 1, Marketing App--using Daily Essentials, Part 2, Trial Run, Repeat

From Arlene - watch this video too: <https://youtu.be/R8p1nlqFwyY>

**Each zoom is 30 minutes - team may pop on for 5 minutes (look great and have video on)**

1. Ask to evaluate - top 10 most influential people  
Elizabeth said to ask - "Will you evaluate this business, it may not be right for you, but you might know
2. someone." It takes the pressure off all of us.
  - a. "Hey, can you evaluate this? You may or may not be interested but you may know people who are."
  - b. "Hey, I'm evaluating a business, could I get another set of eyes on it, could you look at it with me? You may or may not be interested but could you look at it for me?"
3. Always go to the most influential people you know
  - i. Trust their opinion
  - ii. Value their judgement
  - iii. They know people, are connected

Part 1 - Interview/Overview

Entire team on ( max of 5), gallery view - for interview/overview. 30- min max slots

- b. We are selling the fun of our team - welcome everyone - can see their name - Ask questions, where you from, what do you do, how long have you been doing that, find their pain.
  - i. Make connections, 2 minute commercials (name, background, what business had done for you)
  - ii. Introduce partners
    1. ask the partners to share their background and why MA (30 seconds)Have a "mirror" person pop on
    2. LET THEM TALK! Listen even if they just keep talking about themselves-be able to control the flow knowing this is 30 minutes max
  - iii. Tell guest about process.
    1. You are going to show them two parts, "It's a process. We're going to show you part one today and if you have interest, we'll schedule a part two right away."
  - iv. Start Screen share
    1. Sizzle Video --**We are now using the video of first part found on you tube-**  
<https://youtu.be/n3vx0MrUpSQ>
    2. First ½ of presentation up to 45 year plan. Explain residual income  
--this can be done at another time--9 minute shop tour on youtube

(<https://youtu.be/JLV4PY4e7x4> ) Deborah Grigas

3. Ask what interests you most?
4. Book follow up, send the credibility video:
5. Send link to watch credibility video
6. Credibility video link:  
<https://www.youtube.com/watch?v=3WMXu4kdXBo&feature=youtu.be>  
Let them know you will be sending them the sample and following up with a 10 min survey. Ask them to attend a 35 minute wellness presentation that explains the importance of supplementation-

4. Part 2 - show 5 steps of the plan: **at least 24-48 hours after Part.1**

- a. still need team - but bring on the match / mirror
  - b. Remind prospect, they need to see this 3 times before making a decision and explain that they will have a lot of questions after the first time they watch it, the second time they will get a lot of those questions answered, and the third time it will all come together and start to make sense
  - c. NO decision to make  
- does this mean they don't have to decide, or it's such an easy decision it's no decision? She says this a lot,
  - d. Let's get a few of your connections to review it (you'll watch with them for your 3 times)
  - e. Have signs on from the team like 100% etc awesome team
  - f. Take turns on slides - commentator approach  
Know the slides!
  - g. Sell tickets to the next event-after step 2
5. Trial Run - who's going to sponsor them, you or me?

- a. Get 2 more people to evaluate the plan with you, look for your best people, "I want you to help me evaluate this, 2 brains are better than one, two sets of eyes are better than one, will you help me look at this?"
- b. Buy zoom, \$12.95/mo download the powerpoint and sizzle video
- c. Get everyone's info, confirm all appointments on a group text with everybody so all the people on the call have the information.

This is done by the senior partner, yes?

Trial size marketing - everyone needs the \$12/year app - and each person in trial run needs to try product.

Get their email, birthday, address into your back office and send samples with the app.

Make sure they are in back office and fill out at least the Nutri Physical

6. It's so easy: Part 1, Part 2, Trial Run, Repeat. Part 1, Part 2, Trial Run, Repeat.

If someone says they don't have any money to invest, tell them "don't worry about the money. It takes some time to do a trial run and become qualified, so there is no rush to spend."

Help them set up a "home party" or other way to get customers so they can have \$ waiting for them the minute they get in- to justify the \$ to get registered.

People want to meet "THEIR" team

Do all 5 parts of the Basic 5

No decision close

Edify team / Edify speaker

2 of your own evaluations a week (pop on for team)

Who's your running mate?

1 year to Master

Do not do zoom by yourself