



## THE SUCCESS PLAN!

**Congratulations, you just signed up a New Representative!**

*Immediately, before they leave or are off of the phone,  
ask them the following questions:*

- 1 **“WILL you write down your financial goals?”**  
(3, 6, 12 and 24 month goals)
- 2 **“WILL you write down your hourly commitment to your business?”** (Hours per day & per week)
- 3 **“WILL you make a list of 10-15 names of people you want to have in your business?”**
- 4 **“WILL you also please put a star next to your “top 10” potential business partners?”**
- 5 **“WILL you have these 4 assignments completed by tomorrow?”**
- 6 **“Great! When will you have time tomorrow to go over your decisions?”**
  - a. If they say “No,” then simply ask: **“When do you feel you could have it done?”**
- 7 **“Sound good! Let’s talk tomorrow at (time).”**
- 8 **“Terrific! We’ll talk tomorrow! Welcome to the team!”**



### **Remember:**

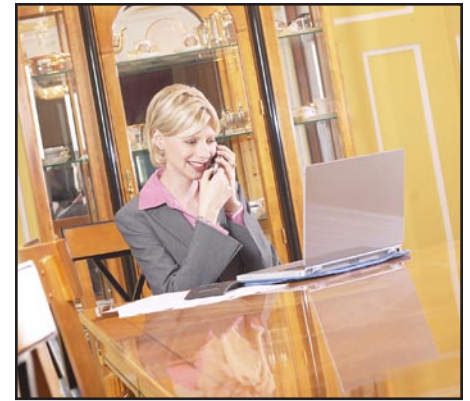
- You are looking for someone who wants a part-time business!
- You are searching for someone who desires to change their life. Someone who will:
  - Turn off the TV, get off the couch and make sacrifices
  - Set a specific goal and do whatever it takes to accomplish that goal
  - Work hard for a few years to create an income for a lifetime
- You are “interviewing” these people for your business; as your Board of Directors
- You want ethical people with a positive attitude. Who do you know like this?

**Note:** Winner's Circle's first goal is to: (1) start you off correctly by setting you up for success. We want to help you establish a viable business plan. Our other primary goals are to: (2) systematically show you how to get your initial investment back and (3) teach you how to be profitable in your first two weeks. Therefore, let's get this foundation-work done before you begin sharing the product(s) or the business with anyone. Do you agree?

**Reminder:** You are NOT their boss! They already have a boss, spouse and children telling them what to do every day. They are starting this business to be their own boss, to be in charge of their own time/future. DO NOT tell them what to do. DO ASK them how they would like to proceed. You will quickly find out who your leaders are; not only by what they say, but also by their actions! Listen and watch. Work with the business builders. Have fun!

## The Follow up...PHONE CONVERSATION

**Suggestion:** Follow up by phone and not in person. You can duplicate this anywhere in the world if you do it via a phone call. If this is NOT your personally sponsored person, then get their sponsor on the phone with you so that they can learn this process by listening in on the phone conversation. Know your team members goals.



1. **“Hi, (name)! Do you have the 3 steps completed?”**  
If they do not...reschedule for another time.
2. **“Welcome to the team, (name)! Let’s go over your goals. Share with me where you want to be in the first 3, 6, 12, and 24 months. How much do you want to be making?”**
  - a. Write this information down on your tracking sheet that you will keep on file for them.
3. **“After thinking about it, how many hours are you committing to your business per day /week?”**
  - a. If they answer by day, ask: **“Is this 5, 6, or 7 days per week?”**
  - b. **“So you are planning on working ( ) hours per week to build this business, correct?”**
4. **“Great! Based on your time commitment, financial goals and the strength of your hot list, I feel you have created realistic goals.” “You are going to be great at this business!”**
  - a. Tell them if their goals are not realistic, if you believe they are not; explain why.
5. **“Sounds good! “Ok, let me ask you some questions before we start reviewing your list.”**
6. **“First, geographically, where will you be doing the majority of your sponsoring?”**
  - a. This will probably be the area they live in unless they just moved to a new area.
7. Ask their sponsor: **“Which side of your business did they come in on?”**
  - a. Tell them that: **“It doesn’t matter which side of your sponsors’ business you came in on; it simply helps us structure placement of your future business partners.”**
8. **“Okay, our goal here is to position you for quick success while building your long term business.”**
9. **“Who do you have on your list that lives out of your geographic area? Where do they live?”**

**Note:** Our questions hereafter are geared to help determine potential placement of the people on their list. Placement of your team players is extremely important. Our goal is to get at least 3 strong people on both sides of their business in order to position them correctly so they can advance to the next level or Rank (with or without help from their up-line). Because we do not know the future and cannot see who is going to be the best business builder's long term, a part of this placement strategy is your best guess. In other words, there is no perfect placement option. However, there can be placement mistakes, so pay attention – follow your Team Leader's advice.



Ideally, we will want the majority of their initial sponsoring to be placed on the opposite side of the Team Leg which they came in on. In general, we want “out-of-towners” to be on the same side thus creating synergies. We usually attempt to place “family” on the same side too although certain circumstances will sometimes dictate the opposite.

Remember, that we want people who live in the same area, or those who know one another, to be grouped together on the same side so that they financially benefit from one another...thus, more success! Sometimes, this is not possible, but that is our goal.

**10. “Let’s begin with your “top 10” potential business partners. Who is the first one?”**

a. Write it down. Get the same information for each person on the list.

**11. “Where does he/she live? What does he/she do? Why is he/she on your list?”**

**12. After reviewing the list together, ask: “Do any of these people know anyone else on the list?”**

**13. As you go through the list, make a notation as to where each person could fit best (left or right side). This will give you an excellent overview of the strength of the people on the list.**

**14. Say, “This isn’t set in stone, but let’s try to get these people on your left, and these on the right.”**

**Remember:** Give honest feedback. Let them know if their list is strong, weak, or if they need a few more people, etc. We are trying to set them up for success and want them to get at least 6 good people from their original list. We only need a handful, not everyone, and 6 will do perfectly.

**15. “Okay, this is a real good start. Now, let me tell you the (5) best ways to educate your people regarding this business.” “Remember, your job is to get them to take one of these steps:”**

- Send them to [www.CoolChoc.com](http://www.CoolChoc.com) or [www.TeamX88.com](http://www.TeamX88.com)
- Take, or send, them to a Local Presentation (i.e. Tasting Party)
- Give them one of our CD’s or DVD’s
- Get them on a Live Call (Tuesdays, Thursdays, Saturdays)(See TeamX88 “Game Plan”)
- Meet in Person

**Suggestion:** *This is the part of the process where you teach them that they will have to look at each person on their list and determine which option is best for each of their individual prospects. In other words, “How would they prefer to get this information?”*

*Some people will never leave their homes to go to a meeting/presentation/party. Others will eagerly go to a meeting/presentation/party in order to check out the people, training, culture, hear the testimonials and experience the chocolate energy. You probably already know the ones who would prefer to see the presentation on the computer on their own. Some may not have a computer; therefore the other options would be a better fit.*

*Meeting in person is the most risky situation because you will probably say too much. The less you say the more money you will make! If you meet a friend, and they start asking questions, get them to a presentation. Tell them:*

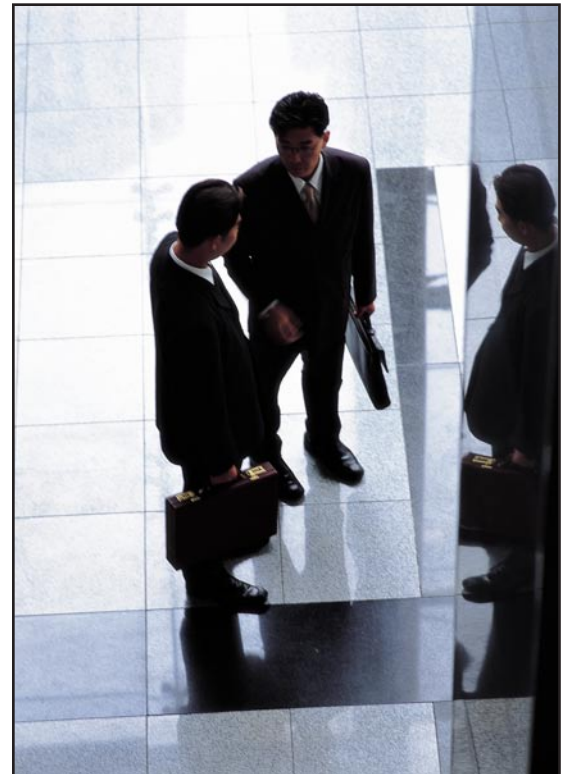
**“I could probably talk forever about this, but I would really like to spend some time with you. When you get a chance, look at...(this DVD, CD, CoolChoc.com, TeamX88.com, or come to a meeting / party).**

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***DO NOT give the presentation or answer questions.  
They will duplicate what you say and do!  
And, if they think that they can't do it,  
they will not join your business.***

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- 16. “WILL you contact each person on your list, starting with your “top 10” and direct them to a presentation over the next 3 days?” (This should take less than 2 hours.)**



*Remember, you are NOT meeting with these people,  
just inviting them to look at your business.*

- 17. “Your goal is to get at least 6 of these people to join the business at the same level you did, that of an Executive, during the next 7 days. Ideally, we would like 3 on the left and 3 on the right. Think you can do this?”**

- 18. “Now, what do you need to know about the product? Nothing. What do you need to know about the compensation plan? Nothing. Great! Don't get overwhelmed with the details. You will learn the product benefits and the rewards system as you go, just like in your current job.”**



**Please DO NOT tell them they have two weeks to get their 6 Executives!**

The goal is to get 6 in the first 7 days. If they do not register them all in their business during that time period, they will probably get at least 3 business partners which would advance to the Bronze Rank! Then, they still have another week to encourage their 3 other prospects to join them – which, if completed, would immediately advance them to the Silver Rank! If you tell them they have 14 days, they will wait until day 10 and may not succeed.



**19. “Do you have any questions?”**

- **What if they ask if this is Network Marketing or MLM?**  
**Tell them:** “You probably have a couple of questions. I want you to know your questions will be addressed during the presentation. Give me a call afterwards with any questions and your feedback.”
- **Or, if you are on the phone (hopefully), just say,**  
“I would love to answer all of your questions, but I am going into an appointment. Take a look at the presentation and give me a call back and I’ll get your questions answered.”
- **I would tell them,** “The products are unreal. We are marketing the world’s first healthy dark chocolate and I want to do this business with you – you would be great at this business!”



**NOTES:**

**Potential Income in one week**

6 New Sign-Ups (in a week) at \$150.00 each =	\$900	Quick Check
Left Volume: \$3,060 and Right Volume: \$3,060 =	\$306	Infinity Bonus (10%)
<b>Total Income =</b>	<b><u>\$1,206</u></b>	

**Payment Type**

- Every time a Sponsor “signs up” or “registers” a new Business Builder or an Executive, the Sponsor will receive a \$150.00 sign-up bonus; called a Quick Check. This Quick Check Bonus is paid weekly.
  - Bonus-able Volume (BV) is sales volume that is used to determine what an up-line distributor is going to get paid. When someone signs up as an Executive (\$1,320 in BV), \$150 of that \$1,320 BV is used to pay you, the sponsor, a \$150 Quick Check. Remember, the company pays out 50%. So, the other \$150 is for the company. The remaining \$1,020 in BV per Executive sign-up is the amount used to calculate your Infinity Bonus. The Infinity Bonus is 10%.
  - In our example above, when a Sponsor signs-up 6 Executive Distributors in a week (3 on the left and 3 right) they have \$3,060 in Bonus-able Volume on both sides ( $\$1,020 \times 3 = \$3,060$  for the left and  $\$1,020 \times 3 = \$3,060$  right). Thus, an Infinity Bonus of \$360 would be paid to the Sponsor (10% of \$3,060).
  - As a new distributor looking at your own volume on your Back Office, you would see \$340 on you left and \$340 on your right. The \$1,020 in volume is automatically split 3 ways between your 3 (BC) Business Centers (\$340 BC1, \$340 BC2 and \$340 BC3).
  - For Rank Advancement, the total amount of \$1,320 per Executive is used. This is called Qualified Volume (QV).
- | <u>Advancement</u> | <u>(Perfect Scenario)</u>                                    | <u>Volume</u>              |
|--------------------|--|----------------------------|
| Goal:              | Personally Sponsor 6 Executive Distributors                  | \$7,920 (\$3,960 per side) |
| Goal:              | Your 6 Executives each Sponsor their 6 Executives (36 total) | \$47,920 (\$23,760/side)   |

- Week 1 your goal was to sign up 6 Executives. By volume and sponsoring, you are now half-way qualified as a Bronze Executive – essentially grand-fathering yourself up to the 5 highest ranks. To be Bronze you need \$2,500 in Volume for two consecutive weeks while having at least two personally sponsored people with \$500 in volume. By sponsoring 6, you have completed week 1’s requirements. In week 2, your goal was to help your 6 Executives identify and sponsor their own 6 Executives. By duplicating what you did (i.e. each sponsoring 6 Executives) in week 2, there would be 36 new Executives with \$1,320 in volume (\$47,920). That amount of volume would not only ensure you the Bronze Rank, but it is weekly volume similar to the highest ranks in the company. In week 3, if all duplicated again, there would be 216 new Executives with \$1,320 in volume (\$285,120); perfect storm, right?
- What if, instead of 252 (36+216) new Executives in weeks 2 and 3, you only added a few new Executives? Well, we know what happened in week 1 (\$7,920 in volume and your half-way qualified to Bronze). Let’s say in week 2, we aim low and only 8 new Executives came in from your 6 existing Executives. Guess what? You would have \$10,560 in volume (8 x \$1,320) which would not only make you a Bronze Executive but also qualify you for your first week as a Gold Executive (due to volume and because you would have 2 Bronze Executives yourself). Here’s the best part, Gold Executives receive company profit sharing (an equal share of 1% of company sales every week). So, shoot for the moon! You now know the possibilities. Let’s go for it!

**APPENDIX I:****1. What should your “Mental Focus” be?**

- a. By inviting people to come into the business, you are doing them a favor!
- b. Remember, our offering will satisfy some need that is greater than the investment price.
- c. Be enthusiastic – for every 1 person you may lose because you are “too enthusiastic,” you will lose 15 because you are not enthusiastic enough.
- d. Have “positive thoughts” and “positive projection” (stinking thinking vs. goal oriented).
  - i. Your business is never good or bad out there.
  - ii. Your business is either good or bad between your ears.
- e. If you focus too much on the product, you will only have a customer.
- f. Very quickly, get away from the product and on to the people.
- g. “No” means = All you have got to do is convince me.
- h. Focus on the business and you are building a Network; build a network.
- i. It’s all about the relationships; that’s what brings people in.
- j. There are no natural-born “top distributors” – we all succeed by choice and by training.
- k. Do not confuse a Business Refusal with a Personal Rejection.
- l. When you are really committed, you will truly be shocked if someone says “no.”
- m. Who wins? The big winner is the prospect.
- n. When you are meeting with a prospect, remember to have all the paperwork you need with you; have the contracts in hand. There is an agreement to be made. Look good. Smell good. Be prepared. While you are handing them the papers, say something like:
  - i. *“In this part of the country this is the standard information which we use, and go by, if you happen to find what you really want.”*
- o. I know you think you should know all the answers, but you do not need to; sincerely.
- p. Listen. Do not talk too much. Seriously. Ask questions.
- q. The word “selling” triggers a negative response in the minds of about 95% of people.



## 2. What to Say When Getting Started? ((( Interesting Questions = Interesting Answers )))

- a. *"Hello, my name is (        ); I am an executive with Xocai, makers of the finest Belgian Chocolate products..."*
- b. *"If you could change one thing about your diet, what would it be?"* (Product)
- c. *"Did you know that chocolate's good for you?"* (Product)
- d. *"What kind of chocolate are you eating?"* (Product)
- e. *"Do you know anyone who likes to travel?"* ((Lifestyle))
- f. *"How much chocolate do you eat?"* (Product)
- g. *"On a scale of 1-5, how important is chocolate to you?"* (Product)
- h. *"If you knew chocolate wasn't harmful for you, how much would you eat?"*
- i. *"If you could change one thing about your job, what's the first thing you would?"*
- j. *"What do you know about Network Marketing (MLM)?"* ((Business))
- k. *"Hi, my name is (        ); I am just doing a little work in the community...I am trying to find some entrepreneurs who would like to...reduce the cost of their health care by at least 35%...and cut down on their financial load by establishing a long term secondary source of income ...to the degree that they only have to invest about 15 hours a week to reach that goal. I am just wondering, have I just described you?" (make appointment)*



## 3. Reality Check: How to be Real?

- a. Our Business Is About People - Not Chocolate.
- b. *"You are probably wondering why I am giving you a piece of healthy chocolate."*
- c. *"You know why I approached you?"*
- d. *"I find people relate better to (warm, soft spoken, calm, outgoing) people."*

## 4. How to be Encouraging?

- a. Your excitement is what helps people see that you are serious about this.
- b. *"I think you would be awesome at this business."*
- c. *"I think you would be fun to work with."*
- d. *"I know you would make good money in this business."*



## 5. How to Close?

a. *“Have you sold yourself or would you like me to tell you more?”*

b. *“This sounds like a good fit to me - how would you like to continue?”*

c. *“I really enjoy talking with you - I’d like to invite you to join.”*

d. *“How do you feel about joining our business?”*

e. *“This makes sense to me – how would you like to proceed?”*

f. *“Do you want to get started now?”*

g. *“This is such a rewarding business and you deserve it! And, I am gonna help you get it!” How does that sound to you?*

h. Trial Close: 3 Options

i. *“If these healthy products give your family the extra health they need, they certainly would be worth the extra \$.99 a day, wouldn’t they?”*

ii. *“If this business gives you and your family the extra financial support they need, it certainly would be worth the extra \$5.00 a day, wouldn’t it?”*

iii. *“If this business gives you and your family a lifestyle boost you need, it certainly would be worth the extra \$5.00 a day, wouldn’t it?”*

i. Three question close: Option 1

i. *“Can you see how this business would help you save some extra money?”*

ii. *“Are you interested in saving more money?”*

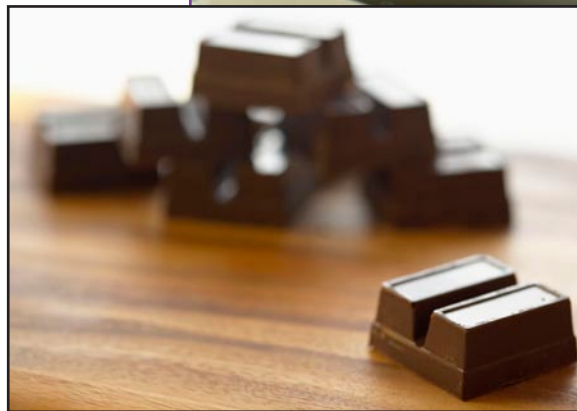
iii. *“If you were ever going to start saving more money, when do you think would be the best time to start?”*

j. Three question close: Option 2

i. *“Can you see how these products would be better for your health?”*

ii. *“Are you interested in taking care of your health?”*

iii. *“If you were ever going to start taking better care of your health, when do you think would be the best time to start?”*



**Remember:** Take 10 minutes to find out if a person would be willing to take the time to learn how to build a chocolate business before you invest 1 to 3 hours telling them all about it.

## 6. How to Handle Objections?

a. Objections are important. But you have to remember that the answer is not simply a “yes or no.” Everything is not black or white; there is a grey zone. It is always easier to say “no” but usually people’s minds are somewhere in the grey zone. Sometimes they are 80% of the way to “yes” - so do not give up - ask questions. If you are NOT getting them, raise them yourself...

i. *”My biggest concern was that I did not know that many people...”*

ii. *”My biggest concern was that I did not know how to build a business...”*

iii. *”My biggest concern was that I had never done network marketing before...”*



b. Many people handle objections by arguing. This takes both parties immediately to the “black zone” (i.e. defensive position). Be relaxed; “no’s” are part of the business and they really may not be saying “no.” Instead of arguing, agree with the person. For example, “I appreciate your position...” This shows that you respect your prospect, believe them and instantly earns their respect in addition to a listening ear. It also shows that you are in control and professional. Always ask another question after an objection is stated. Their minds are open to you now because of your accurate response.

Focus on the positive.

**i. Objection:** *”I’m not a sales person...”*

**ii. Response:** *”I agree you don’t come across as a sales person. Do you know why I approached you? You come across as confident (or warm, or relaxed). People relate to your personality more than they do a high pressure approach.”*

**iii. Objection:** *”I’m too busy...”*

**iv. Response:** *”I know; you have a lot on your plate right now. I’ve been so busy too. I just started out by sharing the products / business to family and friends and the extra money made a huge difference for us!”*

**v. Objection:** *”I hate Network Marketing...”*

**vi. Response:** *”I know, I understand all that and I appreciate your position. But as the finest Belgian Chocolate Company we can offer you something that has never been available to you before.”*

c. *”I can see you have some doubts about getting involved. I want you to understand that if you join us, I will be training you. Also, please understand that if I didn’t think you could do it, we would be talking about something else right now.”*

