

Only to be read by people who want to be successful

We cannot guarantee your success unless you make a pact with yourself to follow the below instructions.

Learn the marketing

Only talk to very positive people inside and outside of the business

Move quickly between people

Learn the resistance handling phrases and practice until you can do them without thinking

Be genuinely helpful and friendly to people inside and outside of the business

Learn the marketing systems

Practice in your minds eye

Remember that you are exceptional, we turned most candidates away

Write out the marketing systems

Tape record and listen to yourself using these systems

Be the most positive and enthusiastic person you have ever met

See criticism from above as an opportunity to be better

Be the happiest person you know

Only say, do and think positive things

Learn your marketing systems till you know them off by heart

Have personal goals that excite you each day and tell people about them

Expand your knowledge by reading some of our recommended books

decide that you will persist, no matter what it takes for a minimum of 3 months. No matter what happens

if you can put all of the above into practice, your success is a foregone conclusion. Put this piece of paper somewhere safe and if you should get disheartened, dig it out and read it again. The advice given is based on years of experience. Remember - you haven't failed until you give in

if you think youre beaten, you are

if you think you dare not, you don't

if you like to win, but you think you cant,

its almost certain you wont.

If you think youll loose, you are lost

If you think you will sink, you wont rise

Youve got to be sure of yourself,

Before you can ever win a prize.

If you think youre outclassed, you are

As, in this whole world we find

Success begins with a persons will

Its all in the state of mind

Remember.....

Lifes battles don't always go
To the stronger or faster one.
But sooner or later, the one who wins
Is the one who "thinks they can"

Best regards - che Watson

The marketing system

Law of averages

A system we use to find positive people

300ppl = 270- & 30+

3 things you must do to make it work

1. have a great attitude

every no brings you closer to a yes

2. see 300 people

positives may be in the beginning or the end of the day

3. work your territory properly

every door, every floor, every person

5 steps

A system we use to create conversation

1. introduction

icebreaker (first 5 seconds of the conversation, where customer decides whether or not they going to speak to you

get the customer positive by getting 2 positive answers from them

S mile

E ye contact

X citement

2. short story

who, why, what

aim is to get them so curious they have to have a look

keep it short and simple

pre-empt negatives

2 nos and go

Product in hand

3. presentation

2/3 bullet points

Stress the deal, high price(retail) and low price(ours)

Emphasis savings

Qualify "thats a pretty good deal yeah"

4. close

assume the sale unless the customer says no

always be closing

be confident

keep eye contact

reference people

5. rehash(remember everyone has another sale hidden)

get 2x excitement

make them feel special

triple price breakdown

8 steps

A system we use to create a good work ethic

1. have a great attitude

this business in every aspect 99% attitude and 1% skill

2. be on time

if you not early you late

if you want your guys to be on time you have to be

it shows responsibility

3. be prepared

fail to prepare, prepare to fail

4. 100% effort

In everything

100% in 80% out

50% in 30%out

5. Work your territory properly

Every door, every floor, every person

Most impulsive people are the ones that haven't seen us before

6. Maintain your attitude

Every no brings you closer to a yes

2 nos and go

7. Know why you here and what you doing

Its easy to get caught in the field, the field is just a tool to get us to where we going

8. Take control

You decide how successful you will be, so don't wait for it to happen

Impulse factors

Fear of loss

- Is greater than the desire to gain
- (take product back)
- "last 4 left"

Urgency

- (Check time)
- Toilet dance
- "appointment in 20 mins"

Greed

- Wanting more for less
- "3 for the price of 1"
- Stack them high watch them buy

Indifference

- Be the opposite to a salesman
- "its up to you"
- Shrug shoulders, open palms

Resistance handling

Customer says

- Not interested
- Too busy
- Not worth it

Response

- Oh =acknowledge
 - Right=agree
 - Ok=give in
 - No problem
 - Fair enough
- Carry on

We talk

They talk =we don't listen

We talk again in response

"aaahhh ,.....its interesting you should say that, do you know what weve done now?"

"aaahhh,.....were you aware that you can (most people) actually do that nowadays" repeat what they said