

A decorative border made of watercolor-style pink and red feathers and light pink flowers with brown leaves, surrounding a central white text box with a gold border.

# Ladies *Leading* Ladies 2020

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Info graphic of the  
inspiring presentation by  
Susan Carver

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Companion booklet

# 7 Levels of Awareness



**Notes:**

# Contact & Inviting Scripts



# Contact & Inviting Scripts

Recommended reading on scripting: John Kalench's Being the Best you Can Be in MLM  
General information about scripts:

First, do not be attached to the outcome of the call. Expectations will bring disappointment. See every call as a possibility Vs an expectation and thus you will not be disappointed. People will feel this out of your energy (your tone and physiology). They want to feel that if at the end of the evaluation process, they choose not to join, that you will not judge them negatively for that decision. This way, people will be attracted to learn about what you have to offer because they don't feel that there is a hidden agenda of "wanting them to join", just a process of evaluation. They like to feel that you would like them on the team but not that you need them on the team.

Understanding scripting: Generally 5 parts to a good script:

1. Permission statement: ex: is this a good time, or do you have a quick second...
2. Transfer enthusiasm: because you are sold yourself thus not fake but real enthusiasm
3. Give honest compliment to your prospect: this establishes why you are calling "them"
4. Offer a disclaimer: that there is no obligation...and mean it. The prospect needs to feel that they have real freedom in investigating what you have to offer. If not, they will move away, and understandably so... no one likes to be pushed.. do not be tied to the outcome of your call, this takes away their freedom to choose without pressure
5. Call to action: ask what you want from the call

Understand that what we have to offer is very powerful and is thus worth people's time. Again, if someone feels that they can go through evaluating this business without pressure or emotional attachment from the person approaching them, the better the chances that the person will take the time to investigate what you have to offer. People need to know that you would appreciate them being part of your team but that ultimately their decision is the right decision for both of you. Their decision is the right decision; our job is to ensure that they have the information to properly assess the value of this for themselves. Remember that this is a sorting process, not a convincing process. The proper tools will facilitate this delivery of information as to make it simpler and more duplicatable.



# Contact & Inviting Scripts

*ABC or 1-on-1*

Here are a few things that will affect the content of the script:

## 1) Which market are they in?

- Hot: they know and you know them
- Warm: referral, or know of each other
- Cold: you do not know each other

## Special note for cold market scripting:

4 things that a cold prospect wants to know when you call:

- Who are you?
- Why are you calling?
- Why are you calling “me”
- Why should I listen to you?

## 2) What are you inviting them to?

1 on 1, an ABC, event: business and product or only product

## 3) What presentation tool will be used?

Smart Solution Seminar, Educational life Seminar, Sleep Consultant Program, Wellness Room Program... You must choose what fits best for you and your guest out of the above options.

There are thus many different scripts for specific situations. Following are different examples of script that have been found efficient for different consultants, find the one that resonates well with your situation and your guest, or adjust it to make it work for your situation:

### Script to invite someone you know to an ABC appointment (your guest, you, and your upline):

Hi \_\_\_\_ (Julie) \_\_\_\_\_, how are you doing?  
Listen (Julie), I have my business cap on tonight, do you have a quick minute? I have just started a new business that I am very excited about. I believe it will have one of the biggest if not the biggest impact on health over the next 20 to 30 years and very few people know about it. My partner and I are looking for a few key partners in the area and I thought about you. (Give here a genuine compliment like: Julie, I have always respected your professionalism and the way you conduct business, or ... Julie, I have always enjoyed working with you, or ...). I have no idea if this would be for you or not but I would love to get your feedback. It will take about 45 minutes to go over things in our first meeting but you will probably have a sense if this is for you within 10 minutes. If you like what you see, then we can book more time to go over details later on.  
Now I have some time on Tuesday morning or Wednesday evening, would any of those time periods work for you?

### Script to invite someone you know to a 1 on 1 appointment (your guest and you):

Same as above except instead of: “My partner and I are looking for a few key partners...”, say: “I am looking for a few key partners...”.



# Contact & Inviting Scripts

## Smart Solutions Seminar

### Responses to questions or objections that may come up during the call following this and the 2 previous scripts:

Q. Is this Network Marketing?

A. Well, this business actually incorporates two avenues of distribution. Direct sales and/or Network Marketing. Some people really enjoy what Network Marketing has to offer and thus choose that approach while others prefer the direct sales approach and choose that one. For example, many health care practitioners that are now coming on board prefer the direct sales program that has been developed as it is more appropriate in their environment. After evaluating all the info, you would certainly be in a position to evaluate which approach would work best for you if you chose to move forward.

Q. Well Joan, I'm really busy right now!

A. I can totally understand that John. Is there a time next week that would work better for you? Also, just to let you know as I understand how busy you are, you will probably know within the first 10 minutes if this is something worth investigating for you or not and at least you'll know what's going on.

Q. Well Joan, I'm really busy right now, do you have a website I could go see first instead!

A. Absolutely John. To get an overview of things you can go to: [alanvickers.visionforwellness.com](http://alanvickers.visionforwellness.com). Then go to [smartsolutions.visionforwellness.com](http://smartsolutions.visionforwellness.com), and listen to the Smart Solution Seminar Audio. Input this access code \_\_\_\_\_ to access the sites. These sites will give you an overview of the Program and we can certainly follow up with a live get together afterwards to go through the details if you are interested.

They say: sounds good

You say: when would you like me to follow up with you?

### Script to invite someone to a local event such as a Wellness Preview using the Smart Solution Seminar presentation:

Hi \_\_\_\_ (John) \_\_\_\_\_, how are you doing?

Listen (John), I have my business cap on tonight, do you have a quick minute? I have just started a new business that I am very excited about. I believe it will have one of the biggest if not the biggest impact on health over the next 20 to 30 years and very few people know about it. I'm looking for a few key partners in the area and I thought about you. (Give here a genuine compliment like: John, I have always respected your professionalism and the way you conduct business, or ... John, I have always enjoyed working with you, or ...). I have no idea if this would be for you or not but I would love to get your feedback. There is a session of information that is happening this Wednesday night from 7:30 to 8:30pm, would that work in your schedule?



# Contact & Inviting Scripts

## *ELS on the Wellness Home*

### Potential immediate Questions and Answers:

Q. I can't make it Joan, is there a website I can go to, to find out more about it?

A. Certainly John,

You can go to <http://wellnesshome.visionforwellness.com>, input this access code \_\_\_\_\_ and go click on the Educational Life Seminar Audio. It's a lot more interesting to actually see and feel the products than just to hear about them but the website should give you a good idea of the different things the products can help with and we can follow that up with a live demonstration later. How does that sound?

They say: sounds good

You say: when would you like me to follow up?

### **Script to invite someone to an in-home information session using the Educational Life Seminar presentation:**

Hi \_\_\_(Jean)\_\_\_\_\_, how are you doing?

Listen (Jean), I have my business cap on tonight, do you have a quick minute? I have just started a new business that I am very excited about. I believe the technologies I am involved with will have one of the biggest if not the biggest impact in health over the next 20 to 30 years and very few people know about it. They have great results with things like sleep, back problems, breathing problems, joint problems, headaches, stress etc, etc. Do you know anybody with those kinds of problems Jean? (Wait for answer, almost always yes of course). Well, I'm having a session of information at my place this Wednesday night at 7:30 pm. This is just an info session so I want people to leave their checkbooks at home, no obligations here. We'll also have a few snacks available. It'll be a lot of fun and wondered if you could make it?



# Contact & Inviting Scripts

## *Sleep Consultant Program*

### **Script for cold market contact with a Health Care Professional using the Sleep Consultant Program:**

Ask to speak with the practitioner but if they cannot take the call it is your job to sell the idea of the program to the “person who answers the phone”.

Well, the reason for my call is that I work with a team of practitioners that have developed a program called the Sleep Consultant Program. The program was developed to provide Health Care Professionals with a new approach for assisting patients or clients who suffer from inadequate or poor quality sleep.

By introducing the “Sleep Consultant Program” in your clinic you could offer a possible solution to your patients with no health or financial risk (the program offers a “try before you buy” methodology). In addition, the Program can create a revenue stream, without being in conflict of interest and without requiring a significant investment of time or effort on your part.

I was hoping to arrange a 20 minute meeting with.... to discuss the Program in detail – to see if there is a fit within your clinic.

### **Common questions to that script:**

Q. Is this to promote a product?

A. The SCP focuses on two areas of value – first, is an Educational Program that is designed, developed and delivered by Health Care Professionals – This Seminar is to Help educate your patients on the importance of Sleep, the impact it has on their long term health and provide potential lifestyle modifications they can do to help obtain better quality sleep.

The program also gives Patients an opportunity to have a free no obligation trial of a sleep system that has been chosen by our team of physicians as the best designed to assist with better sleep restoration.

Q. Do you have a website or can you fax us something?

A. Yes, we have an on-line presentation that provides an Overview of the Program, the different options of how it can be integrated onto a clinic, as well as the Educational Life Seminar program on sleep that is designed, developed, and delivered by Health Care Professionals.



# Contact & Inviting Scripts

## *Wellness Room Program*

### **Script for approaching someone in charge of Hotel, B&B or Spa using the Wellness Room Program:**

Hello, my name is \_\_\_\_\_. The reason for my call is that I work with a group that has developed a program called “The Wellness Room Program”. The Program was developed to allow establishments such as yours to offer a unique service that provides value to your clientele, and at the same time, can increase revenue for your business.

Baby boomers are spending billions of dollars each year in the industry that a leading economist has called the “Wellness Revolution”.

The Wellness Room is an integration of unique technologies that provide your guests with an enhanced experience, while staying in a room that is designed to offer health benefits. This allows you to meet their wellness demands as well as capitalize on the opportunity.

I was hoping to arrange a 20 minute meeting with (you) to discuss the Program in detail – to see if there is a fit with your establishment.

### **Common questions to that script:**

Q. It sounds interesting but is there a website where I can get more information?

A. Certainly,

Go to <http://wrp.visionforwellness.com> and input this access code: \_\_\_\_\_. This site will give you an overview of the Program and we can certainly follow up with a live get together afterwards to go through the details if you are interested.

They say: sounds good

You say: when would you like me to follow up with you?



# Do You Have A Script ?

If you have a script that has been successful for you and you would like to share it with the world of Nikken Consultants, please read on!

Email your script (including how you may handle any questions during that call) and you will receive 25 free tokens for the Vision For Wellness website. Simply email your script in a word document to [info@idssolutions.ca](mailto:info@idssolutions.ca).

Each 30-90 days this document will be updated with new exciting tips and scripts to help you in your contacting and inviting!

Go to [www.myvisionforwellness.com/downloads](http://www.myvisionforwellness.com/downloads) to download and print this document.



# Name Game List

Use this page of the Name Game List as an accountability and tracking sheet. Write in the date when you plan to contact the person and again after you have completed each stage of the process. This will help track how long you typically take in bringing someone through the process and how many people you have going through the process at any one time. It will also show the importance of getting a person through the entire three steps so they can make an informed decision.

	Who	Purpose	How	Goal in first contact	Which Presentation	Contact Date	Validate Business	Validate Products	Validate Plan	Decision
1.										
2.										
3.										
4.										
5.										
6.										
7.										
8.										
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## Michael DiMuccio - One on One Training - A Team Diamond CD

### Your Top Ten and The Chicken List

Before I ever make the approach with somebody there's a process I go through with my new consultant in first of all obtaining a list of people that we're going to see... I was working with a new female consultant, and she was really quite shy and timid about whom she might include on her list. The value of your time and their time is critical! You want to ensure that if you're going to see their top ten, you want to make sure they really *are* their top ten.

But a new consultant doesn't really know what it means to be a top ten, because there's no context. So the first thing I want to do is to put it in some sort of context, to make sure there is some context to this so I can draw out the right names from them ...

Really, what is a top ten?

*Somebody that I would want them to take me to see...*

So I would ask:

*Elsa, if I was the President of the United States and I was looking for a Vice President, of all the people that you know that have influence - in whatever the field of work they're in - of all the people you know who would be a candidate for me to go and talk to, to be a VP as a running mate... Is there anyone who would come to mind who would be such a person? One particular person?*

ABSOLUTELY. GARY MCMAHAN.

Now if left on her own, Elsa may never have included Gary McMahan on her list because this person would be what we refer to as the Chicken list. We rarely see that Chicken list. Instead we see the people who *they* think they can influence to get into the business with the limited belief that they have in it to begin with! And in any case, most of the people Elsa would want to talk to, are people she wants to convince that *she* made the right decision! Because we're looking for support, right?! So she would really be going the wrong way in...

We need to have a measure of control, the sooner the new consultant sees success, the better. We make sure we get the right contacts because of the questions we ask. Notice I asked if *I* was the one who was going to have that running mate.. *me* not her... that makes her think, *gosh who would I put in front of Mike DiMuccio...* Or you could use Reid Nelson...

*If Reid Nelson called you up today and said, I'm coming to town, your home town to spend 24 hours with you. I don't have time for just anybody, I only have time with anybody who you think would be the proper person for me to work with...*

She's going to see Reid in a different light than she sees herself. So immediately already we're getting to the people in her warm market who she really has a lot respect and admiration for, to put in front of Reid Nelson. Because she wants to put someone in front of Reid she would feel the same way about as she does for Reid...

I've just created a context... even if we don't sponsor someone in that chicken list, which is rare, we would have got through the biggest hurdle of all - fear , fear of contacting

somebody. And she'll be more confident in being able to do that in the future once you get her over this hurdle.

### Asset or Liability?

The more successful somebody is, the easier it is to contact them, the more open they are and willing to help... and it's all based on how we approach them.

*Now Elsa would you say they are influential, resourceful, have a large contact base, success in business, all the things that would make a Diamond or Royal Diamond...?*

YES.

So now we know logistically they're an asset to your business, versus a liability. The easiest way to take your list and chop it up is to ask - are they an asset or a liability to your company?

If these people could see what you see, they would be a tremendous asset to your company would you agree? So logistics are taken care of...

*Now tell me why you chose Gary – of all the people you could have picked... why did you pick Gary? What you've just explained to me, we already know. Logistically they are the right person, but emotionally why are they? Why do you like them?*

OH HE'S A FAMILY MAN, PASSIONATE, HE FINDS A CAUSE AND STICKS WITH IT, I WOULD SO ENJOY WORKING WITH HIM FOR THE REST OF MY DAYS.... ETC.

So now, not only would they logistically be the right candidate, but boy do you ever have a reason to contact these people!

*So if we took the logistics out and if we made that call and called Gary - who would you feel comfortable talking to Gary... you or myself?*

OH DEFINITELY YOU!

*Well could you do this first though? Would you mind calling Gary and telling him everything you've just told me as to why you're calling him?*

GARY I'M CALLING YOU BECAUSE.... I'M THINKING OF PEOPLE WHO I WOULD LOVE TO BRING BACK INTO MY LIFE, AND YOU ARE WITHOUT A DOUBT ON THE FINEST YOUNG MEN I HAVE EVER KNOWN. YOU'RE PASSIONATE AND BELIEVABLE, YOU STICK WITH A CAUSE, YOU'RE SUCH A GOOD SOLID PERSON AND YOU AND PATSY ARE SO DEAR TO ME... AND GEORGE AND I COULDN'T THINK OF ANYONE I'D RATHER BE INVOLVED WITH FOR THE REST OF MY LIFE...

Wow. Now it wouldn't matter *what* else was said after that! Now we have a real motive. We've got to the bottom of YOUR motive for calling him, the motive for calling him and how you're going to express to him what you want...

The first step in this process is having somebody want to know what you're offering, what you're talking about. After all they've got busy lives and they're not waiting for us. It's not based on logistics...what we're trying to figure out is why she's picking up the phone to call this person and to get this person involved in her – whether it's Nikken or whatever.

To get your consultant's Name List... and isolate the top 10. And then ask them to put those names in order - from 1 to 10.

Then ask *Why is this person No. 1 and not No. 10?* That gets them to start to talk about this person with passion and without fear...

Then ask them: *Can you tell them that?* Great! Now all we've got to do is add the tag line! *I've got something I'm really excited about, something I think you and I could share and we could work together, I don't know if it's for you...etc.*

All of a sudden I know what it takes to get this person out of their shell - out of their box - to contact the person they most respect in a manner that is respectful and allows them to be true, and honest and inviting...

Question: *You've already mentioned a few things about Gary but that would be your motive for getting him involved... we know your motive now... But tell me what their motive would be for getting involved in Nikken...?*

When they tell you, paraphrase what they've just said: *So Gary's the kind of person who needs a cause and really doesn't object to making a little bit of extra money on the side.*

I did the same thing with Bruce Black: *I've come across something that I think is very important and worthy of your attention. I don't know if it's for you but I know you love people and like to help people. I'm calling because of the respect I have for you and the passion you have for people. And if we were to get involved in this and succeed, we might even make some money at it.*

**Doing it right, doing it with the right people, makes all the difference to the numbers. It has been field tested for 3 years that 85% of all people contacted in this manner join the business.**

Practice doesn't make perfect, practice makes permanent!

## Making the Call

Now we have a contact, we know what the motive is for contacting them, and *all of it is true*. We've established they would be an asset for the company if we could encourage them to join us. We looked at what would be a possible motivation for them to do this... and now we have to make the call.

*Elsa would you be comfortable doing this? Or do you want me to do it?... ..*

*Hello Gary. My name is Mike DiMuccio, you don't know me. Elsa and I were talking about something we're very excited about and we decided its worthy of your attention. When I talked to Elsa about why we would be contacting you, she said she loves the idea of being involved with you and bringing you back into her life... She said you're such a caring person, that you're the first person on the job - would that be true of you? And she said that if you see what we see, not only would we have the opportunity to help a lot of people, we might even make some money at this. Would that be interesting to you?*

Don't mention Nikken, magnets, network marketing... just talk about the fact that ...

- ❖ we have an idea we feel very strongly about
- ❖ that we feel very strongly about this person we're calling and who they are as a human being

- ❖ and that we know there are some things that are important them and that this would enable them to contribute towards and fulfill this need of theirs.
- ❖ We appreciate that this might not be for the,, we're not sure that this may in fact be for them, and we're calling them anyway because we're looking for their help
- ❖ if it's not for you perhaps you can point us in the direction you feel we should be going in... people who you think we should be speaking with?

But in the end, if I asked the right questions of Elsa, she would have created a names list of the right people who just might say yes.

The next thing to establish is...

- ❖ Will I be on the phone with Elsa
- ❖ or is Elsa standing by while I talk
- ❖ or is Elsa calling Susan with me standing by her
- ❖ or is Elsa doing it on her own

You need to establish all these things before you make the call. Remember this is the Top 10, so it's worth taking the time to get that straight. These are the highest quality of people.

*If you want me to be there standing by while you talk, Elsa, you could say I've got my associate standing by to help me make this call... But you make that call alone first because you know him and he'll know whether you're for real or not. And I think this person is going to be receptive to a meeting.*

### Start the call with...

*Hi Susan have you got a couple of minutes? I know your time is short which is why I don't want to get into too much detail with you, but I've come across something I'm very excited about – in fact passionate about - and I believe it will make a difference in the lives of many people. And I really believe its something that's worth your attention.*

WHAT IS IT?

*Well the reason I called you, is because I know how much you like to help people and that's one the reasons why I'm involved – there's an opportunity to help a lot of people and we can make a difference not only in their lives but we can on the side make some money. You came to mind because of our association, our affiliation... I'm very passionate, you're a very passionate person, I've enjoyed working with you, being in your sphere of influence and sharing that time with you and I'm looking at bringing those sort of people back into my life, and I think this is a means by which I could do that. Now if you've got a few minutes I'd like to pop in and come and see you personally.*

### Talking to a stranger you've noticed has a unique way with people...

*Listen I have to tell you I'm very impressed by you. The way you've taken care of us and your demeanor and how you're so on the ball with things and so forth really impresses me. My associate lives here in Brisbane, we're here on business and were setting up and expanding our business and we're looking for people who really get it. And you impress me as somebody who, given the right opportunity, could really go places. We don't really have the time now but if this sounds like something you might want to know more about, give Kathy a call and she could talk to you and set up an appointment to tell you more about it next week.*

It's about finding a quality that's specific and unique to them and recognizing that quality in them. That's the recognition you want to play on.

Then when you first meet them face to face, re-establish what brings you together – which is Elsa's motive for involving Susan, and then what we feel might be Susan's motive - and direct that. This is what I feel are the guidelines for a proper one on one, interview, over the phone or whatever it is you do.

## The One on One Meeting

*Hi Susan... Elsa told me a lot about you, about your relationship... I think that's fantastic... to be able to work with the kind of people that really bring passion and life to you is amazing and that's the reason why I got into this adventure.*

*And secondly she tells me that you're the kind of person that really likes to help people. And again that's all the more reason why I'm really happy to meet you because we really do feel what we're doing can make a difference to the lives of many people, and we've already been making a difference to the lives of millions of people across four continents. That's what we want to talk to you about.*

*And if you see what we see there is an opportunity to maybe put a few dollars in everyone's pocket as well - you're not offended by that, or opposed to that, are you?*

*One of the things I might do is, Susan, would you do me a favor? I brought this brochure along because this kind of helps keep me on track. (Not a bad idea to work with something so we stick to an agenda and Elsa sees what the guidelines are ... it also shows everybody that we're sticking to an agenda and it keeps us on track)*

*Do you mind if I ask you some questions? I want to get a feel of the kind of things that make you tick. When you look at this – body, mind, family, society, finances – are there any two words that jump out at you?*

BODY AND SOCIETY.

*Okay, Society I can understand, but tell me about body....*

...XXXX...XXX...

*I can appreciate that... I was involved in a car accident ...(tell your personal story) ...*

*Hopefully if you find an interest in what we're sharing with you here, you will give us the time to really go in depth with you about these technologies. But for now, tell me about society... what is it about society that jumps out at you?*

....XXX... XXX...

*So you really like helping people? In my life... I've also ... (Tell more of your personal experience) Elsa if you don't mind sharing what you've been able to do ...? Think of random acts of kindness that we will be able to do with this opportunity!*

*Let me put this into a frame for you. I was introduced not only to this particular product and the technologies behind this, but I was also shown the company involved in the development of these products & technologies and developing the market awareness of them. A company called Nikken - have you ever heard of this company before ?*

So now I give a summary of the history of Nikken, some of the strengths of the company, the things that I found interesting. the integrity of the company that it came from a place where health and wellness were major issues...

*Would you agree that health and wellness is becoming the single largest issue in Australia?*

*I don't know if you know the name Paul Zane Pilzer, he's a noted economist who's written several thesis on this subject and he believes that the wellness sector - the industry that deals in the prevention of disease and helping people in alternative ways - is expected to increase in size compared to the health care industry as we know it today over the next three years.*

*Well of course anybody involved in developing that and promoting that will be very successful financially and will be making a big difference in the lives of people by helping them prevent these problems.*

*And that's where we are, we are the company that is spearheading this movement. A company called Nikken. And we're involved in helping Nikken spread this concept. (And then tell them about me, my experience and Elsa and her experience so far)*

*Can I take a moment and show you what a wellness technology looks like, acts like and feels like ...? (and show the magsteps, the birthing of this company, bumps and energy the combination of those two is the beginning of the birthing of this company... Demonstration... Strength test... She'll be wowed by that as most people are)*

*What do you think of that? Well have a seat. I really didn't come here/we didn't come here to sell you a pair of magnetic insoles. But what this actually represents is the tip of the iceberg as far as these technologies, their immediate impact and their long term impact is concerned. Can you see how these can make a difference to the stresses you're putting up with on a daily basis?*

Never lose an opportunity to find out more about your client's personal health issues... if she brings them up, I want to know more, and I get her to tell me.

So now we've established the merits of the technology, the sciences behind it...  
*I don't want to bore you right now... But suffice to say, do you see that there's a potential with this type of technology?*

*What we want to talk to you about is promoting this concept and helping this company Nikken become the #1 provider of wellness technologies worldwide. We're currently operating in 35 countries – our market penetration is very insignificant in every country we've been doing business in. Which means there's a lot of success where this company's concerned, but there's not too many people that know about it at the mass level. And that's where we're going next.*

*We've pioneered a concept with a group of technologies that, when incorporated in your home, makes a huge difference on the overall wellness of that home. Have you got a stereo in your house, TV, CVR, DVD? Have you got them all hooked up together - kind of like an entertainment centre? If you were to go shopping right now to an electronics store for them you'd probably be shopping for a home entertainment system - they don't market them individually that much right now, right?*

*Well Sony as a brand has really made it their mark to create an environment in the home to make it an entertaining place right? A centre for entertainment. The market's been pre-conditioned to be a centre for entertainment. What Sony is to entertainment, Nikken is to wellness. They're creating an environment in people's homes, the*

*consequences of which will create health and wellness through the depths of these technologies.*

*Let's give it a whirl. The worst thing is that can happen is nothing. We can offer people a solution without the complications of side effects - but that's one small aspect. What we have in mind, what we're concerned with is putting an organization, a team of people together, who are committed to the bigger picture.*

*We understand you're busy with what you're doing, but this is not something that we feel will take much of your time. If you feel this is important enough, we feel you would take the time - wouldn't you?*

### **Sell the Process first**

I want to sell the process. Because I'm not going to get this person building a Nikken organization in 15 minutes. What I am going to ask them to commit to is the *process* through which they'll discover whether or not Nikken is for them or in what manner they may be able to help us. And that's really all it's about.

*Susan we have what we call a process of information. We know the more you know about what we're doing, the more likely you'll want to know what we're doing and help us with that. This again may not be for you, but you may know someone you can introduce us to...*

Point her to the public meeting or a private meeting at Elsa's place... *Susan, we're putting a team together equally focused equally committed on helping other people, and we'd like to include you in that meeting where we can give you more of the bigger picture.*

*You said there's an issue with your health concerns and where others are concerned ... I would just ask you to consider whether what Elsa and I are doing within the context of Nikken could make a difference in the areas where you're concerned?*

The bottom line is what we want to do in inform them, it's been up front open and honest and let the process do the selling. That's the key.

## Michael DiMuccio - One on One Training - A Team Diamond CD

### Your Top Ten and The Chicken List

Before I ever make the approach with somebody there's a process I go through with my new consultant in first of all obtaining a list of people that we're going to see... I was working with a new female consultant, and she was really quite shy and timid about whom she might include on her list. The value of your time and their time is critical! You want to ensure that if you're going to see their top ten, you want to make sure they really *are* their top ten.

But a new consultant doesn't really know what it means to be a top ten, because there's no context. So the first thing I want to do is to put it in some sort of context, to make sure there is some context to this so I can draw out the right names from them ...

Really, what is a top ten?

*Somebody that I would want them to take me to see...*

So I would ask:

*Elsa, if I was the President of the United States and I was looking for a Vice President, of all the people that you know that have influence - in whatever the field of work they're in - of all the people you know who would be a candidate for me to go and talk to, to be a VP as a running mate... Is there anyone who would come to mind who would be such a person? One particular person?*

ABSOLUTELY. GARY MCMAHAN.

Now if left on her own, Elsa may never have included Gary McMahan on her list because this person would be what we refer to as the Chicken list. We rarely see that Chicken list. Instead we see the people who *they* think they can influence to get into the business with the limited belief that they have in it to begin with! And in any case, most of the people Elsa would want to talk to, are people she wants to convince that *she* made the right decision! Because we're looking for support, right?! So she would really be going the wrong way in...

We need to have a measure of control, the sooner the new consultant sees success, the better. We make sure we get the right contacts because of the questions we ask. Notice I asked if *I* was the one who was going to have that running mate.. *me* not her... that makes her think, *gosh who would I put in front of Mike DiMuccio...* Or you could use Reid Nelson...

*If Reid Nelson called you up today and said, I'm coming to town, your home town to spend 24 hours with you. I don't have time for just anybody, I only have time with anybody who you think would be the proper person for me to work with...*

She's going to see Reid in a different light than she sees herself. So immediately already we're getting to the people in her warm market who she really has a lot respect and admiration for, to put in front of Reid Nelson. Because she wants to put someone in front of Reid she would feel the same way about as she does for Reid...

I've just created a context... even if we don't sponsor someone in that chicken list, which is rare, we would have got through the biggest hurdle of all - fear , fear of contacting

somebody. And she'll be more confident in being able to do that in the future once you get her over this hurdle.

### Asset or Liability?

The more successful somebody is, the easier it is to contact them, the more open they are and willing to help... and it's all based on how we approach them.

*Now Elsa would you say they are influential, resourceful, have a large contact base, success in business, all the things that would make a Diamond or Royal Diamond...?*

YES.

So now we know logistically they're an asset to your business, versus a liability. The easiest way to take your list and chop it up is to ask - are they an asset or a liability to your company?

If these people could see what you see, they would be a tremendous asset to your company would you agree? So logistics are taken care of...

*Now tell me why you chose Gary – of all the people you could have picked... why did you pick Gary? What you've just explained to me, we already know. Logistically they are the right person, but emotionally why are they? Why do you like them?*

OH HE'S A FAMILY MAN, PASSIONATE, HE FINDS A CAUSE AND STICKS WITH IT, I WOULD SO ENJOY WORKING WITH HIM FOR THE REST OF MY DAYS.... ETC.

So now, not only would they logistically be the right candidate, but boy do you ever have a reason to contact these people!

*So if we took the logistics out and if we made that call and called Gary - who would you feel comfortable talking to Gary... you or myself?*

OH DEFINITELY YOU!

*Well could you do this first though? Would you mind calling Gary and telling him everything you've just told me as to why you're calling him?*

GARY I'M CALLING YOU BECAUSE.... I'M THINKING OF PEOPLE WHO I WOULD LOVE TO BRING BACK INTO MY LIFE, AND YOU ARE WITHOUT A DOUBT ON THE FINEST YOUNG MEN I HAVE EVER KNOWN. YOU'RE PASSIONATE AND BELIEVABLE, YOU STICK WITH A CAUSE, YOU'RE SUCH A GOOD SOLID PERSON AND YOU AND PATSY ARE SO DEAR TO ME... AND GEORGE AND I COULDN'T THINK OF ANYONE I'D RATHER BE INVOLVED WITH FOR THE REST OF MY LIFE...

Wow. Now it wouldn't matter *what* else was said after that! Now we have a real motive. We've got to the bottom of YOUR motive for calling him, the motive for calling him and how you're going to express to him what you want...

The first step in this process is having somebody want to know what you're offering, what you're talking about. After all they've got busy lives and they're not waiting for us. It's not based on logistics...what we're trying to figure out is why she's picking up the phone to call this person and to get this person involved in her – whether it's Nikken or whatever.

To get your consultant's Name List... and isolate the top 10. And then ask them to put those names in order - from 1 to 10.

Then ask *Why is this person No. 1 and not No. 10?* That gets them to start to talk about this person with passion and without fear...

Then ask them: *Can you tell them that?* Great! Now all we've got to do is add the tag line! *I've got something I'm really excited about, something I think you and I could share and we could work together, I don't know if it's for you...etc.*

All of a sudden I know what it takes to get this person out of their shell - out of their box - to contact the person they most respect in a manner that is respectful and allows them to be true, and honest and inviting...

Question: *You've already mentioned a few things about Gary but that would be your motive for getting him involved... we know your motive now... But tell me what their motive would be for getting involved in Nikken...?*

When they tell you, paraphrase what they've just said: *So Gary's the kind of person who needs a cause and really doesn't object to making a little bit of extra money on the side.*

I did the same thing with Bruce Black: *I've come across something that I think is very important and worthy of your attention. I don't know if it's for you but I know you love people and like to help people. I'm calling because of the respect I have for you and the passion you have for people. And if we were to get involved in this and succeed, we might even make some money at it.*

**Doing it right, doing it with the right people, makes all the difference to the numbers. It has been field tested for 3 years that 85% of all people contacted in this manner join the business.**

Practice doesn't make perfect, practice makes permanent!

## Making the Call

Now we have a contact, we know what the motive is for contacting them, and *all of it is true*. We've established they would be an asset for the company if we could encourage them to join us. We looked at what would be a possible motivation for them to do this... and now we have to make the call.

*Elsa would you be comfortable doing this? Or do you want me to do it?... ..*

*Hello Gary. My name is Mike DiMuccio, you don't know me. Elsa and I were talking about something we're very excited about and we decided its worthy of your attention. When I talked to Elsa about why we would be contacting you, she said she loves the idea of being involved with you and bringing you back into her life... She said you're such a caring person, that you're the first person on the job - would that be true of you? And she said that if you see what we see, not only would we have the opportunity to help a lot of people, we might even make some money at this. Would that be interesting to you?*

Don't mention Nikken, magnets, network marketing... just talk about the fact that ...

- ❖ we have an idea we feel very strongly about
- ❖ that we feel very strongly about this person we're calling and who they are as a human being

- ❖ and that we know there are some things that are important them and that this would enable them to contribute towards and fulfill this need of theirs.
- ❖ We appreciate that this might not be for the,, we're not sure that this may in fact be for them, and we're calling them anyway because we're looking for their help
- ❖ if it's not for you perhaps you can point us in the direction you feel we should be going in... people who you think we should be speaking with?

But in the end, if I asked the right questions of Elsa, she would have created a names list of the right people who just might say yes.

The next thing to establish is...

- ❖ Will I be on the phone with Elsa
- ❖ or is Elsa standing by while I talk
- ❖ or is Elsa calling Susan with me standing by her
- ❖ or is Elsa doing it on her own

You need to establish all these things before you make the call. Remember this is the Top 10, so it's worth taking the time to get that straight. These are the highest quality of people.

*If you want me to be there standing by while you talk, Elsa, you could say I've got my associate standing by to help me make this call... But you make that call alone first because you know him and he'll know whether you're for real or not. And I think this person is going to be receptive to a meeting.*

### Start the call with...

*Hi Susan have you got a couple of minutes? I know your time is short which is why I don't want to get into too much detail with you, but I've come across something I'm very excited about – in fact passionate about - and I believe it will make a difference in the lives of many people. And I really believe its something that's worth your attention.*

WHAT IS IT?

*Well the reason I called you, is because I know how much you like to help people and that's one the reasons why I'm involved – there's an opportunity to help a lot of people and we can make a difference not only in their lives but we can on the side make some money. You came to mind because of our association, our affiliation... I'm very passionate, you're a very passionate person, I've enjoyed working with you, being in your sphere of influence and sharing that time with you and I'm looking at bringing those sort of people back into my life, and I think this is a means by which I could do that. Now if you've got a few minutes I'd like to pop in and come and see you personally.*

### Talking to a stranger you've noticed has a unique way with people...

*Listen I have to tell you I'm very impressed by you. The way you've taken care of us and your demeanor and how you're so on the ball with things and so forth really impresses me. My associate lives here in Brisbane, we're here on business and were setting up and expanding our business and we're looking for people who really get it. And you impress me as somebody who, given the right opportunity, could really go places. We don't really have the time now but if this sounds like something you might want to know more about, give Kathy a call and she could talk to you and set up an appointment to tell you more about it next week.*

It's about finding a quality that's specific and unique to them and recognizing that quality in them. That's the recognition you want to play on.

Then when you first meet them face to face, re-establish what brings you together – which is Elsa's motive for involving Susan, and then what we feel might be Susan's motive - and direct that. This is what I feel are the guidelines for a proper one on one, interview, over the phone or whatever it is you do.

## The One on One Meeting

*Hi Susan... Elsa told me a lot about you, about your relationship... I think that's fantastic... to be able to work with the kind of people that really bring passion and life to you is amazing and that's the reason why I got into this adventure.*

*And secondly she tells me that you're the kind of person that really likes to help people. And again that's all the more reason why I'm really happy to meet you because we really do feel what we're doing can make a difference to the lives of many people, and we've already been making a difference to the lives of millions of people across four continents. That's what we want to talk to you about.*

*And if you see what we see there is an opportunity to maybe put a few dollars in everyone's pocket as well - you're not offended by that, or opposed to that, are you?*

*One of the things I might do is, Susan, would you do me a favor? I brought this brochure along because this kind of helps keep me on track. (Not a bad idea to work with something so we stick to an agenda and Elsa sees what the guidelines are ... it also shows everybody that we're sticking to an agenda and it keeps us on track)*

*Do you mind if I ask you some questions? I want to get a feel of the kind of things that make you tick. When you look at this – body, mind, family, society, finances – are there any two words that jump out at you?*

BODY AND SOCIETY.

*Okay, Society I can understand, but tell me about body....*

...XXXX...XXX...

*I can appreciate that... I was involved in a car accident ...(tell your personal story) ...*

*Hopefully if you find an interest in what we're sharing with you here, you will give us the time to really go in depth with you about these technologies. But for now, tell me about society... what is it about society that jumps out at you?*

....XXX... XXX...

*So you really like helping people? In my life... I've also ... (Tell more of your personal experience) Elsa if you don't mind sharing what you've been able to do ...? Think of random acts of kindness that we will be able to do with this opportunity!*

*Let me put this into a frame for you. I was introduced not only to this particular product and the technologies behind this, but I was also shown the company involved in the development of these products & technologies and developing the market awareness of them. A company called Nikken - have you ever heard of this company before ?*

So now I give a summary of the history of Nikken, some of the strengths of the company, the things that I found interesting. the integrity of the company that it came from a place where health and wellness were major issues...

*Would you agree that health and wellness is becoming the single largest issue in Australia?*

*I don't know if you know the name Paul Zane Pilzer, he's a noted economist who's written several thesis on this subject and he believes that the wellness sector - the industry that deals in the prevention of disease and helping people in alternative ways - is expected to increase in size compared to the health care industry as we know it today over the next three years.*

*Well of course anybody involved in developing that and promoting that will be very successful financially and will be making a big difference in the lives of people by helping them prevent these problems.*

*And that's where we are, we are the company that is spearheading this movement. A company called Nikken. And we're involved in helping Nikken spread this concept. (And then tell them about me, my experience and Elsa and her experience so far)*

*Can I take a moment and show you what a wellness technology looks like, acts like and feels like ...? (and show the magsteps, the birthing of this company, bumps and energy the combination of those two is the beginning of the birthing of this company... Demonstration... Strength test... She'll be wowed by that as most people are)*

*What do you think of that? Well have a seat. I really didn't come here/we didn't come here to sell you a pair of magnetic insoles. But what this actually represents is the tip of the iceberg as far as these technologies, their immediate impact and their long term impact is concerned. Can you see how these can make a difference to the stresses you're putting up with on a daily basis?*

Never lose an opportunity to find out more about your client's personal health issues... if she brings them up, I want to know more, and I get her to tell me.

So now we've established the merits of the technology, the sciences behind it...  
*I don't want to bore you right now... But suffice to say, do you see that there's a potential with this type of technology?*

*What we want to talk to you about is promoting this concept and helping this company Nikken become the #1 provider of wellness technologies worldwide. We're currently operating in 35 countries – our market penetration is very insignificant in every country we've been doing business in. Which means there's a lot of success where this company's concerned, but there's not too many people that know about it at the mass level. And that's where we're going next.*

*We've pioneered a concept with a group of technologies that, when incorporated in your home, makes a huge difference on the overall wellness of that home. Have you got a stereo in your house, TV, CVR, DVD? Have you got them all hooked up together - kind of like an entertainment centre? If you were to go shopping right now to an electronics store for them you'd probably be shopping for a home entertainment system - they don't market them individually that much right now, right?*

*Well Sony as a brand has really made it their mark to create an environment in the home to make it an entertaining place right? A centre for entertainment. The market's been pre-conditioned to be a centre for entertainment. What Sony is to entertainment, Nikken is to wellness. They're creating an environment in people's homes, the*

*consequences of which will create health and wellness through the depths of these technologies.*

*Let's give it a whirl. The worst thing is that can happen is nothing. We can offer people a solution without the complications of side effects - but that's one small aspect. What we have in mind, what we're concerned with is putting an organization, a team of people together, who are committed to the bigger picture.*

*We understand you're busy with what you're doing, but this is not something that we feel will take much of your time. If you feel this is important enough, we feel you would take the time - wouldn't you?*

### **Sell the Process first**

I want to sell the process. Because I'm not going to get this person building a Nikken organization in 15 minutes. What I am going to ask them to commit to is the *process* through which they'll discover whether or not Nikken is for them or in what manner they may be able to help us. And that's really all it's about.

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