

## The Ink is Still Drying Skill

Five stories to tell the new Distributor to help bullet proof them.

### Story # 1: "Needs & Wants"

So let me ask you a question, what's the difference between "Needs & Wants"?

Can you think of anything that you need and not want?

Here are a few examples:

1. Dentist! It's something that you need to do, but you really don't want to. Maybe it cost too much or it might hurt. But it is something that you need to do and don't want to do.
2. Diets! People need to go on diets but they really don't want to. Right!
3. Exercise! Do we need it or want it?

Our business is for people who want it, not necessarily for people who need it. And if they don't want it we tend to leave them alone.

Let me give you one more example. "Taxes" We don't want to pay taxes but we need to pay taxes or face the consequences.

So the bottom line is our business is for people who "Want" it not necessarily for people who; "Need" it.

## Story # 2: Products

You're going to get excited about our products once you get started and naturally you're going to want to tell people about what you've found. It's normal right?

So let me ask you a question. Do you like "Rejection?"

No, most people don't!

So would it be okay with you if I showed you a way to bring up the products or our business rejection free?

There's only one sentence you need to know: Here it is.

"Would you like to do something about it"?

Let's say you're at a relative's house and you've been on the products for awhile, and you start feeling great.

Your talking to your aunt and she starts complaining about how bad she's been feeling and just goes on and on about how no one can make her feel different.

You can say "do you want to do something about it"?

Now there are only two possible answers, right!

1. Yes.
2. No.

If they want to do something about they'll say yes and you get them to your site to get some information and order some products.

Or they'll say no; which means, they don't want to do something about it and that's okay.

But some times people speak in secret code! Can I tell you what the secret code is?

They might say something like; I never take stuff like that! So that mean's? No right?

Or, my doctor says I don't need that kind of stuff. That means no again right?

So we know that they need it but, they don't "Want" it. Remember, our business and products are only for people who "Want" it.

So I would suggest that you leave them alone. They haven't rejected you they simply rejected the Idea.

What's important is that you understand the "SECRET CODE".

It's NORMAL for people who don't want it, believe that they have to speak in secret code so they don't have to say no to you!!!

We know they need it but, they just don't want it! Gee I wonder if they just like feeling bad most of the time. Hmm

### Story #3: Business

Have you ever heard people always complaining about

1. Not making enough money each month.
2. They can never go on that vacation they dream about.
3. They need a new car.
4. They have to work all the time and never have time to go to the kids stuff at school or sport events.

So when you hear that, do you know what you might want to ask them?

“DO YOU WANT TO DO SOMETHING ABOUT IT”

If they say yes! You let them know that you'll get back to them with some information and we'll call them together. Pretty simple right?

But on the other hand;

It's perfectly normal again for people who need it, but don't want it, to speak in secret code again.

They might say,

I just don't have time for something like that! So do they want it? That's really funny when you think about it. Their too busy being broke to do something about it! So do they want it? Probably not.

They might say, I don't know anybody and I don't want to talk to anybody! I don't even want to see anybody! Probably means: They don't want it.

IT'S NORMAL THAT PEOPLE DON'T WANT TO DO ANYTHING ABOUT THEIR HEALTH OR FINANCES.

What we're really doing is just finding out if they want it or not.

## Story # 4: Our target market

What's the most popular restaurant in your area?

What would you say is the population in a 50 mile radius of that restaurant?

Let's say there are 1.5 million people in your area, and all we're looking for is 10 % of the people who want it. Meaning they want our business!

So 10% of 1.5 million is 150,000 people. And 1 % of 150,000 people is 15,000 people. So if they were all ordering \$ 100.00 a month our business volume would be 1.5 million dollars and you'd be "RICH"

But ya know we don't even need 1 % to be rich.

So let's say that the population of your entire state and maybe a neighboring state is 7 million people. So that's 7 million people @ 10% is 700 thousand and @ 1 % that's 70 thousand and @ 1 /10 of 1% that would be 7000 people. 7000 people using \$ 100.00 in products each month that would be 700 thousand in business volume and at @ 5% you'd be making about \$ 35K a month.

So you can see we only need a small number of people who "WANT IT".

So how do you like the odds of you finding people who want it?

## Story # 5: Bob

Okay, the last story I want to tell you about is about a guy named Bob.

Let's say the company will only let you sponsor people named Bob.

What I mean by that is that Bob is somebody who "Wants it".

So you're talking to a guy named of Pete.

After talking to Pete, you understand that he doesn't really want it. So if we keep asking Pete to join our business, what are we really asking Pete to do?

We're asking Pete to change his name to Bob! So is Pete going to change his name? Of course not, so we need to ask Pete does he know anybody by the name of Bob.

This is for people who want it not necessarily need it.

So this is how we recruit rejection free because we're only asking one question.

**DO YOU WANT TO DO SOMETHING ABOUT IT?**