



Home Kick Offs – The Fastest way to Manager

The Quickest-Way to Manager Training focuses on particular aspect of home meetings or kick-offs. This section focuses on Step 6 of the Back Bone Document. Completing steps 1-5 in the 1-2-3 Steps to Diamond will maximize this training and eliminate any confusion.

Listen to and view the TRAINING AT [place link here](#) that will teach you how to conduct these meetings. This training is designed to help you have more Kick-offs and have more folks show up at the home kick-offs that you have scheduled.

Covered in 2b The Fastest way to Manager:

1. Why Home kickoffs
2. Scheduling Tips
3. Inviting Guests Successfully
4. Day of the kickoff Tips
5. Winning Tips During and after the meeting.

1. WHY Home kickoffs.

At the foundation of any successful organization is the Manager Rep. The team or teams that master the art of building Manager Reps will excel. The teams that find a faster way to do it excel faster. Home kickoffs are the Quickest Way to build Manager Reps.

- Quickest Way to build Manager: Great – Long distance recruiting
- Quickest Way to build Manager: Better – Warm market over the phone
- Quickest Way to build Manager: Best – Home kickoffs; local warm and cold* markets

If you are not using the best method, that is ok, work towards it or find 3 people who will do home kick-offs.

Home Kick-offs are the fastest way to Manager

- a. Diamonds in Your Own Backyard
- b. Duplicates Quickly
- c. Taps key element missing in E-cruiting
 - i. **People want to be a part of something bigger**
 - ii. Identification probability dramatically increases.
 - iii. Testimonials coupled with diversity is UNBEATABLE
- d. Builds a sense of belonging and LEADERS faster
 - i. **Holding** the marker, making money ~
 - ii. **Passing** the marker, getting rich~~~~~
 - iii. **Teaching** people to pass the marker, creating a life-style
- e. Allow you to work combinations ~ Cross-Pollinate
- f. **People make decisions intellectually but buy emotionally**
- g. Power in numbers.
- h. Leads to one-on-one and half presentations
- i. Activates the 'I am not interested in building a business' customer

2. Scheduling tips.

- a. Schedule two kick-offs ~ different days of the week
 - i. Tuesday night, Saturday morning, Sunday afternoon et al
- b. **KEY – at the same time you schedule time for the kickoff, schedule time for calls with your upline to support the meeting. This is imperative.**
- c. Teach and Preach and Practice Edification: beef you up and/or you beef up the presenter
 - i. Use non-subjective information while edifying. Facts over feelings.

3. Inviting success is in the numbers and the script

- a. Invite lots of people
- b. Evaluation approach – Direct Approach – Third Party Approach
 - i. All start the same. “Many people in the area and around the world are pretty excited about Ceres Living and
 1. I am thinking of making a major time investment with this company and I would like you to evaluate it. I might be crazy but the upside looks huge to me and there is no apparent downside. John, you know I value your opinion and I am really counting on you to be here Thursday to meet XXXXX XXXXX.
 2. I believe it will interest you also. If it was possible to double your income without jeopardizing what you currently do and have fun doing it would you take about 40 minutes to check it out?
 3. I am certain while it may not be for you that you know a few people who would love to make an extra 3000-5000 a month working very part time and obviously you could not recommend someone unless you knew what it was.

4. FUNDEMENTAL REBUTTAL: I am not asking you to join my business, I am asking you to check it out before you say no, is that a problem?

5. Practice ~ follow your upline's lead

- ii. **Remember the 80-20 rule makes or breaks everyone so over invite**
- c. Use the button down script – word for word found at the end of this training.
- d. Tell the total time you are driving – work in teams
- e. Drip on the invitees

4. Day of meeting -

- a. **No food [duplication]**
- b. Drip again, suggest they invite and tell them how you are “really, really counting on them to be there as they promised.”
- c. **SUPER KEY:**100% of the people you pick-up show up
- d. Have T PT's, white board, markers ready the DAY BEFORE
- e. Get used to the tools that you will be using ~ do a trial run. **If it is at someone else's home, get there early and do a quick trial run.**

5. At the Meeting and after the meeting –

- a. Guests taste, TOUCH [put a bottle in their hands!!] while listening to testimonials
- a. After meeting – Sign them up on the spot
- b. Use MINI application – put them in later
- c. Be a Professional. The meeting is about the guests, not you.
- d. Support the people who did bring guests
- e. **Do not stand up once the meeting is over.**
- f. **Never leave without BOOKING 1 or 2 more Home Kickoffs!!**

Follow up and Follow Through:

Follow – up for meetings

A. Success = _____

B. **The most important meeting: is the meeting after the meeting**

C. Ask leading questions

- What did you like best?
- How would making extra income change things for you?
- Are you proactive about your health?

Never, Never, Never ask “What do you think?”

D. Use tie downs.

- Does this make sense?
- Isn't that true?
- Wouldn't you agree?

E. Bring your appointment book ~ Ask prospect to join at least twice prior to booking a follow-up.

F. Never let your **new** Reps book the follow-up.

H. Go for it.....It's called a Trail Run. **80% of all transactions between people are consummated on the 5th attempt.....only 16% on the first 4 attempts.**

I. Use the Button Down Script Below. 5Ps= **P**erfect **P**ractice
Prevents **P**oor **P**erformance

G. The Trial Run - learn & read the Litmus Tests.

“You are the CEO of your life.....good CEOs have a pattern, called the 3Rs.....draw this out.....one R over another R next to a bigger R.....so it looks like a fraction next to a whole number....

1. Try the product. Risk FREE
2. Get more information – FREE
3. Try a training - FREE
4. Try the business - FREE
5. After 90 days, there is no decision

Button down Script

*** After getting appointment, get commitment at all costs by using the following script.**

- No wishy-washy statements
- No smoke
- No exceptions because it's your Mom or brother or best friend.

“Stephanie, it's been great talking with you and I look seeing you Wednesday at the kickoff. Before we hang up let me ask you a question. Is there any chance that you might cancel or want to change the appointment? {May we do that now?} John [edify presenter here] runs on a tight schedule, I'm sure you do too. The only reason I brought it up is that sometimes, and it's probably not the case here, people tend to set appointments casually. Like myself, I'm sure you appreciate the value of time and the value of using it well. I am really sorry I even brought it up, but you know how most people are. Have you ever had someone not show up or cancel inappropriately? {Get them to share- you want them to get emotionally involved} Isn't that your favorite thing in the world [*laugh!!*]? Off the record, what do you think of people who stand other people up? [Let them share] – Well, I am not a [use these words], and obviously you are not either.

Again, I am sorry for bringing it up, I will pick you up on the 17th at 3:30 and I know you'll be there too.”