

Sponsor Responsibilities

Duplication is the absolute key to success in building any networking marketing business. Your success and income is not determined by how many you do, it's determined by how well you do a few.

If you personally sponsor one hundred people and none of them sponsors anyone, you have nothing but the one-time commissions for the sales you've made. You have nothing! However, if they duplicate what you did, and those do the same and so on, you have an army, you have **residual income**.

Remember, **simplicity** is the key to growth. Duplication is a process that is repeated. The more steps you have in the process (transaction) the slower it grows. The temptation is to add more steps, information, slides, examples, because the more the better. NOT SO! The less - the better. We want to do only those things that are necessary to get a new RTA/REP signed up and have them do the same, who does the same and so on.

INSTRUCTIONS FOR YOUR NEW RTA (1st 24 hours in the business)

- Have your new RTA go to the team website and download the "New RTA" Form or hand them the form when they sign up and review it immediately over the phone or in person with them.
- Review what you want them to do their first 24 hours. Create urgency to complete steps 1 through 3 on their "New RTA Form" in 24 hrs.
- Do 3 to 5 Life Line Calls with your new RTA in the first 24 hours.
- Day 2, go through and role-play what to say to prepare them for their calls. We want to meet face to face with their top 9 if they are local or put them on a website tool if they are out of town.
 - *Either you or your up-line power team leader should be doing the follow up calls or face to face appointments to start their learning process by showing, not telling. If you start them right, they will finish right.*
- Get your new RTA plugged in to events IMMEDIATELY!

Page 2

FIRST: Point & Click.

Have your new RTA go to both his/her marketing and travel websites and become VERY familiar with both of them. You will discover that 95% of all their questions will be answered when they complete this. No exceptions, insist that this be done. Most people will not move forward until they know what they are doing and where they are going. Lack of knowledge freezes people, and they do nothing. By becoming familiar with what is in their websites and in the back office, a new rep is more comfortable about talking with people and moving on with their business building. You can't build a YTB business if you aren't familiar with your websites. The first trip through the websites should be done the first day after signing up. They will not learn everything during this first trip, but they will become familiar with what is there and how to find it. **THIS IS IMPORTANT!!**

SECOND: Write down questions.

Have your new RTA write down his/her questions while going through his/her websites. You can go over the questions with them once they have completed their "point & click" through both sites. Remember, we want them to do this within their first 24 hours in the business.

THIRD: Write down their names of 9 people.

While going through their websites and recording questions, instruct the new RTA to write down the names of 9 people. Some leaders instruct reps to construct a list of 25, 50, or 100 names. This is not necessary at this time, as that is a distraction from moving toward signing up the first rep. The nine names are sufficient for starters. They will keep this list and add to it as they build their business. I recommend they keep this in a notebook and keep it with them to jot down names of people as they remember them. This list is never complete. They will add to it for as long as they are building their business. It is a working inventory.

1. The 3 most successful people you know on a first name basis.
2. The 3 people you know who have done network marketing in the past.
3. The 3 people you know who are the most likely to get involved in YTB.

LIFELINE CALLS:

Within the first 24 hours if possible, no longer than 48 hours make sure to get your new RTA on the phone with 3 to 5 plugged in up-line leaders. These calls are short but powerful and help the new RTA start their business with positive, powerful influences of others in YTB instead of letting their first exposures be from negative people that are not in the business! **DO NOT FORGET OR SKIP THIS STEP!** The quicker you do these calls the better. I would recommend once you have them in the system that you get them on the phone with up-line immediately!

GET NEW RTA PLUGGED IN IMMEDIATELY!

There is no substitute for exposure to others who are excited, successful and building the business. **Get your new RTA to as many company events as possible as soon as you can. (CRTA Training, Red Carpet, Regional Meetings, group presentations and meetings in their area) Make sure the new RTA is also plugged into weekly team calls as well as Coach's call on Saturday's at 11:00am CST/ 9:00am PST. The importance of this can not be over emphasized. **JUST DO IT.** Go with them to as many meetings and events as you possibly can. "Plugging in" is an ongoing process and is crucial to the success of ALL RTA's.**

ROLE-PLAY WITH NEW RTA TO CREATE CONFIDENCE:

Day 2 is "Action Day!" There is no time like the present to get your new RTA engaged. Create Urgency right out of the gates by emphasizing the importance to act NOW! Ask them when they begin if they want to make money fast or slow. They will almost always say "fast." If they say "fast" then tell them we will begin making calls tomorrow after we role-play together. Set up a time on Day 2 to role-play and after you spend a few minutes emphasizing the 4 points to remember and a simple script it is time to begin making calls. Have them call the person from their list of 9 who they believe is MOST likely to do the YTB business first.

EMPHASIZE 4 POINTS BEFORE MAKING CALLS

- *Be clear about your contact goals.
- *Sort, Don't Sell!
- *Be enthusiastic.
- *Convert negatives into positives.

INITIAL CONTACT OF PROSPECT

GOAL: Get the prospect to view a presentation and give you their opinion.
Note: The presentation can be online, face to face with you up-line, in home on a computer or on a DVD player, or live at a group meeting. In either case, the process is the same. Remember, our measure of success is not that the prospect signs up in YTB. If they view the presentation and give us an opinion, we accomplished our goal, we are successful.

SORT: Use the presentation as a sorting tool. You want to separate those who are “looking” from those who “aren't looking, those who “will” from those who “won't”. Don't waste your time trying to get people to do something they don't want to do. **Prospecting is SORTING, NOT SELLING.**

BE ENTHUSIASTIC: When contacting a prospect, be enthusiastic. Excitement sells; enthusiasm is contagious. Be positive and confident. Confidence is powerful. Don't use weak statements and words like “hope”, “try”, “think”, and “you might”, i.e., “What we are going to try to do is to share some information with you that we hope you might be interested in.” NOT GOOD! A better way is, **“We are going to share some powerful information with you that we know you are going to be excited about.”**

CONVERT NEGATIVES INTO POSITIVES:

Remember, the YTB presentation is a sorting tool to separate the “yes's” from the “no's”. What we want you to understand is that “NO” is not a bad thing. It can be a good thing. It is OK. We can use the “NO's” for our travel customers. All we need to do is convert them into our potential travel customer by having them sign up for our “Steals and Deals” newsletter.

CONTACTING CALLS: (Sample Scripts)

Option 1: Hey Darren this is Bill, do you have a quick second? (YES)
Do you like to travel? (YES) Are you open to making some extra money if you could benefit from people who already travel every single year if it didn't interfere with what you're already doing? (YES)

(OR)

Option 2: (Better option for your top prospects, "A" players)

Hey Darren, this is Bill. I'm very excited right now as I just partnered with some extremely successful people on a large project in the travel industry. These guys are very, very successful. I have a lot of respect for you Darren and I really want to get your insight into what I'm doing.

NEXT: Lead the prospect to exposure... face to face meeting, conference call, web presentation, hotel briefing or travel party in home.

Setting up Face to Face Meeting:

What I would like to do Darren is get together with you as well as introduce you to a friend of mine who is extremely successful that is spear heading this project. This project is projected to bring in about 250 million in revenue over the next 2 years.

("A" Player addition... There is also a shot of earning about 1.4 million in stock options.)

It will take about 30 to 45 minutes. Does Tuesday or Thursday work better for you?

If they ask "What is this all about?" Just say "I can't even explain it, all I know is this... I got connected with some of the right people and I have a lot of respect for you and want your insight. Worst case scenario you will get to meet some other very successful people to add to your rolodex. Does Friday for lunch work for you?"

You can invite them to any event in person using the above script... travel party, lunch, dinner, briefing, one on one at your home, etc

Sending to Conference Call or Web Presentation:

Great Darren, what I would like to do is get you some details on this asap. After we get you the information I want to introduce you to an extremely successful friend of mine that is spear heading this project. This project is projected to bring in about 250 million in revenue over the next 2 years. (“A” Player addition... There is also a shot of earning about 1.4 million in stock options.)

Web Presentation Invite:

Are you by a computer? (NO) Call me Darren as soon as you are in front of a computer. How long do you think it will be before you’re in front of a computer. Great call me then. (YES) Great type this address in... www.oneclickawayfromfreedom.com Call me as soon as you finish watching it. DO NOT GIVE THE WEB ADDRESS IF THEY AREN’T IN FRONT OF THEIR COMPUTER. ALWAYS CREATE URGENCY!

Conference Call Invite: There is a private conference call today at 2:00 that will last about 20 minutes and give you some great insight. Can you move your schedule around to ensure you can be on this call? (YES) Great, if you have a pen I will give you the number and private pin code. 646-519-5860, pin 3564#. Let’s touch base after the call. (NO, booked at that time) We have a few calls this week Darren, would that same time work better for you this Wednesday or would Friday be better? (Make sure to call and email to confirm the call time and number for them to call in on the conference call day.

IT IS HIGHLY IMPORTANT AS A SPONSOR THAT YOU ARE THERE FOR YOUR NEW RTA TO ASSIST WITH DOING 3 WAY CALLS AND FACE TO FACE APPOINTMENTS AS THEY BEGIN BUILDING THEIR BUSINESS. ALWAYS SHOW, SHADOW, DELEGATE IN THAT ORDER ONLY!

FOR PROSPECTS THAT ARE WATCHING A WEB PRESENTATION OR LISTENING TO A CONFERENCE CALL, MAKE SURE YOU ARE DOING THE FIRST FEW FOLLOW UP CALLS OR UNTIL YOUR NEW RTA FEELS CONFIDENT! ALWAYS BE THERE FOR THE NEW RTA FOR THEIR FIRST FEW FACE TO FACE APPOINTMENTS AS WELL.

What to Say when you re-connect with your prospect...

#1 – What did you like best about what you saw/heard?

(Note: Don't ask, "What do you think?" Remember - use power phrases.)

Their response will either be Positive or Negative.

Positive Response: Whatever it is they say it is important that you reiterate what they were most excited about. For example, if someone says "The Money." Say "The money is amazing, in fact we have people who have been with us for 2 years or less making over a hundred thousand dollars a month."

Posturing:

"Now Darren, let's sum up what you have just seen. For **under \$500** you get what Barry Dillar, the owner of Expedia paid 5.1 billion dollars for but your site can do many things Expedia can't. You get your own online travel business with a publicly traded company that is rewriting the way travel is booked, **a business in the largest and fastest growing industry in the world at over \$7 trillion dollars annually but it's expected to grow to \$14 Trillion in the next 10 years. This is an industry that is larger than oil and gas and telecommunications combined.**"

"You can sell everything the billion dollar online stores sell, and most of the time it will be **cheaper** at your store. Also, you have things they don't have. Your travel store offers **new and used cars**. People can buy new cars from you for less than the dealer invoice and used cars at book bargains. You get paid a commission. Also, you have a gift shop where people can send **flowers and gifts** to their friends, family, and customers and you get paid. There is a **bridal registry**. You have an online **outdoor adventures** outfitter where people can book hunting, fishing, camping and other outdoor adventures all over the world, and you get paid. Those other big online sites don't do that."

"Darren, I have only one question for you. **Can you think of one good reason why we shouldn't get your online travel store and marketing site up and running right now and have you start cashing in on this \$7 trillion dollar exploding industry?"**

Page 8

If the answer is, “NO”, then ask them if they prefer to use Credit or Debit to get their store open for business?

If they say “I need to talk to my spouse,” tell them to have their spouse look at the same presentation, and then call you back. If there are other questions, get the questions answered, then **CLOSE** with the same question. “Can you think of any other reason why you shouldn’t get your travel store up and going right now?”

Negative Response: If they say they are not interested or are negative, don’t try to convince them. This is a time to convert them into a customer! Here is what you say...

“You know Darren, I really appreciate you taking the time to check it out for me. It’s not for everyone, and obviously Darren it’s not for you. But, I would like you to do me one more small favor.” (They always say “sure.”)

“The next time you travel, or buy a plane ticket, or go on vacation, book a hotel room, go on a cruise, would you check out my site before you book with one of those other online sites. You will find that most of the time I’m cheaper than Expedia, Travelocity, and those other online sites. And when I’m not cheaper than they are, in virtually every case I will be as cheap as they are. If I meet or beat their price, will you book with me instead of a faceless site and help me out with my new travel business?” (Again they will always say “YES.”)

Great Darren, I really appreciate that. One last thing before I let you go. I send out a newsletter via email that will give you information on the hottest “steals and deals” in the travel industry once a week. You can save some huge money and there are some incredible deals. If it is OK can I get your email address and add you to my list as that would really help me out.

(YES)

Thanks Darren. Watch for the newsletter. **You will need to click to accept it as our company has a spamming policy. I can see on my end once you have accepted it so I’ll be watching to make sure you got it. Thanks for your time Darren, you are a true friend.**

You turned a Negative into a Positive...

While many try to convince or keep pushing, this method helped you put someone in your ATM and in the future when they book travel they will check out your site. Doing this may even turn some of your current “no’s” into “yes’s” in the future but for now your prospect just needed that respect of not trying to get them to do something they don’t want to do.

We just sorted. Darren is not a prospect, he is a travel customer.

Parting Shots for You, As A Sponsor:

Your role as a sponsor is a very important part of your new RTA’s success. Don’t leave things to chance. The more you engage your new RTA’s, the more success they will have. Make it a priority to be in constant contact with the top RTA’s in your business. That does not mean everyone on your team, as you need to apply your time and commitment to those who are committed to their success. Give your new RTA small challenges to see if they respond. The more they respond, the more time you invest in them. Do not waste your time with people who are always planning on doing things or consistently make excuses. These types of people will slow your growth and give you many headaches.

Your job as a leader/sponsor/up-line is to lead by example. Remember that people are always watching you so setting the proper example is one of the keys to your team’s success.

Also don’t fall into the trap of trying to manage your team. Again lead by example and they will follow suit. If you begin trying to manage, guess what your team will do...manage. If you have a team of managers nothing gets done. Avoid this pitfall.

Last but not least no matter how big your business grows always remember where you came from and the importance of the lifeblood of your business, the brand new RTA. Always stay plugged in to your up-line and continue to grow through following those who have gone where you have not.

See you at the top,
EAGLE MARKETING GROUP