

TEAMBUILDING

.. THE PRESENTATION

No-one will really appreciate the awesome power of the Kleeneze Opportunity until they have seen the business plan. Show the plan regularly and you will build a strong downline. Not everyone will be interested. In fact, when you first start you'll probably find that only 1 in 10 will sign in. No problem, that's how it works. Later you'll improve on this.

Your aim should be to present the facts clearly and simply. Don't exaggerate the earning potential. Stick to the facts. It is vital that you sit down with your prospect and show them the whole presentation in one go. The same people who tell you they only want to earn £50 a week, buy lottery tickets, (we all want to be financially secure).

Yours first few presentations should be 'Two-on-Ones' with your upline who will present the opportunity on your behalf. When you feel confident you can do your own presentations.

Everyone develops their own style, but the more often you hear others making a presentation, the more confident you will become with your own.

Don't wait until you're perfect. You'll find that your enthusiasm will carry you through.

Be prepared. Take the following with you...

- Presenter containing the Plan
- The Catalogues
- Copies of your customer orders
- Opportunity DVD or MP4 on your phone
- The Opportunity Information
- The Team Talk Magazine
- Your own Press Cuttings!!!
- Current Catalogues
- Kleeneze and Ambitionz Information
- Your Upline .. if you need them.
- A big smile

You may not choose to use all of these but at least you have them at hand. Too little information and they won't be able to make a decision. Too much information and they'll have too much to think about.

So let's go through the steps in the presentation.

1. First Contact

This may be the first time you have met your prospect and first impressions are very important. Our advice is as follows...

- **Look professional:** Dress smartly, smile.
- **Be professional:** Be on time. Be prepared. Be Polite.
- **Introduce yourself:** Wait to be seated. Look for clues, (don't take 'their seat').
- **Minimise distractions:** If they come to you prepare the room. If you go to them and they have the TV on .. play the DVD .. they won't take their eyes off it.

2. Build Rapport

Look for clues around the room. Pictures of children, pets, holidays, anything that will break the ice. Remember that they are very more interested in themselves than they are in you.

- **Ask Questions:** The more your prospects talks about themselves, the more information you'll have to help them with their decision later on.
- **Use listening skills:** Be interested in what they are saying. Keep quiet.
- **Pay attention to body language:** Folded arms and crossed legs means an individual who feels threatened. Someone leaning forward on their seat shows interest. There are many other signs to look for. Talk you your upline and attend training sessions for further information.
- **Establish current circumstances:** Where are they now. What work are they involved in. Do they have enough money now.
- **Establish hopes and needs:** Where do they see themselves in the next months, years etc. What do they want to achieve. Do they want income for a new car, a new house, a holiday, or freedom, early retirement, security. Help them establish their hopes and needs.



3. Close Discussion

You could be listening to the family history for hours on end, but at some point you need to present the opportunity. Try the following: "That's great, and based on what you've told me you'll really like what I have to show you".

4. The Presentation

The first time you saw the plan was when *you* were the prospect. You may not have realised it, but you were being trained from that point. The next time you saw it was probably at a Business Opportunity Meeting, which is a great place to take prospects and also a great way to see how others present the opportunity.

After this your upline would have presented the plan to your prospects, but now you're getting your chance. The best advice we can give you is: Learn it. Practice it. But don't wait until you're perfect. Be enthusiastic, but don't go over the top. Be positive! (They're going to sign ... why else are you there)! You're getting ready to show them the plan. Your presenter will take you through the steps:

- Tell them 'your' story, Begin by telling them how and why you got started.
- You may want to start by showing them the DVD and then telling them that the plan will explain how it works.
- Tell them about the products & catalogues: Products that people use every day and that no selling skills are required because the catalogue does the selling for you.
- Tell them about the income generation: use example you understand.
- Tell them about the support they'll get: the meetings and upline support.
- Tell them how to get started: help them with their retail plan, make sure they've got enough catalogues to make the money they want.

5. The Follow-Up

The Follow-Up begins with the phrase, "What do you think", right at the end of the summary.

You may find yourself answering question after question. You may find yourself sitting silently. You may find they've barricaded the door and won't let you leave until you've signed them up.

Whatever happens, the Follow-Up is a vital part of the sponsoring process.

Learn as much as you can about the business. Learn to answer frequently asked questions, (it shows they're interested). Don't bully them into joining you, they will need to make up their own mind.

Learn to use the 'Feel, Felt, Found' technique which will help your prospect see how you felt when you sat where they are today.

If they need to think about what they've seen, leave them with your information pack and DVD or send them to www.info-for-you.co.uk. This is especially important if you only presented to one half of a partnership who then wants to discuss what they've seen with their partner .. Ask yourself if you could have presented the opportunity to someone the same day you saw it for the first time.

Agree a date and time, (which should be within 24-48 hours), and tell them you'll call back to pick up the DVD, (or you can telephone). You can then answer any of their questions.

Last of all remember the key to a good presentation is

Keep it Simple.

But if you need help – **ASK!**

If you haven't done so already get along to a **Plan Training** as soon as you can.

Your upline will help put your 'presenter' together in a way that suits you.



TEAMBUILDING

.. THE FOLLOW UP .. FAQs

Probably the most useful skill you can develop in building your Network Marketing business is that of answering the questions you'll get when you ask people if they want to get started.

This skill is often referred to as 'Objection Handling' but instead of using the term 'Objection', we prefer to call it the term 'Frequently Asked Questions', (FAQs).

Some people decide they're not interested in joining the business without fully understanding what it's all about. Your job is not to force them into the business. Your job is to make sure that they have a basic understanding and then the decision they make is the right one for them.

Here are some of the most common questions you're going to be asked, along with ways to answer them correctly:

'Kleeneze? I've heard that doesn't work' ...
'Kleeneze works! Thousands of people have proved that. Obviously, you do have to put some time and effort into it. All Kleeneze Distributors are willing to show you proof of their incomes. And there are people who have been in Kleeneze for 50 years.

'I don't fancy walking the streets' ... Well there's a lot more to Kleeneze than just the catalogue so you don't have to walk the streets. Some people just give the catalogue to their friends and family, neighbours or take them into work. But to be quite honest the biggest part of the income that you're going to develop from Kleeneze is on the team building side. Have you looked at that?

'No, I don't want pay for my catalogues, they should be free' ... the thing about Kleeneze is that it is a business and not a job and with any business, before you can trade you have to buy tools. So it's no different from any other business. We buy our catalogues and then we can earn a substantial income. And most people find that they do recoup their expense within the first 3-4 weeks, (or quicker), and make a profit.

'I can't, I'm on benefits' .. Yes, a lot of people might think that. But the good thing is, is that there's a lot of help around and you can actually get out of the benefits trap, because you can make money from day one with Kleeneze.

'I've already got 3 distributors on my street' ...

The reality is that in every single town you've got more than one butcher, more than one florist and they're all doing business. Look at the fast food industry. You've got MacDonald's on the same corner as a Kentucky Fried Chicken, Pizza Hut, Burger King. It doesn't worry the fast food people. It doesn't worry Asda and Morrisons and Tesco's and Sainsburys, they build right next to each other. The reality is there's plenty of business out there for everyone.

We find that several Distributors will operate in the same area and they will still get orders and make a profit.

'It's too expensive to start' ... Kleeneze offers a proven low cost start up with the backing of a much larger company. It's a little bit like a franchise, at a fraction of the cost and without the headaches you normally get with a franchise.

'I haven't got enough time' .. Most people who join Kleeneze have actually got full time jobs and very busy lives and one of the reasons that they join Kleeneze is that they do actually want more time. And just by finding a little bit of time on a daily basis you can start to build a business and it just grows from there.

'What if I don't get any orders' .. That's exactly what I thought and my sponsor said .. 'what if you do?' Well, I did and I've never looked back. The averages always work. Just post the catalogues and you'll soon see how it works.

There's a saying, '*You can't say the wrong thing to the right person*', which is trying to say that, if they're going to join, then they're going to join. By building rapport and answering questions in a sympathetic manner, they will make a decision to join if it's right for them.

One way to do this is to use the 'Feel - Felt - Found' technique. The way this works is that whatever question they ask you reply ... '*I know how you feel, I felt the same, but I found that*'

This may seem a bit contrived but it does help them to see the answers a little more clearly. It's more like it's you and them looking at the business for the first time.

As you attend trainings, listen to CDs and read around the subject build up your own notes on this subject and file them with this material as you build your MLM manual. This area more than any other that will pay you back, over and over again.

Remember, we are not in the business of persuading people to see things the way we do. They will start if and when they are ready.