

CD I: INVITING BASICS

Track I: Introduction

Hello, Network Marketing Professional. My name is Tim Sales. My purpose and intention with this training pack is to teach you the skills or increase your skills at inviting people to look at your network marketing business.

I also have, as a purpose, to take your knowledge and understanding of the subject of inviting to a higher level by teaching you to invite your prospect in a professional way, so that not only will you do network marketing with a sense of pride, but your prospect will also have a pleasant experience, even if he or she chooses not to join your business.

Inviting is the ability to ask someone to *do* something. You invite someone to go to dinner, you invite someone to play golf, and you invite someone to look at some information. This training package specifically addresses you inviting someone to look at your network marketing business.

In total, what you need to know to be successful in network marketing is, first, how to invite someone to look at your business; second, how to present it to them; and third, how to effectively train them. Invite, present and train are the three main subjects that make up the whole business.

There is nothing more important in network marketing than inviting. See, if you can invite well, you can put your prospect in front of good presenters and good presentation tools (like videos, audios, websites – things like that). But if you can't invite well, you'll have a tough time in network marketing. So the information in this training pack is *critical* to your success.

I'm not going to go into my personal background in great detail; you'll hear bits and pieces of it throughout the training package. But by way of introduction, I have an interest in your success. What interest do I have? In most industries and subjects, there is a person who steps up boldly and takes responsibility for the whole group. In network marketing that person is me. I really *care* about your success. Your personal success contributes to the number of people

successful in the group. This makes the whole group attractive – which causes more people to join the group; plus the fact that I just love people and love seeing people succeed. And I love knowing that I *contributed* to your success. What you can feel confident in is that I know what you need to know. I've made millions and millions of dollars in network marketing and I continue to earn a large passive residual income out of over 20 different countries right now.

Not only do I know it, but I can teach it - which is not always the case. I've met many people who've had high levels of success but haven't a clue how to teach it to someone else. I'm talking about from the *basics* all the way up to achieving success.

Many successful networkers just don't know how to teach what they do. After a few failed attempts at teaching, they conclude that it's easier to just find someone else who can do it, instead of teaching someone *how* to do it. So their training to their downline is limited to *finding* the right person who already has the skills to be successful, instead of *teaching* the skills.

This wouldn't be so bad if they refused to sponsor anyone who didn't have those skills. But that's not what they do. They sponsor anyone and everyone. If the new person isn't effective, well, he or she is ignored - and is an accepted casualty of the business. This leaves people highly frustrated, and outright angry at the industry.

My intention with this training pack, *Professional Inviter*, is to change this aspect of network marketing. I'll eventually come out with a *How To Train* package that will assist you in training your downline. But the first thing that needs to be put into the field is the correct technology of how to invite.

I did not come to network marketing with any skills that would help me do the business. But what I *did* come to the industry with was, and is, tenacity, which means to hold persistently to something.

I started at the very bottom of the knowledge ladder. Perhaps that's why I am best known throughout the industry for my ability to make things simple for people to understand. See, if one grows up learning a particular skill, they might not remember how they learned it and might conclude that they are a "natural salesperson," a "gifted speaker," "born leader." To them, they just

know how - because they've always known how! So it's difficult to teach someone something if you don't remember how you learned it!

For evidence of this fact, watch a parent trying to teach a child to walk. All a parent can say is, "Put one foot in front of the other." What's frustrating the *heck* out of the child is that they're not teaching him balance. *That's* what he's got to know first!

The reason you can't teach a child balance is because you can't recall how you learned it! The child finally gives up on you teaching him why the room spins and tilts and then he ends up on the floor. So he sets out and learns it on his own.

Now, we try the same approach with our downline. We tell them, "Just do the numbers." Distributors are screaming at us that they don't know how; they don't know what to say, they don't know how to handle a particular objection. Like the mom who says, "One foot in front of the other," over and over, we just keep saying, "Just do the numbers."

There are a few courageous souls that will go off and learn it on their own - but the rest will quit. This is evident by the poor statistics of the industry. But the statistics of the network marketing industry aren't much different than other independent careers like real estate and insurance. The common problem in each of these industries is inviting.

Well, it took someone who didn't bother learning how to communicate at an early age, then decided he really needed and wanted to know *how* to - and then perfected that communication *specifically* for the network marketing industry to put a package like this together.

And I remember *very well* how I learned it. That's what I'm here to pass on to you.

Track 2:
Basics Of Business

- ★ I'm going to begin *Professional Inviter* by explaining to you what your job as a network marketing professional is, so you truly know the basics. Many people

in network marketing have never been in business before, or have been in business but never fully understood the fundamentals of what they do.

Making Someone's Life Better

The only reason someone will pay money for *anything* is that they believe it will make their life better. This is the irreducible point of business. "Irreducible" means you can't get more basic.

In business, you can't get more basic than making someone's life better. If you make someone's life better, they will exchange money for it. And to the degree that you actually *make* someone's life better - with your product, service or business - determines the longevity of your success. That is the irreducible basic of business.

Don't ever confuse business with anything else. Business is not making money. Business is not marketing. And it's not sales. Business *contains* making money; it *contains* marketing and sales - but business is making people's lives better.

Alright, so you joined a network marketing company because it has a product or service that can make someone's life better. Now, who is going to communicate how that product or service does that? As a network marketer, that communicator is *you*. Your job in network marketing is two things: One, being the communicator of how the network marketing company's product or service will make the consumer's life better; two, being the communicator of how the network marketing company's business will make a *business* person's life better.

Promote

What's next? Well, you must find people to talk to! How do you find those people? Why, you must promote! Promote means, "To make known."

I was recently helping a person with their network marketing business, and while I was asking questions I identified the single item that was the reason the person's business wasn't working: She wasn't promoting.

Now, just because *I* found why her business wasn't working, doesn't mean I've solved *her* problem for *her*. I continued asking questions. After several additional questions, I found that *she* felt that sales, marketing and any kind of promotion in general was *unprofessional*. Well, that would make it pretty difficult to succeed at *anything*, if one feels promoting is unprofessional.

In fact, the absolute worst thing you can *ever* do is to think, ponder, worry, or have the idea that promoting is unprofessional! If your product truly makes someone's life better – then it's unprofessional and irresponsible to *not* promote it.

As a network marketer, it is your responsibility to promote. Plus, that's the *only* way you will ever make any money. And it's the *only* way you can get your downline making money, and it's the *only* way you're going to make anyone's life better.

Just look around and see that every single country, government, state, college, business and individual *must* promote! Look how many people were exposed to Greece during the Athens Olympics; that was tremendous promotion for that country. A politician promotes how he or she can make a whole community's life better. He or she might promote on TV, radio, signs stuck in the grass, or on telephone poles along a busy street, or speaking at a union's meeting. A college promotes what courses they offer that can help people. The college might promote on radio; might promote to high school sports teams. You might not think of *that* as a way to promote, but when a college sports team plays football on national television – that's promotion for a college.

A local restaurant will promote via local radio, or mailing brochures or discount offers. An individual must promote to find a spouse – even if it was a blind date that put them together, it still came about through promotion. A child must promote to get fed; a dog must promote to be let in out of the rain! Have I made my point? I sure hope so because you really need to get this one solidly.

The only way you can have prospects - therefore customers, or distributors – is to promote. So if you ever find yourself in a situation where you don't have enough prospects, customers, or distributors – what do you do? Promote! The degree to which you promote is the degree you will have prospects. I didn't say customers - I said prospects.

How desirable the product, service or business is, and how effective you are at *communicating* is the degree you can convert those prospects to customers or distributors. There is an absolute relationship between the amount you promote and the number of prospects you have. Just picture: Yesterday you were not in business, today you are. Who knows that, other than you - and maybe your spouse? Of the six billion people on planet earth, how many of them know how your product, or service, or business can make their life better?

So the reason you promote is to locate prospects. To go a little deeper into that definition, you promote for two reasons:

1. To locate people who *already desire* what your product or service will *do* for them.
2. You promote to educate people so they *will* desire your product.

So promotion locates interested prospects as well as educates prospects so they become interested in your product.

Track 3: Salesperson Versus Communicator

★ If you are the communicator of a product or service for your network marketing company – are you a *salesperson* or a *communicator*? Well, the definition of a salesperson is: “One who engages in the activities of selling goods or services.” *Communication* would be *one* of the activities involved in selling goods or services.

My personal view on this subject is that everyone is in sales in one way or another. To add to what I said earlier, about that everyone must promote, a person sells their boss on keeping them; a husband sells his wife on staying with him; a dog owner sells his dog to sit; a parent sells his or her kids on doing their homework. So you can see we’re all *in* sales. Or we’re all communicators – whichever way you want to say it. But it’s the same.

Most people have never looked at it that way though. In some circles there is a *negative* association with the activity of selling. This negativity comes from three main areas:

1. People who have tried to sell something – a product, service or even an idea - but didn’t get favorable results. Their conclusion was a feeling that they were not *good* at it. Failing at something will *certainly* cause one to dislike it and have a negative association with it. So you see, it only takes someone failing at getting an idea across to cause someone to dislike sales *and* salespeople.
2. Another negative association comes from someone who has been a salesperson and they tried to convince someone to do something or

buy something and they feel that they pushed too hard or sold that customer something they didn't really need or want. Doing this will cause the salesperson to feel they have violated their own values. Instead of identifying the specific thing they did wrong, the person will swear off anything having to do with sales. It wasn't that the subject of sales was bad - it was the way it was done (due to improper training) that made it bad.

3. The third way a person gets a negative view of sales is to be on the receiving end of the last one I just mentioned. If someone has forced you to buy something or tried to - whether you bought it or not - that can cause you to have a negative view of sales and you conclude that you never want someone to feel that way about *you*. So *you* decide you don't like sales. One of the real values you will get from this package is you will never again sell something to someone they don't want.

Regardless of what may have occurred in your past, really inspect what I'm saying here, because it's all quite obvious that everything comes down to your ability to communicate. Whether you call it sales or you call it communication, *it is the same*. The person who says they don't *like* sales is in sales regardless of whether they sell a product or sell themselves. For the most part, when you get the objection "I'm not a sales person," or "I don't like sales," it comes down to the person not feeling confident in their ability to communicate well.

The solution is to get good at communication – because communication is the irreducible basic of relationships.

Track 4:

What Is Communication?

So just what *is* communication? Per the Encarta Dictionary, communication is (and listen closely to this): "*The exchange of thoughts, messages, or information, as by speech, signals, writing, or behavior.*"

To simplify that a little; you use communication to send something you've seen, heard or thought of to another person so that they visualize in *their* mind exactly

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what *you* saw, heard or thought. Let me repeat that – and it would be a good idea for you to back up and listen to this a few times because the moment you truly figure out what communication really is will be a breakthrough moment for you. You use communication to send something you've seen, heard or thought of to another person so that he or she can visualize *exactly* what *you* saw, heard or thought.

It's worth noting that this discussion on being a good communicator has little to do with proper English or grammatical correctness. Communication is all about the person you are communicating to. Ever hear adults talk to a baby? They use "baby talk." Why? Because the adult is trying to communicate at the baby's level of understanding. This is what you must *always* do, with every person you communicate with. Communicate at their level only.

When your communication is received by another person *exactly* as you sent it, you have *full* communication. When it's not received *exactly*, you have a partial communication or no communication. If you've ever tried to communicate to a person who doesn't speak your language, then you have a pretty good idea of what "no communication" is. It's also described by these types of expressions: "You just don't understand me!" or "Words can't describe it," or "You just had to be there," or "You're just not listening to me." How about seeing an advertisement and not having a clue what it's about – these are all examples of either no or partial communication.

It's your responsibility to ensure that the person you are communicating with understands what you want them to receive. Partial and no communication create confusion, misunderstanding, and arguments between people. When you think about it, most arguments and confusion can be traced back to this partial or no communication.

Perhaps now you can see why I frequently define words for you – so I don't have partial or no communication with you. This is also the reason I'm known as a person who can break things down to their "simplicity." There isn't a trick to this. It's just simply that I observe who I'm talking *to* and communicate directly *to them* – not below them nor above them.

So I've given you some very basic concepts about communication. I've given the definition – which is to send an idea to someone and have them get the same

idea. And I've discussed that good communicators talk at the level of the person they're talking to.

Now, let me ask you a question that is *very* important: Are these concepts that I just shared with you skills that one is born with, or did they learn and develop them? With that question in your mind, let me give you the definition of the word "Skill." It means: "A developed talent or ability."

Track 5: Learn To Communicate

★ Communication is absolutely not a skill one is born with. A person is not born a natural or gifted or a blessed communicator – whether you're talking about a riveting public speaker or a child trying to convince his mom to buy his favorite cereal. If you doubt this, listen to the communication skills of any infant – every single person had to learn the words "Dada" and "Momma" - just like you!

So I hope you can see that you basically *can* succeed to the degree that you *can* communicate - and that you *can* learn to communicate effectively. The better you can communicate, the more successful you will be in *every* area of your life.

So, I'm sure you've heard the statement out there that, "Communication isn't *what* you say, but *how* you say it." So just where does one learn the "How you say it" part? Right here in this *Professional Inviter* Package.

In just a little bit I'm going to go deeply into communication, starting with the character traits of great communicators, and talking you all the way to the actual scripts I use. But before I do, I want to prevent an objection that has come up in the past when I begin working with people on this subject.

Here's the objection: "I can't follow scripts." With the lady who said this to me, I had to point out to her that everything she says *is* a script of something she's heard or read. The difference is that once you make the scripts your own, then they're not scripts any more. They become *your* vocabulary.

What this person had experienced in her past was the feeling of sounding robotic because she was so focused on saying the script correctly that she wasn't communicating. She "lost" her natural personality while reading the script.

I don't want you to lose *you* in the process of becoming a great communicator. The character traits I'm going to give you are model examples. Listen to them and see if you would like to have that particular trait. If you feel like adopting that trait would make you something you don't want to be – don't adopt it. I'm giving you the ideal traits.

I don't think anyone wants to lose themselves. I didn't want to lose me either – sort of! See, honestly I was quite happy to lose parts of me in the process because I knew there were parts of me that were actually holding me back from being the person I wanted to be.

When I became fully aware of the magnitude communication had on my ability to advance, I began to listen to the conversations of myself and the people that I hung around. The conversations were for the most part meaningless. In the morning the guys would listen to Howard Stern on the radio and for the rest of the day would talk about what was on the Howard Stern Show that morning.

That wasn't really adding any value to anyone. It wasn't educating anyone. I wanted to be a different person. How does a person become a different person? By adopting character traits that *make* you different. Personally, I could tell that it was my lack of communication skills that was holding *me* back from being who I wanted to be and making the money I wanted to make. You don't get something different by *wanting* something different. You get something different by *being* someone different.

I see this in diet all the time. Someone will ask me, "How do you stay at 10% body fat?"

I say simply, "Oh, getting your body fat down is a formula. Getting your body fat up is a formula. If you want me to tell you the 'get it down' formula I can tell you exactly what to do."

They say, "Sure!" with a lot of excitement.

"Okay, get out a piece of paper and pen and I'll tell you what to do."

So I start describing *exactly*, step by step, what to do - and somewhere in those steps they interrupt me with a phrase like this: "I don't like that." Or, "That's not me."

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Here, let me give you an example so you get this message clearly. I will say, "You need to eat six ounces of chicken with a cup of spinach."

They interrupt me and say, "I don't like spinach."

So I say, "Well, what vegetable do you like?" They say, "I like French fries."

I say, "How about green beans?"

They say, "No, I don't like anything green."

At some point I have to get direct and say, "The things you *like* make you *fat*."

If you were to actually want to get fat and were to ask me how to do it, I'd give you a list of foods to eat; I'd tell you which meals to skip and all the other things people do on the "Increase fat formula."

Well, those are the foods this person happens to like. You have to change what you *eat* to get 10% body fat. I didn't wake up one day and suddenly like spinach more than I like peanut butter cookies - I promise! I had to determine what a person with 10% body fat eats. Then I had to be *that* person. *Wanting* 10% body fat doesn't *get* me to 10% body fat. Eating like a person with 10% body fat *gets* me to 10% body fat.

As for communication – you may have to give up a few things that you're used to saying. When I communicated like a bomb squad technician – that's what my profession was when I got into business – I earned what a bomb squad technician earns, which is about \$28,000 a year. I wanted to make that a *week*! So I had to change.

But listen closely because this is the key: I didn't change the core of *me*. I kept the things I wanted to keep. Even though I changed my communication, I changed what I talked *about*, I changed the people I talked *to*, but I'm still Tim Sales. That I didn't change. The only difference is that I became the Tim Sales that I would lay in my bunk and dream about. I became the Tim Sales that I would look at pictures in magazines and want to become.

I remember my thoughts back then - that when I made a lot of money, that I would still genuinely love people. Not what I could get from them, but what I could learn from them and what they could learn from me. I would remain frugal and humble, and that I would keep my simplicity; that I would still love

living on a farm, that I would still love animals; that I would still help people who were having car trouble on the side of the road just like my daddy did. Just the other day I stopped and helped a person change her tire on a freeway overpass just south of Baltimore.

I am still *all* of those things today. But I left behind those traits I *needed* to discard. I'm not the poor communicator that I used to be. I'm not the person who was too shy to communicate with people.

Track 6: My Communication Challenges

You know, I'll expose you to exactly where I was when I started. There I sat, having just gotten into network marketing. I was very shy. I had a real problem pronouncing words. I also had a heck of a time spelling words. Back in high school, to avoid the embarrassment of these two challenges, when I would write, I would purposely write very sloppily. Any time I had to write a word that had an "i" and an "e" beside each other, I would dot my "i's" in the middle between the "i" and the "e" so the teacher couldn't tell that I didn't know whether the "i" came before or after the "e."

Since I didn't know how to correctly *spell* words, it really messed up my ability to *pronounce* words. So instead of learning how to pronounce words, I learned how to mumble words so people couldn't tell if I said the word incorrectly or not.

These are the great lengths I went to, to protect myself from sounding stupid. The reality was, I was stupid! You may think that's a tough evaluation. But the facts were I was doing the things that a stupid person does! Do you hear that? I was hiding from what I didn't know instead of learning it. That is what it takes to be stupid on any subject! That's the "Stupid formula" – take a subject, make excuses why you can't know it, such as, "I'm shy," and you will remain stupid on that subject.

I was also given, and accepted, some advice from my dad. He said, "The more you talk, the more people will know how dumb you are. So keep quiet - it makes you seem smarter." This was a *big* contributor to my shyness. Therefore, I was always hesitant to say anything to anybody because I was afraid of sounding stupid.

I didn't have any business vocabulary. I didn't know what most of the words in business *meant*. See, I wore the words, "I'm shy" like an identity. But, "I'm shy" doesn't mean anything. It's just an excuse not to face something. Do you see that?

By the way, there was something that I said there that I want to go back to. Remember when I said that my dad gave me, and I *accepted*, his advice? The key part of that is that I *accepted* and *agreed* with it. Anyone can say *anything* to you – but for it to do damage, you have to agree with it.

I admit these things to you in hopes that, if you are at the *bottom* of the communication skill level, that I give you inspiration that you too can rise up and be a good communicator. And if you're at the *top* of the communication skill level, then what I've conceded will serve as a window into what it's like to not be *able* to communicate easily. If you grew up around good communicators, and you've just always been a good communicator, then it might be very difficult for you to coach someone how to learn to communicate.

The other quick thing on this: If you're at the bottom of the communication skill level, this might have been the first time you've ever realized that the reason you've not succeeded in network marketing, and perhaps other things, might have to do with your communication ability. Sometimes when people find a new reason for something, they use it as an excuse for not succeeding. It becomes their escape! Do *not* use being at the lower communication skill level as an excuse!

Dive into the training I've provided in this pack - and get good at communicating and inviting.

Track 7:

Buckshot – How I Learned To Communicate

- ★ I'm going to detail *exactly* how I got good at communicating in network marketing. But before I tell you this – don't get scared when you hear all I did, because you do not have to repeat these steps as I've already done most of them for you right here in this package.

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The first thing I did was to grab a tape recorder and take it to every business opportunity meeting and training I could drive to. I would go up to distributors who had been successful at bringing guests to meetings and would simply ask them, "What did you say to your guest to get them to come tonight?" I would record what they said into my tape recorder. I listened to the tape all the way home, and when I got home I would transcribe the tape onto paper. If there were business words that were used that I didn't understand, I'd look them up in a dictionary. I'd then listen very intently as I followed the script. I would mimic their words, their phrases, their tone, their volume - even the emphasis they put on each word. I would put little accent marks on words and sections of sentences that they had emphasized on my recordings.

I then sat at my desk and I propped up a stuffed animal in a chair. I put a tape recorder in front of the stuffed animal. The stuffed animal was actually a stuffed black Labrador Retriever; its name was Buckshot, named after a *real* black Lab I had. I then would sit at the other end of the table and invite Buckshot to a meeting using the scripts I'd learned. Me recording myself inviting Buckshot was a *very* important part of my learning. If I invited Buckshot and then listened to the recording and couldn't make out what I said, then that meant Buckshot didn't hear it either. Therefore, neither would my prospect! So I would have to pronounce my words more clearly and increase my volume.

In other words, my communication, in order to *be* a communication, must have *gotten* to Buckshot. The way I would measure this was whether I could hear it in the recorder. Remember, I used to purposely mumble my words. Well, the recorder would pick this up. I could hear me talking, but I couldn't make out what I was actually saying. Again, that's not communication. So I had to go back and pronounce those words clearly so Buckshot could hear them.

I did this for hours and hours at a time. Many, many times. I would be in the middle of practicing and would hear birds chirping outside, indicating dawn. Yes, I was tired when I went to work - but so what. I was willing to do this because it was glaringly obvious that those who could do it well made the big money, and those that couldn't do it well would go to the bar after the business opportunity meeting and talk about how the company was already saturated. See, few people will admit that *they* are the problem - so they come up with excuses.

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After a few months I got a group of sentences and questions that I could say - not just say, but could say *with* conviction. They were no longer scripts. They were no longer someone *else's* words. They were a part of my vocabulary. I was then ready to go to live people.

I started calling prospects. When my prospect would ask me a question, I wrote it down. I started noticing that prospects seemed to ask similar questions. Each time I got a similar question from another prospect, I would make a tick mark under that question. By making the tick marks under common questions, I started noticing a trend in which questions I got.

I would then go back to the meetings and ask successful distributors, "What do you say when a prospect says, 'I don't have time.'? What do you say when your prospect says, 'Is this one of those pyramid things?'" Again, I would record it, transcribe it, drill it with Buckshot, and then try it on my prospects.

Sometimes the response I gave them worked. If it did, I kept it. If it didn't work, I'd figure some other way to say it until I got positive results. I distilled all those prospects' questions and objections into about eight. After I was able to successfully handle my prospects' eight questions and/or objections, I put them on 3" x 5" cards.

I'd write the prospect's objection sentence on one side, and the response on the other side. I carried them everywhere. When I was driving in my truck, I'd pull one of the cards from the deck, read the question and objection and fire the response back. I drilled (by drilling I mean repeat something over and over); I drilled those questions to the point that when a prospect said the first couple of words of the question or objection, I'd already *know* the response. I simply had to be patient while they got their entire question or objection out. I would clarify their objection, and then deliver my response much the same way a master musician plays a song she's played a thousand times. Then, and only then, did network marketing become - as they say - a numbers game or fun.

I was prepared for any question or objection someone could ask me. Before that, it was a luck game. How many prospects can I get lucky with?

Track 8:**Posture And Confidence**

What this created for me was the mysterious and elusive thing called "Posture." Every training meeting I've attended, someone mentions that, "You've got to have posture." But I could never really get my hands around this concept. The reason I say that it's mysterious and elusive is because I'm not sure which came first for me – money or posture. But I can tell you both of them came on the same day.

Some say, "Fake it until you make it." Problem is, you *feel* like a fake. It's very difficult to have the purpose of making someone's life better if deep down inside you know you're faking it. So instead of faking it, practice it! Some people confuse posture with arrogance. It's not the same. I was once coaching someone on inviting. While on a call with his prospect, he made the statement, "If you qualify," four times on a single call. I saw an immediate problem with his inviting. He was trying to use arrogance to make him sound postured.

Posture - and listen closely to this - comes from confidence in your ability to perform. Nothing else! Much of my early posture was built from spending time practicing in front of Buckshot. Then I started getting small results – which added to my posture. I *knew* I was getting better; I could hear it in my recordings. Then when prospects started responding positively more often, my posture raised more.

I'm not talking about everyone being interested – I'm talking about getting one or two out of 20 being interested to learn more, instead of zero out of 50. If you have to go through 100 people, or even 1,000, to get good, why practice on live people? I defused *hundreds* of fake bombs before I *ever* defused my first live one.

Something else that is valuable for you to know and understand is that it's easier to *prevent* objections than to *handle* objections. I was tracking each call and keeping a count of the questions and objections that I was getting, and I noticed that they would come up right at the end of something I said. The objections became predictable.

I started wondering if I was actually *causing* some of the objections. And if I was *causing* them, could I *not* cause them? Could I prevent these objections from

coming up? Yes. Some of the inviting phrases that I had picked up actually *created* objections that I would have to handle. So I started keeping score not only of the objections, but what question I asked just before they *gave* me that objection.

Now the business was becoming very fun for me! I could predict what objection I would get, based on what I would say or ask. I then began to alter the way I said or asked things and I would not get that objection as often.

Let me give you an example of this. An early script I used would say, "My partner is making \$40,000 a month – is that an income that would interest you?" About 80% of the time it would generate the question, "Is this multi-level marketing?" Interesting. I then altered the way I stated that. I would say instead, "My partner is generating about 10 million dollars a year in business and his profit on that is about a half a million dollars a year." It practically eliminated the MLM objection.

All I did was change the monthly income to annual income and it removed one of the toughest objections we get. So later in this training package you'll hear most of the scripts I use and you can *know* that these scripts have been worked and refined backwards and forwards for the purpose of *minimizing* objections.

Track 9: What Makes This Training Unique

I sure hope you're beginning to see the vast difference in what you have in *this* training package versus the hundreds, if not thousands, of training "systems" out there promising all kinds of success.

I've included *all* the scripts I've used – from how I greet the prospect, to how I handle their objections, to how I lead them into being interested in the company. The most time-consuming part of this content was the composing of the scripts. The scripts that I got from others, I had to transcribe onto paper and then test them. Months went into testing whether a script worked or not. Just because someone says something works doesn't mean it works. I've learned this *so* many times.

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I remember hearing a tape of a very successful networker saying what you should say to handle a particular objection. His suggestion was quite funny – sarcastically funny - but it *didn't* work. I used it about 20 times, and not *one* time did it get the prospect past the objection. So just because it sounded cool didn't mean it worked.

What you get in this training package is proven scripts - and you can hear they're proven because I've included live recordings of the prospects' reactions to the scripts. Why did I just say that? Because I want you to not listen to this like it's "just another system." When someone buys anything designed to help them do something, and then it doesn't help, the person loses confidence that there *is* help. Then they start buying into doubts and believing crazy analogies they've heard.

Let me give you an example of this. Let's say that you buy a training system. Ninety percent of the content of the training has to do with, "It's not the how - it's the why." Seems logical! So you write out your goals and write out why you want to do it. A month or so goes by and you're not having success because you bog down every time you want to get on the phone. You're scared! You don't know *what* the outcome will be. You're not sure what to say. Instead of solving the problem with getting on the phone, you remember the training package you listened to that said, "It's not the how - it's the why." You conclude that you must not want it bad enough - so you quit.

That's ridiculous! You just didn't know how to invite! But because of the training materials you were listening to, you adopted their theory. I think those types of trainings are created by people that are not patient enough to train others.

Intuitively people have sensed this. You can see it in a pattern of the way they buy these training packages. People buy a training package and listen to it for "Something they've not heard before." They want to learn something "new" instead of mastering what works. They listen to see if they can pick up an idea or two. Please don't listen to my training like that! This training should not be just listened to – it should be worked! It contains everything you need to know about inviting your prospect.

This training package is worth *millions* and *millions* of dollars to those willing to actually work it. What do I mean by “work it?” I’ve somewhat explained it by telling you what I did - but I’ll explain it a different way. I’ll explain this with a story about how *I* worked to become good at wrestling.

Track 10:

Wrestling And The Double-Leg Takedown

★ You’ve probably gotten good at something the same way that I got good at wrestling. And my hope is that this story will remind you of that something in your past.

I was a high school junior trying out for the wrestling team. I tried out for three years in junior high school and made it the third year but never wrestled a Varsity match. My junior year, something occurred which, looking back, was perhaps the most pivotal occurrence of my entire life. I was weighing-in (which means I’m standing on a scale with the coach beside me). With the coach beside me, and no-one else in the coach’s office *but* me, I got up enough courage to say to the coach, “I really want to be great at wrestling.”

He said, “Being great at anything takes a lot of dedication. Are you willing to do what it takes?” I said, “Yes,” - just like anyone else would have, standing there with one of the most winning wrestling coaches in the state of Tennessee!

But at the time I said yes, I had no idea what it meant. His advice was this (and please listen very closely because it holds the key to your success as it did mine); he said, “Tim, don’t try to learn *everything* about wrestling. Just master *one* move.”

He continued by saying, “Tim, when you master a move and you know it better than anyone else, you can always use that move effectively, even if your opponent knows you’re going to use that move on him.”

I said, “Okay, what do I do?” He instructed me to choose a takedown. You don’t have to know anything about wrestling to understand what this means. A takedown simply means you do a move that puts your opponent on the mat - instead of him putting *you* on the mat. I told the coach I would master the double-leg takedown. He then instructed me how to do it correctly. And then

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he told me how to master it. He told me to walk around the mat pretending that I'm shooting under someone and grabbing both of his legs (which is a double-leg takedown).

So I began doing that. At first I was really excited about this "trick" he had given me to make me great at wrestling. I went around that wrestling mat maybe 30 times scooping down, pretending I was grabbing someone's legs. Then I started feeling pain in my lower back and I noticed that, from me scooping down, I had torn off the skin off my right knee - they call this carpet burn or a strawberry. Anyway, I think you get the picture!

Well, I figured I had done enough mastering for one day, so I started wrestling with some of the other guys on the team. While I was wrestling, I looked up to find my wrestling coach looking at me with his arms folded. I ask him the one word every teenager knows: "What?" - like I didn't know "what."

He said to me, in a disappointing tone, "I thought you wanted to be great."

I told him I did! And he asked me why I had stopped doing what he'd told me to do. I shrugged my shoulders in a gesture to imply that I didn't know *why* I stopped. As he began to walk away, I tried to get sympathy from him by explaining how my back hurt; I showed him that my knee was bleeding. Now, these excuses would have worked *great* on my mom - but they got me nowhere with my coach.

So in an angry way I began to walk around the mat for the remainder of that evening - which was an hour or so. But I didn't do it in an "I want to learn this" kind of way - I did it in an obligatory way.

Nonetheless, over the next few weeks I began to find it easier to scoop down and pick up the simulated legs of my opponent. I began in my own mind to visualize a real opponent. I began to feel my arms wrap around his legs; I began to see him jumping back to stop me from reaching his legs. This caused me to make lightening-quick decisions of when to shoot in for his legs.

When I would actually be wrestling with guys on the team, I was finding it easier to take them down to the mat. And because I was finding it easier, I wanted to do it more often. Are you starting to hear the similarities to how I became good at inviting? It's the same! I found myself taking someone down

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to the mat and then letting him go just so I could take him down again! Of course this perfected my takedown ability even more! I got to where I could take down *anyone* on the wrestling team - whether they were little tiny guys who were lightening-quick, or the big goon heavyweight guys. Needless to say, I made the Varsity team and when I would wrestle against other high school wrestlers I would win.

Here's the profound part of this. Coaches from the opposing teams would videotape me and try to train their wrestlers to *stop* my double-leg takedown. I remember I was in a tournament and my opponent was right across from me on the mat and we were getting ready to start. Just before the referee started the match, my opponent's coach yells out, "Watch out for the double-leg takedown - it's the only thing he knows!" That scared me because I knew he was right! But when the whistle blew indicating that we were to start, I honestly didn't know anything else to do. So I took him down with the double-leg takedown.

Let me make sure you get the point here: He knew I was going to do it. But he couldn't stop it. See, when you master something - *you've got it!* You *know* it. You're certain about it.

I want to focus your attention on something: What did I do differently from the rest of the team members - who had the same coach, I might add? I chose *one* thing to master. The rest of the team members would spend the entire two-hour practice working on several *different* moves. That's the fundamental difference. *My* two hours of practice were focused on the double-leg takedown. My teammates' efforts were divided between the many different moves they *could* execute, as well as defensive moves.

Where this really showed itself was when we actually went against our opponent on the mat. And this is the point I've been leading up to, and the whole reason I told you this story, so be very alert. When I walked out onto the mat to wrestle, what do you think I was thinking about? The double-leg takedown. No other thoughts - *just* the double-leg takedown. What do you think the other members of my team were thinking about when they walked on the mat? A lot of *different* things!

Track II: Discipline

Now, remember when I said the current trend in training is to learn a lot of *little* things and master nothing? I'm afraid we're going completely against true knowledge of how to do something with this trend. It's very obvious that every subject has its fundamentals. In learning a language, it's pronunciation; in karate, it's the basic front punch and fan block; in hockey, it's skating; in business, it's making someone's life better. And in network marketing, it's communication!

Up until my wrestling experience, as a teenager I was an absolute failure at everything I did. I made D- (minuses). It was a D- (minus) just because "The teacher fudged the grade." I actually failed every class.

I took this concept of "Mastering one thing" to a vocational welding class my last two years of high school and became the best welder in the class. I took the concept into the Navy with me and became a member of one of the most elite teams in not just the US Navy, but in the world. And then did the *exact* same thing with network marketing.

Do you get what I'm admitting to you? The entirety of my success, in *everything* I've succeeded at, is *exclusively* because I learned to master *one thing*, and then master *one more thing* until I mastered the entirety of the subject.

After one of my conference calls there was a lady who said that her downline had said, "It was pretty good – just the basics – I didn't learn anything new." Do not listen to this training package as something where you can learn a quick trick or two – it is not that kind of training. The reason someone hasn't had success is not because they've not learned enough tricks or not learned enough "new things." It's because they haven't mastered the basics.

Also, one of the most annoying conversations I ever hear around the network marketing industry is this one about, "The 'average' person can't do it." Everyone's talking about the "average" people! The bottom line is *everyone's average!* At one point in everyone's life they couldn't talk, or type, or drive a car, or anything else until they – what? Learned it! I am just as average as anyone on this planet. I just learned to communicate in an industry that will pay you very well for doing so. And you will succeed also - as soon as you master the content in this package.

★ The last point I want to make before we dive into the specifics is discipline. I was talking with a small group at an in-home training. There was one lady there that I could tell “wasn’t there.” She was physically there, but I could see that her mind was not focused on what I was talking about.

We broke from the discussion and were having sandwiches, and I was able to go over to her, where it was just her and me. I asked her what she thought of the content I was discussing. After we got through the typical polite stuff she said, “It’s great for those disciplined enough to follow it. I’m just not wired that way.”

I’ll tell you the outcome and then tell you what transpired in the conversation. She went on to be *incredibly* successful in network marketing. But at that in-home, I asked her to tell me what *she* thought discipline was, and she could only tell me that it was something she didn’t have. Here’s what I told her: “All discipline is, is making a decision to continue something until you get the results you desire. Just keep making that same decision to continue, again and again.”

The reason a person loses their discipline is because somewhere along the way they failed to achieve something they really wanted – so they decided to stop making the decision to get it. Then, each time they planned to achieve something else and it didn’t go as planned, they decided to cease making the decision to get it. They get a string of failures and view themselves as a non-disciplined person.

So guess how one makes themselves a disciplined person again? Make a decision to do something. And keep making the decision to do *that* thing until they get it. Then a person gets confidence in themselves. There is absolutely no-one on planet Earth more important for you to believe in than *you*.

So in conclusion to this section, make a solid, unwavering decision to learn inviting until you really know it. Make the decision to learn it fully. Make the decision *not* to cut any corners - that you will really learn it. Then you, too, will be known as a person with incredible discipline. You, too, will be looked at in awe. And you, too, will have people say to you, “You’re a natural.” And just like me, you will find that statement repulsive. You’ll use every bit of the discipline that you have accumulated to not hit them over the head - because they have no idea how hard you work to get where you are.

Let’s get started on your training.

