

NEW DISTRIBUTOR GAME PLAN

#1 You must know these 4 questions about your Distributor before you can give them a game plan (PURPOSE):

1. Why are they looking at AdvoCare? What was it about AdvoCare that interested them?
2. How much income per month would take some pressure off their current financial situation?
3. When do they want to start earning this income?
4. What would they do with the extra income this month? Next Month? Next Month? Get them dreaming

#2 Help them Package Their Story: Product and Business (30 Second and 2 minute)

1. Where they were...(*Working 2 jobs, in debt, looking for something different*)_____

2. What they saw...(*Credible company, people succeeding, a positive environment*)_____

3. What they did....(*How fast they got to ADVISOR*)_____

4. **WHERE THEY ARE GOING...** (*"I will be earning XYZ, by XYZ so my family can enjoy XYZ."*) _____

#3 Get to Advisor ASAP.

#4 Teach them the concept of "30 in 3"- Think – 3

- 30 retail customers - you earn \$100 per 24 Day Challenge sold, that's an extra **\$3,000, which leads to**
 - 25 Distributors - average order per family is \$250 monthly, you earn 20% = **\$1,250 extra a month which leads to**
 - 10 Advisors - you earn \$300 per, that's an extra **\$3,000**. If you get 4 or 5 of those advisors in a pay period you are most likely going to enjoy a **\$6,000** or **\$4,000** Rookie Bonus **which leads to**
- 3 Serious Business Builders duplicating the above will put you at Ruby - an Extra \$80,000 a year.

#5 Learn the Core Products @ www.advocareproducttraining.com

#6 Schedule a mixer in your home:

GET OUT YOUR CALENDAR & SCHEDULE THE MIXER

#7 Teach them how to move people through the process using the Success System

1. We put Spark in people's bellies. Do not give someone a Spark and have them try it and call you back!
2. We follow up with them in 1 hour to see how the product worked for them.
3. We set the appt. We set the appt. We set the Appt. We set the Appt. We set the Appt.
4. At the apt. we say, "We do 2 things in AdvoCare, help with better Health or Finances, which one interests you the most?"
5. **If product oriented:** We get them on the 24 Day Challenge, following up on days 1,3,7 &10.
If Business oriented: Identify the 4 questions above & get them to Advisor
6. GET THEM ON THE PHONE WITH YOUR SPONSOR. INVITE THEM TO A MIXER, WEBINAR, BONUS CALL, OR NEXT EVENT!

#8 Fundamentals to GET YOU PAID - If you do you get! You call you GET!!!!

1. **Inviting** Getting product in people's bodies
2. 3 way phone calls
3. 2 on 1 meetings
4. Webinar/Conference Call/2-on-1 appointment→ Mixer→ Large Events→ Success School **(In this order)**

Close....

1. Group 24 Day Challenge

2. Success School

4. Men's Freedom Bowl Event 12/8/11

5. December 10th – Richard and Sherry

6. Monday December 12th – Mixer at our house

7. The 3 things we do as leaders.... That Richard Wright shared on the Diamond Call Trust, Stability, and HOPE....