

The 2P&C Process

Step One - Prospect

The first step in prospecting is who? To maximize results, always go in the following order.

A. Warm market

B. New SBA's warm market

C. Everyone you meet

The second step in prospecting is how?

PIQUE their interest and set an appointment to present. The goal is for them to want more information and commit to get it. People respond to these four concepts:

A. Friendship B. Curiosity C. Need D. Greed

There are MULTIPLE ways to set the appointment:

<u>Strong Leaders</u> - Call or text your prospect and use script "X" to invite and meet somewhere. (coffee, breakfast, lunch, house party or hotel meeting)

Text: Text your warm market to set an appointment. Keep it simple such as: Coffee? Lunch? What evening can I drop by? If they ask what's it about: Text a pique interest video or call and say the script.

Script X Call: Hello ______ this is ______. (Small talk) _____ I need your help, would you help me? (WFA- Wait For Answer) I have always respected your opinion. I just started a new business venture and I would really like you to take a look at it and tell me whether you see the potential in it for me that I do.

When would be the best time to stop by tomorrow. Would 6pm be fine or 7:30pm better? It's way too much to go into by phone, but only 15 minutes with visual aids. So I will see you then.

PS – Will your wife or husband be home? Great I think he or she would be of great help as well.



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<u>Average Leaders</u> - Email or text a link to video "X"; follow up to gauge interest: Ask, "What did you like best. The opportunity to make money or travel the world for pennies on the dollar?" Then ask, "On a scale of 1 to 10, with 10 being the highest, how interested are you in getting more information?" If response is 7 or higher out of 10 go to step two. 6 or lower link to Vortex should be sent.

Script X-2 – What are you doing on Tuesday night? ____ Great, I would like you to come out to my PBR (Private Business Reception) to hear a brief presentation. Then I would like to introduce you to my Director and other professionals like yourself. (Edify your Director)

<u>Lack of local leadership</u> - Use the Surge APP to send the "X" video. This is BEST because you will be notified if they watch it. Follow up with link to "Y" video or Webinar (Coming Soon) or give conference call number.

Videos - Video "X" would be the short pique interest videos available in the mobile app and back office. Video "Y" would be the new video PPT presentation.

Step Two-Present

The next step in the process is to get the prospect in front of a presentation. There are multiple ways to PRESENT the business.

Where?

- A. Coffee house or restaurant
- B. Home Travel Party
- C. Hotel or Opportunity Meeting
- D. Their cell phone
- E. Their Computer

Tools?

- A. PowerPoint presentation
- B. Video presentation
- C. Webinar presentation (Coming Soon)
- D. Conference Call presentation

<u>Strong Leaders</u> - Meet your prospect and use the PowerPoint presentation. Where? A, B or C Tools? A or B

<u>Average Leaders</u>- Email or text a link to video "Y" Three way them into the recorded conference call. Where? D or E. Tools? B, C or D



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Email/text link to your 24hr on demand webinar with BUY NOW button, countdown timer, special offers, tracking, automated follow up. (Coming Soon)

Step Three - CLOSE

The "close" means you are presenting everything the prospect needs to know or understand to make a decision and make a purchase...including pricing.

<u>Strong Leaders</u> - Close face to face. Online signup is the preferred method. While not recommended, a paper application may also be used.

<u>Average Leaders</u> - Three way call with leader over the phone, after prospect has seen at least one of the presentations.

Script - Do you have a minute?_____ Great! I would now like to bring my business partner on the line to answer any questions. (Edify your leader) then introduce them.

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