

## PHASE ONE:

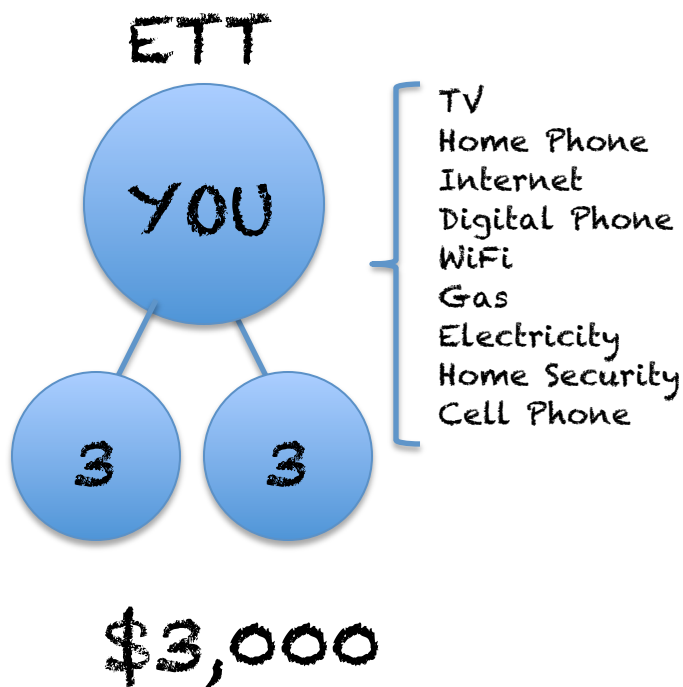
“GREAT LET ME SHOW YOU HOW THIS WORKS.” ☺

(draw 1<sup>st</sup> circle) “THIS IS YOU” ...

Now, what we’re gonna do is ask you to get THREE services. Out of you, and EVERYBODY you know in the entire world, do you know THREE services. (no pause) It could be (write out list of services and read them outloud as you write). Out of EVERYBODY you know, can you get three of those?.. (WAIT)

Now, the next thing is, you see what’s happening here tonight. This is (host)’s meeting. We’re gonna do one of these FOR you. We ALWAYS get people started, and we’re gonna help you find a couple people. We’re gonna go right around you (draw other two circles) and help them get three services. When we do, it’s gonna make you an ETT. As an ETT, when you come to training we’re gonna show you how you can make THREE THOUSAND dollars this month. Are you ready to get started... (This is NOT a question – wait for response. Do NOT talk.)

(if yes, then “let’s get paperwork out of the way”. Anything else: )



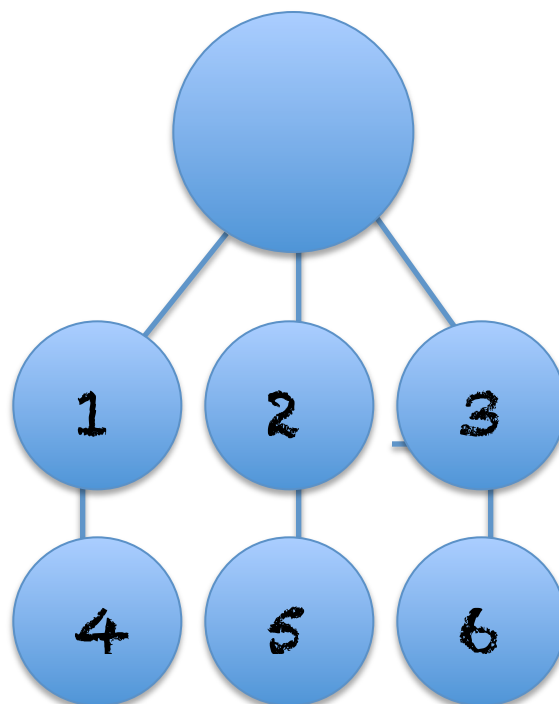
## PHASE TWO:

Great no problem, let me show you one more thing.

This is (host)’s meeting. (draw circle) As you can see, people are getting started. Now, we’re gonna put the 1<sup>st</sup> three people who get started right here. (draw circles 1,2,3) Now the next three we’re gonna put right here. (draw circles 4,5,6)

Now would you rather be 1,2,3... or 4,5,6 (wait). Great, if you fill the app out tonight, we’ll make sure you go FRONT line – so the people who wait and get started next week or go to training will be UNDER you. Does this make sense?... (wait)

(If yes: “let’s get the paperwork out of the way”, etc... If anything else, introduce prospect to another “closer” if available and pass them off. Otherwise, move right to phase 3:)



## PHASE THREE: The “Reservation Close”

No problem. (slow down) Let me ask you this, because you sound like you’re serious. If you COULD take 1 of these 1<sup>st</sup> three positions, would you?.. (wait). Ok, then let’s do THIS so you have NO risk. Let’s fill the app out tonight and put the credit card on it. Then give it to me or (host) - and I’ll call you back TOMORROW once you have a chance to (excuse) what time will work for you - 2 o’clock, 3 o’clock, or 4 o’clock?..

Ok great, I’m gonna call you at (x) – and you give me a thumbs up or a thumbs down. If you tell me you’re in, I’m gonna HOLD you that spot right there. (point at 1<sup>st</sup> row of circles) Now if you’re not, if you tell me it’s “no way”, then I’ll rip your app up, your card’s never gonna get charged, and you lose NOTHING. But in the meantime, I’m gonna RESERVE you a front-line spot. (Wait. Don’t say a WORD.)

**\*\* If not, schedule 2/1 meeting w/mentor or invite to next training event \*\***

# **MASTERING the 3-Phase Close**



Here's the "Success Formula" ...



**KEY TO SUCCESS:** At the end of the meeting, everyone has to be on the SAME PAGE. Designated "Closers" IMMEDIATELY sort the room into: 1) REPS or 2) CUSTOMERS

*\*NOTE: Always arrive early and try to get to know each of the guests a little BEFORE the meeting. Find out what they do and their interests. Look for business owners and persons nodding or agreeing during the presentation. These people typically make decisions the most quickly.*

## **"SORT" THE ROOM:**

**"SO WHAT DID YOU LIKE BEST?... (me too)**

**"DO YOU SEE AN OPPORTUNITY FOR YOURSELF" or "ARE YOU READY TO GET STARTED?"**

*\*\*\*WAIT for response. Do NOT talk. \*\*\**

- 1) **"YES": Great, let's get the paperwork out of the way. What's the legal spelling of your name?**  
*(Help IBO fill out the app.)*
- 2) **"NO": Great, no problem. This is (host)'s meeting. Go see (host) and please fill out a survey. This way they can see if they can save you some money on your services – and it will REALLY help them get started in their business. 😊**
- 3) **"MAYBE" or "I HAVE QUESTIONS": Great, what's your question?..**

*(Questions are typically about services, but  
REGARDLESS of what the question is, ONLY respond with)*

**"GREAT QUESTION. ARE YOU ASKING THAT BECAUSE YOU WANT TO BE A REP AND MAKE MONEY – OR A CUSTOMER AND SAVE MONEY?"**

*(If customer:)* **Great, no problem. This is (host)'s meeting. The BEST way to get your question answered is to go over there and see (host) and fill out a quick survey. This way, over the next 24 hours (host) can plug everything in our computers see if we can save you some money on your services – and it will REALLY help them get started in their business. 😊**

*(If interested in becoming a rep – or maybe both – begin the 3-Phase Close):*