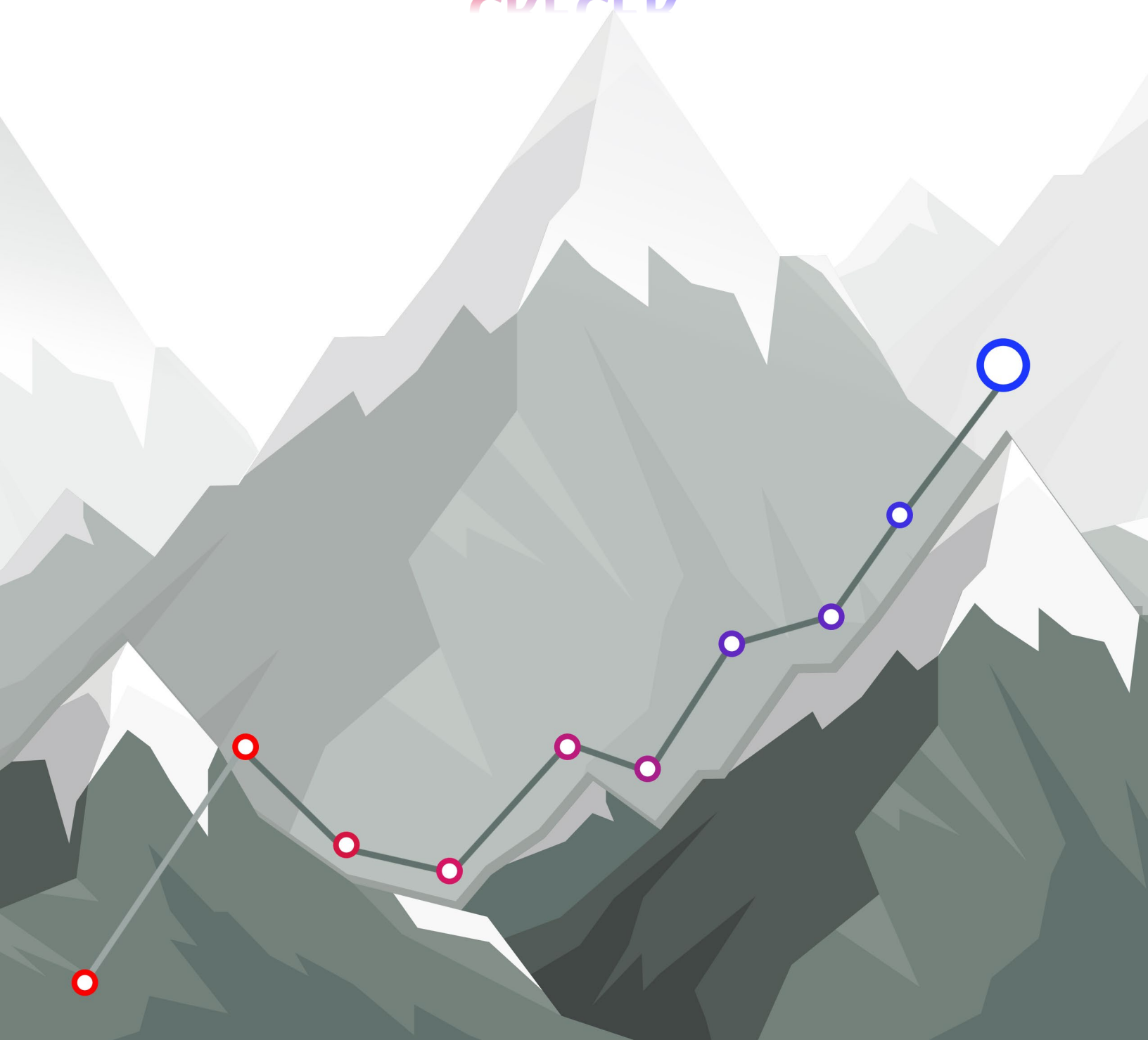




YOUR
VIRTUAL
UPLINE

LA GUÍA DE AMAR, SERVIR Y CRECER



AMAR, SERVIR, CRECER es la clave que desbloqueará todo lo que siempre haz deseado en tu negocio de mercadeo en red. Es el secreto para el éxito y la satisfacción duradera.

Esta guía te enseñará el enfoque de Amar, Servir y Crecer para construir tu negocio de mercadeo en red. Para muchos de ustedes, esta será una mentalidad y un enfoque **RADICALMENTE** diferentes en comparación con lo que han aprendido y les han enseñado en el pasado.

En resumen, esto es lo que nos enseña Amar, Servir y Crecer ...

Todo lo que siempre has deseado en tu negocio es un PRODUCTO DERIVADO de amor y servicio, NO ventas y marketing.

Ganar dinero más, hacer crecer tu equipo más rápido, alcanzar el siguiente rango, aumentar tu número de seguidores en las redes sociales, sentirse más feliz y realizado, tener más confianza y fe, literalmente **TODO** lo que siempre ha querido ...

Viene como un **SUBPRODUCTO** de tu cambio hacia el amor y el servicio en tu negocio.

Esto es completamente contrario a lo que hace la mayoría de las personas en esta profesión: piensan que el secreto del éxito es volverse excelente en ventas y marketing. Entonces, eso es lo que dedican la mayor parte de su tiempo a hacer y, como resultado, siempre luchan por crear los resultados que desean.

Si se encuentra atascado en este momento, congelado por el miedo y abrumado, confundido en cuanto a lo que necesita hacer para crear los resultados que desea ...

Casi puedo garantizar que se debe a que aún no haz realizado este cambio en tu negocio.

En el Desafío Amar, Servir y Crecer que está a punto de atravesar, te enseñaré **EXACTAMENTE** cómo hacer este cambio en tu negocio.

Lo más probable es que te sorprendas de dónde comienza realmente este proceso, pero una vez que vea cómo funciona, le prometo que tendrá total sentido porqué ha estado luchando.

Estoy emocionado por ti porque sé que esta serie de capacitación de 4 partes será beneficiosa para tu negocio y tus resultados. Algunos de ustedes están literalmente a días del gran avance que estaban esperando.

Te lo contaré por mi experiencia en mi propio negocio, y después de haber enseñado este enfoque a literalmente a decenas de miles de personas en todo el mundo, no hay nada que puedas hacer que ayude a transformar tu negocio y tus resultados más rápido.

Creé esta guía con guión para ayudar a complementar lo que aprenderá en el desafío.

Una de las preguntas más importantes que siempre me hacen las personas es acerca de los guiones y qué hacer y decir cuando se trata de prospectar y reclutar.

La gente me oye hablar sobre Amar, Servir y Crecer: les encanta la idea de hacer este cambio en su negocio, pero luego luchan por saber cómo se ve realmente en la vida real.

Entonces, para responder esa pregunta y ayudarlos a todos en esta área, creé esta guía de guión completa. En esta guía, cubriremos de principio a fin: todo lo relacionado con compartir tus productos y negocios con clientes potenciales. La forma Amar, Servir y Crecer.

Hay guiones que te ayudarán con cada uno de estos diferentes pasos del proceso:

- + Alcance inicial
- + Cómo hacer la transición a su negocio
- + Seguimiento con prospectos
- + Superar objeciones
- + Clausura

En el desafío, cubriremos cómo llegar a los prospectos con la manera Amar, Servir y Crecer, y verá cuán diferente es esa mentalidad de lo que haz hecho antes.

Pero en esta guía especial complementaria, profundizaremos mucho más en el idioma y los guiones, junto con todos los pasos del proceso, para brindarle aún más claridad y confianza.

Habiendo dicho eso, vamos a entrar en los diferentes guiones e idiomas que enseñamos a nuestros estudiantes para que podamos guiarlo hacia la creación de mejores resultados.

ALCANCE INICIAL

Tanta gente con la que trabajamos lucha en este primer paso inicial. Se sienten paralizados por el miedo y las dudas al compartir sus productos y negocios con prospectos.

Carecen de confianza en exactamente las palabras correctas para decir y tienen tanto miedo de decir algo incorrecto y alejar a la gente.

Mi consejo para comunicarse es simple: menos siempre es más. ¡Manténgalo simple y bajo ninguna circunstancia intente vender o reclutar en el mensaje inicial!

Este es el error más grande que cometen las personas que literalmente mata sus posibilidades antes de que tengan la oportunidad de comenzar el proceso.

Esto sucede la mayor parte del tiempo porque las personas se centran más en las ventas y el reclutamiento, y en lo que el cliente potencial puede hacer por **ELLOS** comprándoles o uniéndose.

Amar, Servir y Crecer te enseñará un enfoque **RADICALMENTE** diferente en esta área. Liderar con **SERVICIO** te enseña a centrarte en las necesidades de otras personas antes que en las tuyas.

En el desafío, profundizaré en este concepto, pero por ahora, aquí hay algunos guiones simples que puede usar para asegurarse de no cometer estos grandes errores.

Observe el tema común con todos estos guiones: son **CONVERSACIONALES**.

Eso significa que no estás mencionando a tu empresa de inmediato, sino que te estás tomando el tiempo para conectarte con alguien y hacer la transición a tus productos o negocios de una manera más natural.

Estos son solo algunos de mis enfoques favoritos que personalmente solía usar en mi propio negocio y que enseñamos a nuestros estudiantes.

ACERCARSE A ALGUIEN CON QUIEN NO HAZ HABLADO EN MUCHO TIEMPO

He escuchado a muchos estudiantes decirme: "Se siente tan **INAUTÉNTICO** llegar a personas con las que no he hablado en un tiempo".

Pregunto, *"¿Crees que tus productos pueden cambiar la vida de alguien?"*

La respuesta es siempre "**SÍ**" ... entonces mi respuesta es - *"Entonces no es auténtico **NO** acercarte a ellos y compartir lo que tienes".*

Amar, servir, y crecer hace que cambie tu forma de pensar sobre la prospección y lo que hace.

Cuando estás realmente concentrado en las necesidades de otras personas y ayudando a resolver sus problemas, tus propios miedos e inseguridades se vuelven mucho menos poderosos sobre ti.

Este es el poder de tener una mentalidad de **SERVICIO** en lugar de ventas.

Dicho esto, me encanta ser directo, honesto y auténtico cuando me acerco a estas personas; creo que ese es siempre el mejor enfoque.

OBJECTIONS / CLOSING

The reason why most people struggle with objections is because they REACT when people give them, and they don't intentionally choose their response.

THE MONEY OBJECTION

This objection is where someone tells you that they don't have enough money to purchase your products or join your business.

There are 3 types of people who use this objection:

- + Someone who **DOES** have the money, but just isn't interested.
- + Someone who is interested, has the money, but is using this as an excuse.
- + Someone who genuinely **IS** interested, but really doesn't have the money.

Your job is to figure out which of these 3 categories the prospect falls into.

You do this by asking clarifying questions. This is where you respond with a simple direct statement to try and dig deeper into their actual reasons.

Here are some examples of good clarifying questions.

'I'm really sorry to hear that. Tell me more about that.'

The strategy is you want to put it right back on them, get them talking more, and hope that they either give you the real reason or clarify their own objection.

You'll be surprised how many people after that simple statement will just go ahead and give you the real reason why they're not interested. It works really well.

Here's another option of something you could say to them after they first give you the objection:

'I can appreciate your situation. I've been there before in my life. Let me ask you, is it that you really don't have the money and want to do this? Or is it just a polite way of saying 'no' so you don't hurt my feelings?'

Let's say that at this point you find out that money **IS** their real objection. They have a genuine interest, but just can't come up with the money right now.

I'd recommend using one of these two strategies...

#1 THE TAPROOTING APPROACH

In this approach, the goal is to see if you can get them taking action even before they pay and get started.

The idea here is if they are willing to start reaching out to people they know, sharing the products and/or opportunity, and they find someone that **IS** interested.

That may increase the likelihood that they do find the money to join. Or at the very least, speed up the process of them getting started by creating urgency.

This strategy is really only effective if they have a **GENUINE** interest to get started once they do have the money.

'How long do you think it would take you to get the money together?'

'Let me ask you this - do you really WANT to do this?' (wait for them to respond)

'If money wasn't an issue, would you be ready to get started today?'

'What if you and I started working together and see if we can find some people you know that are interested?'

'While you are working on getting the money together we can put you in a position to get off to a fast start!'

If they're being honest with you and really want to get started, they'll be willing to begin the process. If they're not willing to take action, don't push them. Set a date to follow up.

#2 THE WAKE UP CALL

This is a great strategy to use for someone that you have a strong relationship with, where you can be more direct and challenge them in a loving, compassionate way.

This is also a great example of what it means to lead your business with **LOVE** and being willing to have difficult conversations with people for their own benefit.

Here is the language you would want to use with them to help 'Wake them Up.'

'Can I be totally honest with you for a second?'

'I'm only saying this to you because I truly care about you and want to see you happy.'

'How long have you been working? After all that time, you don't have \$X dollars to invest into yourself and a business / product that could potentially change your life?'

'Can you and I both agree that what you're doing right now isn't working? (It's important to say this with a caring, empathetic tone)'

'If you don't do anything different, is anything really going to change for you a year from now? (wait for them to answer this question)'

'I guess what I'm saying is that if not this, then what? Do you want a solution? Because as your friend, it's clear to me that you need to make a change. You deserve more.'

'I know that you have the potential to be doing so much more in your life.'

'I know that I have a vehicle that can help you get there. Working together we can help make this happen for you and your family.'

'What can we do to make this happen so we can help you make a change?'

At this point, you'll get a sense of how genuinely they want to join you by their reaction.

THE TIME OBJECTION

This is a very common objection that people give. In my experience, it comes a lot of times when you position yourself as 'the expert' by not using 3rd party tools.

Think about it, if it takes **YOU** a lot of time to do the explaining and answering questions, isn't it natural that people will feel resistance around the amount of time they need to commit?

Make sure you're keeping things simple, talking less, and using 3rd party tools.

That way you'll find that you start to get this objection less. You can point to the simplicity of the process by highlighting to them exactly what you did!

Here's what I would start out saying when you get this objection:

'I'm really sorry to hear that. Tell me more about that.'

Most people will continue to emphasize how much they have going on in their life and how it just wouldn't be possible for them to join your business.

Here's the key next question that will determine if this person is a real prospect:

'How does all of that make you FEEL?'

You want to try to tap into the underlying emotions related to this area. So many people just go through their life without ever thinking about how these situations make them feel.

Asking this question can be very effective, because it starts to make your prospect feel **UNDERSTOOD**. This is a critical step to closing.

It's the old adage - people don't care what you know, until they know that you care.

Here is some additional language you can use:

'If not this, do you have a plan in place to change your situation and get some of your time back?'

'Don't you want a plan or something that could help improve the quality of your life?'

If they answer you in a positive way, move onto this next part:

*Here's how this works... You and I work **TOGETHER**, in the beginning it's mostly **YOUR** contacts and **MY** time.*

You simply share the products and opportunity with people, and if they're interested in learning more, that's where I step in and take it over from there!'

If you have any specific stories you can share of other success stories in your company (people that also struggled with time), this would be a great place.

Let's get to work so that this time next year, you don't have this problem any more!

OR

If you're willing to commit just 3 - 5 hours a week, follow our system, and let me help you, we can do some amazing things together.

At this point, if they're still not willing to get started then just move on. Thank them for their time and come back to them at another point.

THE SALESPERSON OBJECTION

This objection comes up most of the time when you are talking too much. It's really that simple. The reason is because what they perceive you doing to them is 'selling them.'

Don't forget that the training process starts from the very first moment you open your mouth to someone. You are showing them what you want them to do, based on what you actually do!

Most people don't consider themselves 'sales types' so they will be very resistant to the idea of them doing the same. The key here is you must learn how to start saying **LESS!**

Remember: The less you **SAY**, the more you **MAKE!** The best way to handle this objection is to work really hard on using 3rd party tools, and if you are talking, make sure it's you doing one of the following things:

- + + Sharing your story with them
- + + Sharing others in your company's story
- + + Inviting them to the next step in your process to another tool or event

It's very hard to handle this objection if you've done it the wrong way yourself.

However, let's say that you did do everything the right way, and you still get this objection.

Here's what I would do and say:

'What about what I did do you think that you can't do?'

You then want to go through each step and point out the simplicity of actually 'doing the business.' Let them know that more than anything what you do is **SHARE**, not sell.

It's not a sales business as it is a sharing business.

Your job is simple, just share the products and opportunity with people you know using the tools we provide you.

Remember....People aren't looking for OPPORTUNITIES. They're looking for solutions to their problems.

CLOSING

A 'successful close' is actually set up from the very first interaction with your prospect.

From the very first message you send to your prospect on social media to start a conversation, you are teaching and training them how to do your business.

You can say and do everything perfectly, but that's not what matters the most. What matters the most is the **INTENTION** behind the words and actions.

Tell your prospect as early as possible in the process the following:

'When you join me/buy from me, I will be there for you.'

Establish a balance between yourself and your prospect at the very beginning of the exposure process, by saying:

"Lisa, I'm not here to 'sell or convince you.' It's important to me that you know that. I want you to make sure that we're a fit for you, and I want to make sure you're a fit for us."

CLOSE TO THEIR GOALS

Closing to their goals means that you remind them of their goal over and over and over again. Your entire presentation is based on your solution to their problem.

"Julie, remember when you told me you didn't have any time? You didn't have any passion at work? You were financially struggling? Don't you want to solve that problem?"

USE 'FUTURE SCORING'

Have your prospect score on a 1-10 scale how important it is for them to achieve their goals.

You want **THEM** to set the baseline of urgency for them reaching their goals. You can use their defined baseline as the leverage to move them into action.

The number they give you becomes the negotiation point and leverage for future conversations about their business.

If they give you a number of anything less than a 5, it's either not their real problem or they're simply not that interested in what you're offering them.

Assuming it's a 5 or above, you then want them to tell **YOU** how their future would be better if they did reach their goal.

- + *"How important is it to you that you get more time freedom in your life to spend with your family?"*
- + *"If you and I together made that happen in the next 12 - 18 months, if you had the freedom to bring your husband home from his job, how would your life be better?"*

THE TAKEAWAY METHOD

If all else fails and you have used every strategy, I recommend looking your prospect right in the eyes and saying this:

"Rachel, do what your heart and mind are telling you to do. You already know the answer."

There's really nothing else I can do or say at this point so you may also say this:

"Rachel, if you don't know 100% that this is for you after everything we've talked about...then maybe this just isn't for you."

When someone tells you 'no', go back to their goals that they originally shared with you. Thank them for their time and reference their goals again.

"I really do hope you find something that goes to help you (reference their specific goal), because you deserve that. If there is ever anything I can do to help you let me know."

Approach people that tell you 'no' with the same level of care, love, and compassion as you do the people who buy from you and join your team!

FOLLOWING UP AFTER A "NO"

Make a note in your calendar to follow-up with that person 30 days after they told you 'no.'

Refer back to the notes you took when you were prospecting them, remind yourself what their goals were (problem they had), and find a resource to share with them to help them.

It might look something like this:

"Hey Sue. Hope all is well on your end. I was thinking about you the other day. I came across an (article, podcast, book, FB Live, etc.) that I thought would be great for you.

I know the last time we spoke you were (looking to lose weight, find more free time, get some more financial stability, etc), and I think this could really help you in that area.

Either way, hopefully you've taken some step in that area. You deserve it! Let me know what you think about it when you have a chance to check it out!"

