

LAUNCHING A NEW REPRESENTATIVE FOR SUCCESS

The Upline Sponsor's Accountabilities:

"The moment a new representative enters your business an enormous responsibility now falls on your shoulders and the new representatives' journey begins. *But move fast!!!*"

Most new representatives are incredibly excited to get started! If you are not prepared to launch them properly then please DO not bring a New Rep into the business as you are setting them up for failure....this launch will not guarantee their success but it will greater enhance their chance of doing so...the rest will be up to them....we want to create an environment where Reps can be successful! 😊

- A. Launch a New Representative in EXACTLY the same order as outlined here! This is critical!
- B. Ensure the new representative becomes a QTT (Qualified Team Trainer) immediately; otherwise they and we don't make money!
- C. Ensure each new representative is launched properly as per the document below.
- D. Get into the warm market of the new representative as soon as possible...treat each new representative as if they may quit tomorrow or they may be the next RVP....we don't know!
- E. Don't be afraid if you find the new representative resisting to stop the launch process. We want to work with like-minded people that will follow the system.
- F. If you duplicate this in your team your team will explode!

INTENTION: TO POWERFULLY LAUNCH A NEW REPRESENTATIVE INTO IMMEDIATE ACTION AND SUCCESS IN THEIR ACN BUSINESS

LAUNCHING A NEW REPRESENTATIVE

1. PROPER ENVIRONMENT
 - a. Schedule 1.5 to 2 hrs for a proper launch
 - b. Be in a location where you can sign up your prospect in front of a computer and print out documents
 - c. Make sure it is a quiet place – NO INTERRUPTIONS - your home/their home works best
 - d. Ideally the Sponsoring Rep should be there with you to learn how to properly launch a representative
2. ITEMS THE NEW REPRESENTATIVE NEEDS TO BRING WITH THEM
 - a. Calendar
 - b. Contact List
 - c. Credit Card
 - d. S.I.N.(CAN) or S.S.N. (US)
 - e. Telecom bills – teach them to read a bill
3. ITEMS YOU NEED TO HAVE WITH YOU
 - a. Your Calendar/Sponsoring ID Number
 - b. ACN Launch One Page and 24 Hour Game Plan
 - c. Custom Customer Acquisition Script
 - d. ACN Training Manual (optional but recommended)
 - e. ***PowerPoint Compensation Plan – a must!***
 - f. Your Video Phone – show how it works!

WORK QUICKLY WITHOUT TAKING SHORTCUTS – OFTEN A NEW REPRESENTATIVE WILL ASK QUESTIONS THAT MAY SEEM IMPORTANT TO THEM BUT ARE INCONSEQUENTIAL TO THEIR LAUNCH - IF THEY ASK QUESTIONS SAY THE FOLLOWING: “THAT IS A GREAT QUESTION AND I WILL ADDRESS IT AT THE END.” COME BACK TO THE QUESTION AT THE END SHOULD THE NEW REPRESENTATIVE STILL WANT THAT QUESTION ANSWERED. SHOULD YOU FIND RESISTANCE FROM THE NEW REPRESENTATIVE MOVING FORWARD AT ANY POINT REFER BACK TO THEIR “WHY” AS TO THE IMPORTANCE OF WHAT WE ARE DOING. ALSO DO NOT BE AFRAID TO STOP THE LAUNCH AT ANYTIME.

4. PERSONAL CONVERSATION – THEIR “WHY” (5 to 7 minutes)
 - a. Discover by asking a series of questions what the representative wants to achieve by owning their ACN business – get as specific as you can – money is not the answer we look for but what is it they want to do with it – this is where your skill must be developed to have them open up with you and share their “WHY” - LISTEN! LISTEN! (Examples: Retire early, get out of debt, children’s education, take care of sick family members, sell business, live somewhere else, better quality of life, work less, more family time, etc.)
5. LAUNCHING A NEW REPRESENTATIVE DOCUMENT AND 24 HOUR GAME PLAN (25 to 35 MINUTES)
 - a. Start with the One Page Launch Document – Have them Read the first line! Do Not Deviate!!!
 - b. Then have them go to the 24 Hour Game Plan or Page 7 of the Training Manual - Explain the URGENCY of the 24 Hour Game Plan!
 - c. Schedule a PBR within the next 24-72 hours – IF THEY CANNOT DO THIS OR WON’T DO THIS THEN DO NOT LAUNCH THEM OR REGISTER THEM UNTIL THEY ARE READY! Remember each new representative should ideally schedule 3 PBRS in their first 7-10 days. Tell them that the first one is a practice one to get their feet wet. Make it fun! This takes the pressure off for the first one.
 - d. Practice the Inviting Script from the 24 hour game plan with them 10 times.
 - e. **Critical Part** – **TAKE THEM THROUGH THE POWERPOINT COMPENSATION PLAN – THIS GETS THEM VERY EXCITED AND THEY NEED TO KNOW HOW TO GET PAID and how to achieve the income they want – SO PRACTICE EXPLAINING IT BEFORE YOU LAUNCH A NEW REPRESENTATIVE! THIS IS CRITICAL!** Explain importance of the goal of ETT – Explain how bonuses and customer points work – this is critical so that they know how they will make money – Explain the QUICKSTART BONUS
 - f. Teach them 30 people in 30 days to get 3 good Reps! Set proper expectations.
 - g. **EMPHASIZE THE IMPORTANCE OF GETTING QUALIFIED WITH REGARDS TO GETTING PAID!**
 - h. Check in with the sponsoring Rep that they are following process WITH YOU and paying attention.
6. REGISTRATION (10 MINUTES)
 - a. Have the prospect sign themselves up ONLINE – have the sponsoring team ID number ready
 - b. Have the new representative create their password
 - c. Show the new prospect the website – especially focusing on:
 - i. New Team Trainers Start Here Section (Purple Section)
 - ii. Where to see their Personal Customers (PCL)
 - iii. Cabs and Commissions – where they will see the amount they will receive before the cheque is mailed out
 - iv. Show Products and download the LOA for them if on their computer
7. HAVE THEM SIGN UP AS A CUSTOMER TO ALL POSSIBLE SERVICES (30-35 MINUTES)
 - a. Sign up for Video Phone first (explain the importance of being able to DEMO the phone to sell it)
 - b. Sign up for Local and Long Distance (if they have a home line)
 - i. Teach them how to read a telephone bill and our savings

- c. Sign up for Internet – Dial up or Hi-Speed IF AVAILABLE IN THEIR AREA
 - d. Sign up for TV – if available in their area
 - e. Sign up for Cell phone services/Air Card
8. SCHEDULE TRAININGS and BOMS INTO THEIR CALENDAR (5 MINUTES)
- a. Product and Customer Acquisition Training
 - b. Saturday Training/BOM's
 - c. National/Regional Training
9. IMPORTANCE OF THE CONTACT LIST (4 MINUTES)
- a. Explain the ACN 200 names success record
 - b. Show Memory Jogger from the Training Manual
10. Schedule into their calendar by when the contact list will be complete
11. HELP THEM GET AT LEAST ONE CUSTOMER (15 MINUTES) – **do this if they are not qualified – do not let them do this on their own!** Most of their customers should come from their home meetings so if they are qualified this step is not necessary. But if not then:
- a. Ask them who they know that for sure will support them and be their customer – the flat tire people! Demonstrate how to get 1 customer the proper way.
12. HELP THEM TO INVITE A COUPLE OF PEOPLE TO THEIR FIRST PBR (10 MINUTES)
- a. Help them invite a few people to the now scheduled PBRs – again this will increase their belief and confidence
 - b. Teach them the proper inviting script and how to do a 3 way call
13. SIGN THEM UP TO THE NEXT REGIONAL OR INTERNATIONAL TRAINING EVENT, WHICH EVER IS CLOSER (5 MINUTES)
- a. Attending International Trainings is critical to their success. So first ask them, “If I can show you how to potentially increase your income to 5 digits a month one year sooner for a cost of about \$200, would you be interested?” If yes then tell them they need to attend an International Training Event which costs less than \$200 to register for!
14. RESULTS
- a. You now have a brand new Representative!
 - b. They have a home meeting scheduled with 1 or more guests confirmed
 - c. They have signed themselves up as a customer
 - d. They are clear on their goals, why they are in the business and what they must do in the next few weeks
 - e. They have signed up for the next Regional or International Training Event (if they have not don't press on this yet)
 - f. They are empowered and they know they have a partner and mentor they can rely on and trust in you
 - g. They will be on fire!!

****IMPORTANT: BE IN DAILY COMMUNICATION WITH YOUR NEW REPRESENTATIVE FOR THE FIRST FEW WEEKS...THIS IS KEY TO THEIR SUCCESS....THEY WILL EXPERIENCE UPS AND DOWNS SO IT IS IMPORTANT YOU ARE THERE FOR THEM. EVEN A 2 MINUTE PHONE CALL CAN MAKE ALL THE DIFFERENCE FOR THEM!**

HAVE A BLAST!!!