



Direct Selling Success

Lesson Two The Syntek System

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Open Your Mouth

In Lesson 1, you learned about the critical process of “sorting.” The premise behind sorting is that some people will sign up for the business and some people won’t. *“Some will, some won’t, some wait, so what...move on.”* In order to grow a thriving business, you need to focus on finding people who are ready to sign right up now. The fastest way for you to do this is to talk to as many people as possible about the Syntek opportunity and then use the “1-2-3 System” to identify those who are seriously interested. The twenty seconds of courage it will take to talk with someone about this business is a small price to pay for the benefits that it will provide.

The 1-2-3 System

The 1-2-3 System is designed to quickly expose individuals to the opportunity, and then get a response from them immediately. The leaders who thrive in this business expose a lot of people to the opportunity using the 1-2-3 System. Here are the three steps to this important process:

Step 1: Pique

The first step in the system is to Pique. Piquing is going to quickly identify those who are interested in the business. This step is all about sparking somebody’s interest by having him or her view a piquing video. As you contact people you should know in advance what you are going to say. A script may be helpful during your early days in the business. Here is an example of a script used by one of the top leaders in the organization.

“John, something really big is happening in the fuel industry and you won’t believe what I just came across! When can I have 3 minutes of your time when you’ll be in front of a computer? I have some extremely valuable information that I need to send to you!”

In the box below, create your own personalized piquing script that you can use when contacting people.

Personalized Piquing Script

You need to send John a piquing video, but you don't want to send it until he is in front of a computer and can watch it right when you send it. It's important that you stay on the phone while John watches the video so you can sense his reaction and his excitement level for the opportunity.

The piquing video is designed to say just enough to pique his curiosity about becoming a distributor or a customer. After John has finished watching the three-minute video, DON'T ask for his opinion. Rather, ask John a question that may influence him in a direction you want him to go. For example, "are you as excited as I am?"

Step 2: Present

The second step in the 3-step system is to Present. If John expresses some enthusiasm after watching the piquing video, be prepared to address his excitement. Here is an example of what you might want to say next.

"If you are serious about learning more, I am working closely with several of the individuals in this video. The company is expanding rapidly and we are looking for the right people to work with. I am sure you know people who would like to save money on the cost of fuel and make an additional income."

In the box below, create your own personalized script that you can use if someone expresses interest after watching the piquing video.

Personalized Presenting Script

Ask John if he has twenty minutes right now. If John says "yes," send him the product and opportunity videos right now. If he says "no," schedule a time to send him the videos when he can watch them right when you send them. You don't need to stay on the phone with him this time, but be ready to call him back immediately after he watches the videos.

Step 3: Enroll or Pass to an Up Line

The third step in the 3-step system is to either enroll your new prospect or to pass him to your up line. Let's assume that John has just watched the product and opportunity videos. When you call him back, you want to ask him a question that will reveal his overall level of interest in the business. A good question is, "What did you like best about what you just saw?" John may say

something like, “I like the fact that you can make a lot of money” or “I love the fact that I can help people save money on gas.” As long as his response is positive, you want to agree with him and explain how this business is going to help him achieve the very thing that he likes best.

You may find that John is ready to go and wants to enroll immediately. If you know how to do this, take him through the enrollment process. If you need help with enrollment or if John has questions and would like more information, than pass him to your up line. When you do this, edify or build the credibility of your up line partner. Here is an example of what you may say next.

“I am working with an individual who I have a lot of respect for. He (or she) has been extremely successful with this business. He (or she) is looking for a hand full of people to work with directly to help build a big income. I would love to introduce you to him (or her).”

In the box below, create your own personalized script that you can use to pass someone to your up line.

Personalized Script for Passing to an Up Line

Your job now is to get John into the same room as your up line or onto a three-way phone call. Your up line is going to be able to answer the hard questions that John may have. He or she will also help determine if John is best suited as a customer or as a distributor. Passing new prospects to your up line, allows you to quickly build a team while you are still learning the business.

Duplication

One of the great things about the 1-2-3 System is that it teaches a model of duplication that is simple for new distributors to follow. When you enroll people in this business, they are going to look back at the process you used to get them involved, and use this same process with people they contact. By following the 1-2-3 System, you will quickly become the up line expert and will be able to spend your time helping your people build their organizations.