



The A-Team Presents

High Impact Training

Class 4

Follow Up Interview

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Start Up

Follow Up Interview

Hey Ben, it's so great having you here today.

Questions:

- What'd you like best about what you saw last night?
- Tell me about your work. Tell me about your family
- What are some of your goals and dreams? (ie: travel, home, cars, kids, etc.)
- What do you like your current career? How do you feel about your current job having the horsepower to achieve your dreams?
- If you're going to give our business a try, why would you come and do this?
- What would it mean for you to bring additional income into your family?
- So based on what you've seen so far, are there any particular questions you have? Anything that hasn't been answered?
- Great, so based on what you've seen, how do you feel about getting started?

(Avoid talking confrontational topics. Focus on them Ex. family and work)

Don't interrogate, communicate.

There's 5 steps I want to talk to you about today that when people follow them they become successful, they have a really good start.

1) AA- paperwork to get you started as an entrepreneur.

The first one is you're going to get registered with WFG and get your background check done. So there's a website we need to go to, and there's a \$130 registration plus tax, to get you set up. That's part of your licensing cost. It only takes 5 minutes.

2) Top 25 List.

The second step. I'll get a piece of paper ____, we're just gonna start with 25

- Great, so we're going to help you build a list, this is *your* list, this is for you to build your business.

We're going to help you every step of the way, we're not going to leave you alone to go and give presentations to them, but we're going to help you pick and choose the right ones that you want to share this with at the right times. So if you don't mind, I want to help you get that list put together today, with the AMA. Is that a deal?

3) Top 3 People

We're going to identify the top 3, the very best people that you know. So we can get the info in front of them, and show you that people are interested in what we do.

We can do this through a 1 on 1 or an online presentation.

And the reason we pick 3 at least one person will send you referrals, and confirm that what you're doing is worth it.

4) Personal Plan

I want to talk to you personal about you owning our products and becoming a client of ours. There's several reasons why we feel this way. First, it's really hard to sell something you don't own yourself. Second, people are going to ask you when we're meeting with them, "this sounds really good, are you doing it?" And if you say "no, but you should" that's not going to go over well is it? But most important is that your family needs it, we want to make sure that your family is protected if anything ever happened to you and that you're on the right track for financial independence and financial security. Does that make sense? So what we'd like to do is schedule an appointment to come and sit with you and your wife/husband to help you do that. We can do that tomorrow night at 6 or 8, what works better for you? (must be within 24-48 hours)

5) Course

Last thing I want to talk to you about is getting licensed. Remember the code I was talking about in the beginning? This course is connected to your code.

- HLLQP \$169 + tax
- Provincial \$100 (AB)
- Apply for License \$155 (AB)
- So start to finish it's about \$600 all in

Perfect, well I'm so excited to have you a part of the team. How about we get start with step number one?

I want to think about it.

- May I ask you a couple questions?
- Are you where you thought you'd be financially at this point?
- Are you saving as much money as you'd like to?
- Your current career, you said you don't love it. Does it have the power to fix your financial problems?
- Is there any possibility it will take you to your dreams?
- If you could find a way to bring extra income into your family, would you give that serious consideration? **Yes**
- So what's making you hesitant to say yes?
- Okay, do you think the world's most successful people are quick to make decisions and slow to change them? Or slow to make them and quick to change them? Which one do you think successful people do?
- Then isolate, is it another thing? Is it the money? Do you feel like your wife wouldn't support you in it? Is your hesitance a question on whether or not you believe you could do it?
- What do you feel like there is to lose by doing this? What do you think there is to gain?
- Let's assume you join us and it becomes a worst case scenario. Worst case you get a financial education unlike any education you've had. Worst case you get your financial life in order, worst case you can help some other people in ways they desperately needed. Best case, you make a little money, best case you make a lot of money, very best case you become financially independent. And maybe you just treat us like a travel agency and you travel the world with us.

Ok so now do you feel you're ready to get started?

Recruiting Objections

"I want to think about it"

Ask Questions on page 4

"No, it's none of that"

OK, well what is it? (answer their questions and re-ask for the AMA)

"I never make decisions without sleeping on it first"

Ok no problem, take a day to think about it, let's get back together in the next day or two and go from there. What works better for you tomorrow or the next day?

"I just don't think it's for me/I don't want to do it"

That's too bad, here's why I was excited about having you here (edify gifts), it's a shame you're not going to start. You know the type of person I'm looking for: who's the most ambitious person you know? (STEAM) Also I know the business side isn't for you, but why don't we do this I'll put together a plan for you and see if we can help you out.

"I can't afford it/ don't have the money"

OK, when do you think you'll have the money by? (next payday?) Let's do this, let's get you to come to your first class, and we'll get you started in the training, then we can get your code for you when you get paid next. Does that sound good?

"I'm not good with people/ not good at sales"

You know, when I first started I felt the same way, but what I found is that through the training process I learned everything I needed to know to be successful and my field trainer helped me through all of that. And I will do the same for you. Does that make sense?

"I don't know many people"

No problem, we have a system for that anyways; we'll teach you how to work around that.

"I don't want to talk to my friends and family"

Let me ask you a question, if you knew that you were going to change their life financially, get them debt free 5 years sooner, put an extra 2 - 300,000 dollars in their retirement wouldn't you want to help them do that? Exactly, and no one else is going to offer to help them or it would have happened already. So let's get started.

"I only do something if I can give it my all"

Here's the thing, our business isn't designed for you to be able to jump in head first because it's a new industry; everyone we work with starts part time and learns the business, then transitions into full time. So you don't need to worry about that. So let's get you started, if things start going really well then you can jump in and give it your all.

Early Negatives

Book a startup (Within 24-48 hours. Make sure they have a time booked before they leave)

Hey John, welcome to the team, I'm very excited to be working with you. This is an incredible business that can change your life in a big way. I want you to know up front, there's 3 main concerns that stop people from succeeding.

1) Test

You have to get licensed. It's not impossible by any means, you just need to put the time and effort into doing it.

2) No

Not everyone says yes, just like any business not every person you talk to is going to say yes. Some people take it personally, but I know you won't, so you'll be able to get past that.

3) Internet

There is a lot of good stuff about WFG on the internet, and there is also some not so good stuff. But you'll run into two things:

- Companies can't compete with us on product or service, so the only thing left to do is slander us to hopefully slow us down from taking their customers away.
- When people don't succeed at WFG they tend to blame us before they blame themselves. Do most people blame themselves when they don't succeed, or do they find a way to blame others? Ya, most people that don't put the time and effort in to be successful, are the ones who write stuff on the internet saying it's our fault instead of taking personal responsibility.

Now that you know why that silly stuff is out there, I know you will be able to shrug it off when you hear about it, right?

Start Up

- 1) First things first, let's talk about why you're doing this. I'm a big believer that if you have strong enough reasons, you'll figure out a way how. *Share some of your reasons, then get theirs down on paper. Get their top 3 reasons why.*
- 2) Hours of Operation: Tuesday night and Saturday morning are training, when else are you available to build your business?
- 3) Enroll them in WFGEI and set a goal date to get licensed

Restaurant Example

Think of this business like you're opening your own restaurant. You're laying \$250,000 on the line to buy it, capital risk and everything. Great news is here we don't have any of that, and way better upside potential.

But before you had your grand opening, you'd have a pre grand opening, where you would invite close friends and family down, to let you know how the service was, the food, menu etc. Why would you want to do this? A few reasons, you'd want some of them to come back as repeat customers, you'd also want them to go to work the next day and tell the people they work with about your restaurant, and you'd find some people like me that come down and say this is awesome we need to expand this, let's franchise it and find some business partners. Well you're not starting a restaurant, but you're opening your own financial service business. The last thing you'd want to do is keep it a secret, because what if one of your friends is at work and someone they talk to says "man I'm looking at getting better investments", if they don't know what you do, how could they ever refer you?

3 in 7

There are 3 things we need to do in the next 7 days to qualify you to attend Fast Start School.

- 1) Top 25 List
- 2) Personal Plan
- 3) 3 Guests to next open house / 3 appointments

So let's get started on it.

Next Steps

- Build their Top 25 List
- Teach them TETHOR
- Help them make calls / Make calls for them
- Invite guests to BPM / Book 1on1's
- Gather Info