

So, Nick, You're pretty good at closing and handling objections. How about teaching us a thing or two.

NICK: And one thing, for those of you on Facebook, and I won't edit you out, but during the course of this call, if you want to go on Facebook and post a comment, I'd like to get some feedback not only through out the call, but after the call. And I'm easy to find. It's Nick Skolsky. Quick review. We started off, and I got a lot of emails on this. Nick you said you were going to put up these calls, and you know what, I like to do everything first class, and it maybe take a little more time and costs a nickel more, but you'll see within the next 10 days, that if you're bringing people to these training calls, they can get plugged right into the archives, cause we said, Alex, it's a 52 week program. They can plug in the Session one and Session two and tonight's session. And when they come on the call, they can continue to take that journey together with us and not miss a beat.

But we started off by saying there are two ways that we can recruit to build this business. And one was what we refer to as the comfort zone, the warm market. And we say that's pretty easy. You do nothing more than invite a friend, a business colleague or something. Say this is something you're gonna do, if you're gonna do it we're gonna work together and have some fun and make some money. Or you're not going to do it. Either way, you give them what's called a release. And you make sure that you let them know that it doesn't impact your friendship. And the way that I do it, is I like to say, Listen, Alex, I'm going to do this, I plan on making some money. You talked about getting that boat at the office, and I talked about getting my kids through college, but I would feel really bad if you came up to me a year later and said, Nick you made all this money and didn't tell me about it. Always remember, it doesn't impact the friendship. And in many cases it's like planting a seed. And yes, the standard response is go make \$10,000 and then I'll be with you. So my suggestion is go make \$10,000 and don't take all year to do it.

Second thing is leads. I've got something great for you. I might as well share with you. My expertise if it's anything is the leads. Most of you know I have a pretty good track record of being one of the largest producers of biz op leads in the country. Next week's session, I don't care where you buy your leads from, but I do care that you get good quality and good value for your money invested. And I also care that your time is respected. Sometimes the time is even more important than the money. So, we'll do a solid 60 minutes on the questions asked and the things to look for when you are out there getting leads from different sources. And those of you that have been around me, I don't tell people what they want to hear, I tell them what they need to hear. So you hear nothing but the truth.

The A call is the appointment. We said that is the selling part. We said recruiting was based on what....ego, drive, and empathy. And the ego drive is what consistently gives you the energy to make the calls, because if you make the calls in the proper fashion, you only need to master 300 conversations. And you can know as much about doing what than anybody? And the answer is getting the appointment. That was the selling call. That's when you have to do something to kind of open up their minds, capture their attention. What if I could show you how to increase your income by 50% this year, could

you do that in your primary profession right now? How about next year, how about 5 years from now? What if I could show you how to eliminate your two biggest monthly expenses, that's probably your car payment and your house. Would that be worth 30 minutes of your time? How would you like to find out how to create full time income on a part time basis? Something, that separates you from other people. And then we said you took everyone, the prospects through steps. We made a friend. If you're new to the call tonight, write those three words down, there's magic in those three words. If you do nothing more than make a friend, you're 90% of most people, who try to build a business and don't have any recruiting skills what so ever. You get people to like you and trust you. Then it's up to your company's presentation materials whether it's an email, whether it's a flash, whether it's a video, whether it's a brochure, whether it's face to face outline. To create the vision of perceived success. To let them see that what we could be doing together is 180 degrees different from what they've done by themselves in the past.

And then we went to the B call. And that was the buying call. And that's when the prospect agrees to meet with us and follows through. Then we talked about hot buttons. DBMs. Dominant Buying Solutions. And we said that the key to recruiting was finding someone who's been qualified through a consultative marketing approach using all the scripts that we gave you, collect that ammunition, you're killing two birds with one stone when you're asking people questions about themselves. They like it. People like to talk about themselves. And then, since they like you, you have to become that person worth meeting with an idea worth sharing. And that's what builds that trust, because you sound like someone who knows what they are doing. And that gets into the law of attraction, and everything else that is a whole other session.

Now, I hear somebody say, Nick I've heard this before. Well good. I hope you've been using it. But the B call, the buying call, they agree to meet, and they do. But we have to make sure at that point that we can pinpoint the Dominant Buying Motive. The hot button. And they've got this financial wound, and right here, we've got the financial plasma for that financial wound. I give you some techniques where you can put a little salt in the wound, and make them really feel the pain, and then we follow it right back up and let them feel the pleasure.

Remember how we talked about the dominos. OK. They got credit card debt. Good, they need money. But do they really need the money? What's behind the money? If we remove the credit card debt, what do we do? We remove a lot of stress. We remove a lot of worry. We position them where they can take that money that has now paid off a debt, and they can use it to make more money. So we got behind the real psychological reason. They could care less that they owe \$16,000 to Mastercard or Visa. Quite candidly, Alex, you and I were talking about foreclosures today. In this day and age people don't get too upset about foreclosures. The bank doesn't want it back. They don't want to pay the taxes and all the upkeep. Alex, don't banks have to set aside a reserve before they take the house back?

ALEX: And that's really the main problem. That's why they don't want to take the house back.

NICK: So if you're just trying to recruit people with the money, you gotta get beyond that. You got to get to the fact wouldn't you like to get this behind you. Wouldn't you like to get settled with a new part of your life? And what does it come down to? Getting rid of all the stress. And then we go to what we're going to talk about tonight.

Because after you make a friend, and you get people to like and trust you and through use of the presentation materials that your company provides. Then we get into the closing call. And you know the neat thing about this is, in our business, we get paid from results.

Alex, if you were an employer, I know you have been, and you had an employee that didn't do anything. How much would you pay them?

ALEX: not much and not for long.

NICK: You pay them nothing. That's kind of like what our business is. You know, that computer is not going to say, wow, you did a great appointment call. Wonderful. You really formed a repoire there and had all those transitional phrases down. And got them walked through everything. No, it's going to tell you when you get results. And most people simply can't get the results because they don't know what to say, they don't know when to say it, they don't know how to say it, they don't speak with strength and conviction and confidence. Why is that? Because they don't have the knowledge and knowledge is the source of all confidence. So if I can give you a template, and you can internalize it. At least you've got a track to run on. And while your prospect is going on all these different tangents, you can focus on your primary goal, which is to recruit this prospect and turn them into a productive business partner. Now, I just did a three way this morning and one of the techniques I shared with you was I told the prospect when he came back off of digesting the materials that we provided that he would either be an A, a B, or a C. and I said quite candidly, a C person, they are far and few between, but if this is not your cup of tea, just for my own edification, make sure that we meet and explain to me why you're a C person. And listen, as long as they are meeting with you, their mind is open. There's still an opportunity to recruit somebody. But let them come back. And sometimes there's been a miscommunication. Or something that was a complete misunderstanding. Sometimes they are bringing some old baggage into a new business. And don't really understand the differences. We also had a B person .A B person is a person who is as serious as an A person, but they've got a few questions that need to be addressed. And the good news is that if we can address the questions to their satisfaction, they just became that A person. Who's the A person, Nick? The A person is someone who understand exactly who you are, what your company offers and how this program could be a solution to their financial dilemma. Whether it's getting kids through college, getting out of debt, putting a room addition on. Buying your wife that dream home. Getting out of the apartment. I could talk for an hour, and you guys know what the hot buttons are. So we focus in on that.

And then, this morning, he said, Nick, I'm between an A and a B. Now, there's a couple different ways you could do this. One, is, I like to say, what would it take you and I working together, that we could push that from a B to an A? Another thing to do is use a

simple temperature close. If somebody is pretty savvy and they have marketing background, selling cars for example. I'm going to say, Bob, listen. You guys probably used that old temperature close down there, when you're selling those Chevrolet's don't you? Yeah, sure do, Nick. Well let me do a little temperature close on you. And they chuckle a little bit and I say, one's the worst and 10s the best. Tell me where we are numerically. Now, this is important for some of you that don't have a lot of experience doing this. A lot of times the prospect immediately goes off into a dialog and a conversation. That's fine. We don't want that. We need a numeric answer. We need a place to start. Nick I'm at a 7, 7 ½ whatever. A good followup to that is this. Alex, role play it with me.

Alex on a scale of one to ten, one is the worst, and 10 is the best business opportunity you've ever seen. How do you rate what we just shared with you?

ALEX: oh, about a 6.

NICK: 6. Go ahead Alex.

ALEX: I said it sounds interesting, I'm just not sure.

NICK: OK another thing I want to ask you, personally. On a scale of one to ten, how do you rate yourself about making money? One you're curious, 10 you're deadly serious.

ALEX: Oh, is there an 11?

NICK: OK. Alex you're an 11 when it comes to making money?

ALEX: I like to think so.....I want to be a 10, and I do my best at being a 10.

NICK: Alex is doing us all a favor right now. He came right out of the gate with a curveball. Now, let me tell you how to address this.

Alex, you said you were interested in making an extra \$3000 a month, right?

ALEX: yes I am.

NICK: And you rated yourself a 10 as far as being serious about that \$3000 a month, correct?

ALEX: Absolutely. I want to make it.

NICK: So how long have you been dreaming, wishing, hoping, and praying about making an extra \$3000 a month? What's it been a year, two years, three years?

ALEX: A year, probably just over a year, when my business started going down the tubes.

NICK: Here's my point. People that are 10s when it comes to the serious of making money, don't take a year to put their plan into action. Some people like me become entrepreneurs and plug into the business where they can work at the convenience of their own schedule. And they will work from their home. And there is no limit to the amount of money they can make if they understand a few basic principles. Matter of fact, your limiting factor is only your ability to produce activity. Other people take two or three jobs. So what have you done, Alex?

ALEX: Trying to figure out how to make it better.

NICK: now, here's my point. We got a prospect right there that we are not going to close. And I want to write this down. And I'm glad Alex did this. Recognize this. Please write this down. Hurry. Need. Time, Money. And I want you to put a circle around money. Cause that's a little bit ambiguous there. When there is no time, some people simply just don't have time to devote. Where there is no need. You are going to come across people you know that responded, but for whatever reason, they don't need to make the money right this minute. But when there's no hurry, no need, no time, you're not going to close those people. Money is a whole different category. Some people will tell you they don't have the money. Tonight I'll show you that they do have the money. I know some of you have been on the calls and they said that they don't have the money, and you all approach it wrong. You have to understand this. Everybody's got money. Gamblers have money. Drug addicts have money. Alcoholics have money. The toothless and homeless people can find the money. When people are properly motivated, you'd be surprised how much money they can find. But let me take you back into a normal scenario.

Alex, you rated a 6. Now, I want to give you three different ways you can approach this. And I'll give you about 33 more, when we finally put the blog up here at the end of February. But I might say something like, what would it take, you and I working together to push that from a 6 to a 10? And if I'm on a three way with Larry, I'm going to say, Alex, what would it take the three of us working together, you, Larry, and myself, to push that from a 6 to a 10? I might say, Alex, what would I have to share with you, just person to person on a personal basis, what would I have to share with you to make that 6 become a 10? Or I might say, listen, Alex, how would you like the proverbial magic wand. Would you like that for a few minutes?

ALEX: Absolutely.

NICK: And you don't even know what it is, do you Alex?

ALEX: I have a sense.

NICK: You do Alex, but you're the prospect tonight.

ALEX: What's the magic wand? Do I have to put on a funny pointed hat?

NICK: No, here's what we have to do. I'm going to give you the magic wand. You can change anything about anything we've been discussing the last 72 hours. You can change the comp plan, you can change the product, you can change the company, you can even make me disappear. But what would you change to make this the perfect plan for you? Now it doesn't matter which of those ways you approach people. You're going to learn as you get to be a really professional, efficient recruiter that you have to have more than one way to ask. And more one way to answer a question. You're going to learn later on this evening, that if money's the objection, based on the ammunition I've collected, based on the type of personality that I'm dealing with, you cannot have one pat answer. You can't go away with a cookie cutter and expect one size to fit all. So, I'll do it this way, Alex. What would it take, you and I working together, to make this the right business for you? Well, let's give people some background, Alex. Let's make you a school teacher. You were interested in a part time income. You've got a little bit of debt, and you've got some children that are in 10th, 11th grade, and you don't have any money saved for their college education, so you're trying to get ahead of the curve for the educational funds, and you're trying to get out from behind the debt. So, Alex, what will it take. We'll say Alex, that you want to make an extra \$2000 a month. So, what would it take, Alex, you and I working together to get you from that 6 to a 10. You tell me what I've got to share with you?

ALEX: I'm a very, I hate to say it, but an anal type person. I like to go step by step by step to make sure I'm not making a mistake, so I guess somebody teaching me what it is, so I understand it clearly, so I can follow the steps to success.

NICK: and that means?

ALEX: Somebody showing me exactly what to do, and is available there to answer my questions when they come up.

NICK: And?

ALEX: And I'd like to see some money coming out of it. You know, not having to wait months and months to make some money.

NICK: Let's stop right there. Now, here's what we're going to do. We're going to do what's called the Isolate and smoke out. Well, an isolate is going to make sure when we get to this objection, that we don't have 20 more objections. In other words, we are going to make sure this is the stopping point. If I can answer this to his satisfaction, we're going to go ahead and become business partners.

So, Alex, what I'm hearing, and correct me if I'm wrong. You mentioned you were in two or three other companies, and all those companies had training programs, but you didn't have the individual attention, or the individual mentoring to help you achieve success. Is that what I'm hearing? And if it's not, correct me.

ALEX: no, that is accurate. I didn't know if I was doing the right thing, and I couldn't find my upline to give me the answers.

NICK: How much money was your upline making? Your sponsor, who was that, your next door neighbor?

ALEX: no, it was somebody that called me, I answered an ad to try and get some more money.

NICK: Did they know how to do the business?

ALEX: They....

NICK: The leaders in the company?

ALEX: It sounded like it. They certainly said they made money.

NICK: well, you were there, were they a leader or not? See here's one of two things, Alex. Either you were mentored by somebody who didn't know what they were doing, at the time. Or you were sponsored by somebody that knew what to do but didn't share it with you. Which one were you?

ALEX: I was sponsored by somebody and they just didn't share it right with me.

NICK: Now, I'm going to stop you. I'm going to give you another one.
This time, give me the money. Cause money comes up pretty common. Let's say it costs \$500 for this program, right.

ALEX: I just don't have the \$500 to spend on it.

NICK: and that means?

ALEX: I don't have an extra \$500 laying around. I've got debts, I've got my credit cards, I've got kids that are going to be going to college soon. I put some money away for that, and you know, I've tried this before also, and I put the money in, and I didn't see the return I was supposed to make. And boy, if my wife hears that I'm trying to do this again, and put another \$500 in, I'll have my head handed to me.

NICK: See where Alex went with this? All of a sudden, it's not the money. He can find the \$500. He's paying for food, shelter clothing and heat. He's got the money. We know that right? He's got a primary profession. So what do we do? We went from no money, and I hope you heard it, we went from no money to where he can't see success, and even the worst, if he fails again, the lack of respect and the lowering of self esteem and the wrath of his wife he's going to feel. Here's something to think about. It's not the money. They don't want to look foolish in front of their wife or husband or the children. Dad's

off doing another one of his deals. You know, it's a lot about self esteem and self respect. It's not about the money.

So Alex, what I'm hearing is, it's not about the \$500. It's the fact that you've invested money before and have nothing to show for it. Is that what I hear?

ALEX: That's a big part of it. I want to be sure.

NICK: Ok. So if I can show you how what we could be doing together is 180 degrees out from what you've done by yourself in the past, would that be enough that you could see where you could be successful where you only (unknown) before, would that be enough for you and I to become marketing partners and start making money in the next 72 hours.

ALEX: if we get past the talk and I feel a little action, I'm sure I'd be moving closer to a 10, an 8 ½ or 9 even.

NICK: Alex, what other objection do you have. In other words, if I could show you...

ALEX: I'm not sure, I'm not sure that I believe what you're saying.

NICK: Ok. So if I could get you to believe what I'm saying is true, would that put you at a 10 so we could become marketing partners.

ALEX: yes.

NICK: in other words, if I could answer that question to your complete satisfaction, you don't need to wish about it, hope about it, pray about it, split a deck of cards and see what comes up. That's what is preventing you from working together with me right now. Correct?

ALEX: that's accurate.

NICK: Ok. Alex is pretty good. This is what you hear. Prospects beat around the bush. But make sure that you isolate it and smoke it out. Notice that we went from the money to it's not the money. It's where can I see success where I've never saw it before? And remember you cannot close people with no time, no need, no hurry, no money. Put a circle around money, cause there are people that are toothless and homeless and don't have the money. And a red flag should go up every time you're talking to somebody in the middle of the day? Why is that Nick? Listen, there's never a bad time to make phone calls, but the golden hours, whether your selling cars, computers or real estate is probably from about 6-8:00 after they've come home from a tough day at the office, a tough day with whatever their vocation or profession is, and they recognize that they are just not getting further ahead in life. That's the best time. When you call during the day, yup, you might run into another networker and get cross recruited. Or bump into somebody who's got some substance and is looking for something else to do. You might bump into an

insurance agent, or a realtor, who's got a flexible schedule. But by and large, who's home in the daytime and what are they doing?

ALEX: People that don't have a job, and are sitting around.

NICK: That's exactly right. They are really up to date on what's on tv. I mean, here's what happens, you're talking to those people, you lose your momentum. You go through the whole presentation, you find out that they don't have any money. That's not to say somebody can't be on unemployment or be between jobs. But you want to eliminate people that are dependant on doing the rent check by this Friday and you want to eliminate the people that don't understand that it requires a little bit of working capital. This is a business that requires time, energy and a little bit of money, in learning how to contact people. And build an organization. We can talk more about that later. But that's where you want to be. You want to do a temperature close. Get a starting point. Find out how serious they are about making the money. You got the dominant buying motive. We isolate it and smoke it out, then we talk about going into the actual close.

Now, let's go back to, which one do you want to go back to, Alex? The money or the fact that you didn't have a good mentor?

ALEX: Probably money, you're right, that's the one that comes out most often.

NICK: Ok. So, let's just use \$500.

ALEX: If that's what it takes to join.

NICK: A couple different ways. First of all, I like to do this. In a scenario like Alex gave me. Alex, you're serious about earning this extra \$2000 a month, right?

ALEX: It was three, but yes I am.

NICK: it was three, we'll go with \$3000. That's not a big deal. Well, Alex, I want you to understand this. I want you to sit back and relax. Because here's the only thing that's going to happen if you work with me. Number one. Within 30 days you're going to make some money. Write this down, do you have a pencil handy?

ALEX: Yes.

NICK: You're going to make some money. Now, I'm going to stop right there, and come out of role play. I know what you all do. When I recruit somebody, the first thing you can do is make sure they have a new marketing partner in their first 72 hours of working together with you. Now some of you have some pretty good training programs. They have to go through a week long training, or they have to listen to you make calls, or whatever you do. But when you begin working, you work with them you make sure that binary, if you need two stoppers, you got two stoppers. If it's a one up, you make sure they got their one up. You make sure that they make some money. Remember. They are

trusting us. They are not buying that car, the computer, the real estate. They are not just giving us a ticket or coupon for a washer or dryer. So you accept that responsibility and the nice thing about it is you can do nothing more than invite them onto a bridge line, you can get a free one at freeconferenceonline. Or any other place. And let them listen to you make calls for an hour. And then you listen to them make calls. But you make sure they make money.

Here's the next one Alex. You're going to get excellent training. You mentioned before, that you didn't have the right mentoring before. Correct? You didn't the right attention that you got. Right?

ALEX: not as much as I wanted, absolutely not.

NICK: So if I could help you make some money and you could get some excellent training that will impact you financially, mentally, spiritually, physically, socially. I can put you in a position that in 30 days you can decide to work the same number of hours and make more money because you're more effective. You can decide to work a lot more hours and make a lot more money. Or you know, what Alex, you can decide to just take the money, you got your investment back. You've been exposed to the best entrepreneurial endeavor ever, that you'll ever get exposed to. And then you can decide to be satisfied with where you are, and you are just going to have to cut back and I guess your kids are going to have to go to the state school, instead of where they want to go to school, or go to junior college. I guess you're going to have to forget about that vacation you were planning on.

You have to decide. But you know what, I could put you in a position in 30 days, to where you don't have to make that decision now. Now, some of you have 30 day money back guarantees on your programs. There is absolutely no reason for any person not to come in at the highest possible level. You all know as well as I do, particularly when tracking positions are involved, that you can join at a higher level and have the ability to generate more money. If you've got a guarantee in place, there's no reason what so ever for people not to put that enrollment fee on the credit card and get going. There's no risk there. If you can't close on a situation like that, forget about it. You've got the wrong prospect or you don't know how to close.

Let's go back to another one. Let's go back, Alex, when they said they don't have the \$500. And I like this one, I like the car close. I don't care what car you use. But. Alex, ok, you don't have the \$500. What is your favorite car truck or SUV?

ALEX: A jag.

NICK: A jag? What model do you want? Do you want the 4 door sedan, you've got the 2 door coop and the 2 door convertible.

ALEX: 4 door XR. The one that goes 4.5 seconds....0-60.

NICK: About \$88,000. What color do you want?

ALEX: Black with silver interior.

NICK: OK So we're ready to go. That's a beautiful car. Have you ever driven one, Alex?

ALEX: Yes.

NICK: so you know when you punch down on that those baffles open up and it sounds like a dogfight over the English Channel during world War II? It's a heck of a ride.

ALEX: and you better have your head against the head rest otherwise it's going to snap back.

NICK: I'm gonna put that Jaguar out in your driveway in LA.

ALEX: I got room for it.

NICK: I'm going to hand you the keys and hand you the title. My question for you is, can you come up with \$2000. To take care of the transfer, to take care of the possession of an \$80,000 plus car?

ALEX: So, out of role play. Am I back at the beginning of the conversation where I don't trust you and I don't know for sure I can make it?

NICK: No, cause we're covering two or three different objections. So I'll come back to where you don't trust me in a minute. But one thing I do before I allow Alex to answer, I say, Listen, Alex. Before you answer. I've talked to a lot of people in the course of the day. And sometimes people say, Nick, I've got an extra credit card, I've got a rainy day fund. Today's that rainy day. I think I mentioned last week, I had one guy said he'd rob a 7-11, I said that was a little too much enthusiasm. So, Alex, what would you do to take possession of that car? Cause you know you could take that car to any dealer and put \$50,000 cash in your pocket, right?

ALEX: Absolutely.

NICK: So how would you come up with the \$2000?

ALEX: Tell my wife the car's going to be red?

NICK: Where's she gonna get the money? That doesn't answer the question?

ALEX: She's got a rainy day fund.

NICK: So she's got the money?

ALEX: yes she does.

NICK: Some people might say they might go to the pawn shop, they might cash in a car title, they might have a garage sale. But the important thing is you get them thinking entrepreneurially. They think like merchants instead of consumers. Now, if somebody can't come up with \$2000 for an \$80000 car, they can't over the phone, give you a scenario where they can get motivated for the right opportunities. NEXT. End of story. But if they can come up with money for that car, and your business opportunity is ¼ of the investment they were going to put in that depreciating asset, then all we have to do is sell them on the perceived value of how successful they can be here. So they can buy car after car after car. They can eliminate all their debt. They could get paid exactly what they are worth. Alex, here's another thing. \$500. Where else can you put \$500. Can you get a cd for \$500? Have you ever had a Cd?

ALEX: Not for \$500, but I'd probably just put it in a savings account. Just put it away for, just in case.

NICK: Alex, I don't know if you have a calculator near by, but why don't you figure out how much a million dollars worth of cds is going to pay you annually at 2 ½ percent? And I'm being generous.

ALEX: About \$2500.

NICK: is that a year?

ALEX: \$25000 a year....sorry, \$25000 a year.

NICK: you think you have a better chance raising a million dollars to make \$25000 a year, or a better chance going to work with me?

ALEX: Today, probably better going to work with you.

NICK: What's your plan B, Alex? You see, you need this opportunity more than the average person I speak with, don't you?

ALEX: It's getting pretty desperate now.

NICK: Now, we've kind of been all over the map here. But if you stick with the outline, and focus in on the one objection, Alex we come back to where we were. Trust. That was a big thing. You don't trust me?

ALEX: I don't trust myself to do it, because I want to make sure I do it right, and I don't know if you're going to be the person that will help me do it right.

NICK: and you know, I don't think we know enough about each other in order to make that decision right now. So here's what I'd like you to do, ok. I think you need to know me a little bit better, and I need to know you a little bit better. Fair enough?

ALEX: Sounds like a plan.

NICK: So, why don't you go first, and take two minutes and tell me why I should invest my time and my energy, and my money on showing you how to build an organization. And correct all the mistakes you've made in the past? Cause Alex, I know you've done a little due diligence. You've probably Googled me or something like that. So you know I'm successful in making money. You've done that much, correct?

ALEX: yes.

NICK: Ok. So, what I want you to understand is, I don't want this to sound harsh, but I'm in the real world, and in the real world is this, whether you join me or not is not going to affect what I drive, where I live or what I do. But it could have a dramatic effect on where you live, what you drive and where you go. Can you see that?

ALEX: Yes.

NICK: And let me temper that statement. People say, Nick, how many people do you want to recruit. I say all the good ones. That's all I want. I just want all the good ones. So take two minutes, Alex, and tell me how coachable and trainable you are. How motivated you are, and what you are willing to do to bring something to this party as well as me. Go.

ALEX: Ok. If there's a plan of action that you can show me, and we discuss it and it makes sense, and it sounds based on your success that you wouldn't talk about one that didn't make sense, I'd be ready to follow a plan and do what it takes to resolve it and get it done. After I get to know it a little bit, say a few days, and when I understand the product, and everything else, I would be ready to start talking to people I know. And, do what I need to be able to make money.

NICK: ok. Alex, I hear a lot of things, but I don't hear anything about you. I don't hear that you're a positive person. I don't hear that you're deadly serious. I don't hear that you really want to do something about the debt and the college education fund. I don't hear anything. Why don't you take a day, and think this over and let's get back tomorrow? Would you like to do that?

ALEX: OK

NICK: Cause you haven't sold me. You want to try again, or do you want to meet tomorrow?

ALEX: You know, I really like you and I do want to try again. I'm ready to do whatever it takes to make it.

NICK: now here's what I'd like to do. Now, you need to write this down. You can describe this a lot of different ways. But it's book appointment to get an appointment. Book a call to get a call. The exit is going through the entry. I never just leave somebody alone. Now I produced a little, there must be a copy of this, the river story. A little 13 minute audio. And what I want to do is give Alex something that he hasn't heard before. It's going to talk about how all Americans are dead or dead broke by age of 65 and what's going to make him different. It's going to talk about how life gets a little tougher as you raise some children and get a mortgage and get added responsibility. It's going to talk about we can't do anything about interest rates and real estate values or devalues. We can't do anything about the GMP or the stock market. But you know what we can control? We can control the 24 hours that the Good Lord has given us and that's the great equalizer. And maybe after he hears that message, when we talk tomorrow, that will open his eyes up a little bit. You see what I've got to do, is I've got to get him to understand that he can sit and dream, hope and wish all he wants to. I've got a plan that works for people from all different backgrounds. All different ages. All different ethnicities. It doesn't matter if you have a PHD or a high school drop out. That this could work for him. That the worst that could happen is he could get some money in his pocket, he could get some great training, and then he can decide how much more, or how much less he wants to devote to this business. I want to take the pressure off. I want him to understand that we are going to take a journey together. A journey of health wealth and happiness. And the health without the wealth is just as bad as the other way around. I want to let him know that we've got a system that works. I'll give you an example. I was doing a three way the other day, now picture this. This guy asked us, do we have a prospecting system. I want you all to hear this. This guy, and he's on the call. He's going to be a pretty good guy. I'll tell you that he's in Indiana. Alright. And the guy that introduced me to him, Jonathon is in the UK and at the time, I'm down in Sarasota on my way to St. Augustine. I said, so you're up in Indiana, and Jonathon's in the UK, and I'm in St. Augustine, and you're asking me do we have a prospecting system. I said that's a dumb question. He laughed. Thank goodness he laughed, because he's going to be a good marketing partner. But think about that. Maybe the prospecting system, is where they fell down before. Maybe they got the good training. Maybe they worked their warm market a little bit, and didn't get anywhere, and somebody just left them there.

I want you all to understand this. If you're going to produce serious volume money. You're going to have to provide some type of a lead system for not only yourself, but your team people. And it's got to be something that is duplicatable. I don't know any top producer in this industry that doesn't have at least one lead system for his top runners, and another smaller duplicatable system to at least get people up and get them going and they can elevate themselves to the top ranks. Give me some other objections, Alex, or take some that are coming in off the thing here. Because it's by osmosis this is all going to come together. But you've got to share with them that there's no risk here. You've got to let them know, they got to see the perceived value. You've got to talk to them about where else they can put the money. You've got to make them feel the pain of what it's like if they are making minimum payments on those credit cards. And right now, what they've got is this opportunity in their hands. And it's up to them to take the ball and run with it.

ALEX: I need some proof that the product works.

NICK: You know what, and listen, I'm guessing you're probably talking about a health product in this case. Every reputable company, every reputable company has some type of a guarantee. Now, here's how to answer it. Alex, the company's been around for 10 years. We've paid out over a million in commissions. Or whatever your company offers. Whatever it is, just make sure it's factual. I could give you all the testimonies in the world, and they would mean nothing to you unless you actually used the product and it worked for you and or your family. You agree with me?

ALEX: Absolutely.

NICK: Another way is to send me some free samples. Don't waste your time with those people either. So what we'll do is we'll sit down and we'll figure out a product mix that is suitable for you and your family. You use the products, because I think you have to use the product and know it works in order to believe in it. Do you agree with that?

ALEX: Absolutely.

NICK: And I'll put you in a position where you can do that. And for those of you that are in health businesses, I'll give you this little story. Because the health industry hasn't changed at all. It's based on helping people sleep better, right? Having more energy. Having less stress, and losing some weight and probably improving the immune system and having a more vital, more nourished body. Correct?

Here's a little story you can share with them. Alex, this is how this works, what's more important to you. Sleeping better, having more energy, having less stress, losing weight. Having just a better nourished body. What were you looking for in that health product?

ALEX: Losing weight.

NICK: OK. Now, let me share this story with you, because we have 5 key products that address this. But, have you ever had a frustrating day, with a lot of anxiety in it?

ALEX: yeah.

NICK: Here's what happens. You go to work. You have a tough day, you come home, you're stressed out, you try to get some sleep, you either have troubles falling asleep, or you fall asleep and can't stay asleep. Adrenals kick in, your body excretes a little cortisol, that causes you to gain weight and a lot of other bad things. You wake up, you're not refreshed, you don't have any energy. Your metabolism is down, and then what happens, cause you're a little more inactive. You gain even more weight, which adds to more stress. Which adds to more frustration and this creates a vicious cycle. You understand that Alex?

ALEX: yes I do.

NICK: so if we could reverse that where you could actually sleep better, not just fall asleep, and get a good night's restful sleep. Wake up and be a little more alert, and we've got a product to help you maintain that focus and alertness. We've got a product that will help you maintain that energy and that sharpness. We got a product that will keep you active and keep that metabolism moving. We've got a product that will help you reduce that stress. Can you see how they all work together so that you can lose weight, and when you combine that with a good program of diet and exercise, you can accomplish all those goals. And get your primary goal done as well. You guy into that?

ALEX: yes, I do.

NICK: Some of you with similar companies. Same thing. Let them know that when you are with a seminar company, we are certainly going to show you how to enroll other people, and we're going to impact your life financially. And by expansion we're going to improve your life mentally, physically, spiritually, socially, and those other adverbs I gave you a little while ago. Let them know that to grow as a person, and to grow as a business person we have to have the complete package. You have to be able to expand your horizons. You got to be able to acquire a thought process and a mindset that you maybe weren't exposed to before. You got to be, for lack of a simple cliché that the glass is half full. And it's not half empty. You've got to understand that there is 24 hours in a day, and people do put their pants on one leg at a time. And these things that we've shared with you before about how to grow as a person are the things that are going to allow you to grow as a financial person. I always use the example that we could plug you into XYZ company and get your downline producing 2-3 million dollars a year. You'd ruin it. You'd run it into the ground. Why? You haven't grown enough yet. But the nice thing about it is, there's no mystery here. It's just some concepts and ideas and the adaptation of a mindset and an attitude that gives you the vision and give you the energy to produce the activity to get the results.

I don't know what that was Alex, Must be on your end.

ALEX: Button my end yes.

NICK: Same thing with the internet companies. Think about the fact that the internet companies incorporate a lot of simple easy to use technology. Talk about the days of reaching people when there weren't cell phones, or you had to use direct mail, or business reply cards. And now, with a simple keystroke, you can literally reach 30000 people in less than an hour with a voice broadcast. You could literally do an opt in email into any number of people in a short period of time. And by extension, if we can get more done quicker, what have we done? We have just given you more hours in a day. So you can acquire more business, or enjoy the pleasures of building your business by doing what? By making money at the same time. And most of this breaks down to telecommunications. Health. Seminars, and the internet. And even with the gimmick companies. I bet somebody's out there selling gas pills. Ok. One thing that the gimmick

companies do is create a lot of enthusiasm. That's a lot of enthusiasm. But find a way to blend all that together and then focus in on what makes you different. Give me some other.....

ALEX: what about a digital companies, selling digital products?

NICK: those companies in my experience are not readily adaptable. If I'm going to use technology, I'm going to make sure I can say to my new marketing partner that if you can send and receive emails, I can show you simple easy to use, technological widgets, or programs that will make your life simpler, or place you in front of more people. But understand this, I don't care how much technology, or how much training you get. Or how great your company's products are. Or what the great next cure is, we have to master the relationship step. We have to make a friend. And some people are saying, Nick, you're sounding pretty harsh. How do you make some friends? You don't know how to make friends? Cause when I sound a little harsh, I'm putting some litmus test out there. And the litmus test is, I want somebody to meet me half way. I want them to hear, maybe not all verbally, but I want them to hear what I mentioned earlier. Whether or not they join me is not going to impact my life one way or another. I've got 60000 other people to take care of. Nick I don't have 60000 people. Well, I've got an answer for you. When you don't know what you're doing, you got to reach up into your company's organization and do what I did on this first call. What did I tell you I did? I reached up to the number one guy, and I said I want you to do a private call for me. I sold him on that. You go right past your sponsor and go right up the chain of command, and you get somebody that knows what they are doing, and just do your three ways with them. If you've got nothing to talk about. If you've got nothing to brand. If you're uncertain, because you don't have the scripts down, or you don't have the knowledge. All you have to do is learn how to set an appointment. And you get the most qualified person in your organization, and believe me, anybody that is in your organization that is up on the food chain. That's made a lot of money, they've spent their life looking for people like you. Looking for people who are motivated that really want to do it. And they'll reach down from that ladder up on that perch, and they'll pull you up. A lot of people get recruited by their next door neighbor. A lot of people get recruited by somebody that doesn't know what they're doing. Don't let that be an excuse for you not to get to where you want to go. So while you're figuring out how to do the branding. While you're figuring out how to get your story together. I mean, listen, you could be in a business for a week. I'm thinking of Lois Marcings, who's on this call out in Salt Lake. You know she's brand new in the company. She comes in and she ends up being the rookie of the month. OK. That's not 10 million dollars a year, but that's a story that she can share with somebody else. You have to start with some type of a story, if you don't have one, just concentrate on the three ways, while you're developing your appointment skills. And then you'll hear all these different closing techniques.

Let me share something with you that's going to make you all feel good. Going back to the AB guy. He didn't have any objections. We covered all his objections in the conversations previously. It was just a question of what level to start at. And that's what really happens when you get to be good in this business. You go through a temperature

close, and when you get done, they say they're an 8 or a 9. And I usually say, it's not going to be a 10 till you get your first check and it clears the bank. And they generally laugh, and I segway into what level were you thinking of enrolling at. What level were you thinking of joining me at? Well, Nick what does that mean? Well, obviously, you know, you guys all have these different levels. At level C, that's for somebody that wants to make \$200-\$300 a week. At level B. that's for somebody that wants to make \$2-\$3000 a month. And level A, that's for somebody that wants to make \$2-3000 a day. And get them to talk about which level matches up with their income goal.

I know I'm covering a lot, but it'll make some sense here by the time you go to sleep tonight. Here's another good one. Every once in a while you run into a tough one, and the conversation is going no where. Alex, you know where you are right now?

ALEX: Los Angeles?

NICK: you are. We're up at the proverbial road block. We've had a lot of conversation, we've shared some pretty interesting things. I think I know you pretty well. You are one of two types of people, based on my observation. You either haven't acquired enough information about who we are, what we do, and how we do it. I guess you could classify that under due diligence. Or, you don't have the money. Which one are you? At that point, I just shut up.

ALEX: So what was the other choice, besides the money. Neither one was good.

NICK: you need some more information about the company, product, money, opportunity, or maybe you need personal, or you don't have the money? Which one are you.

ALEX: Need more information about the company.

NICK: OK. And the fact that the company's been around for 10 years, and paid out over a hundred million in commission tells you we're doing something, right?

ALEX: Yeah.

NICK: you want to do what I did?

ALEX: What did you do?

NICK: Actually went down there and met with everybody. Little bit of time, little bit of money. But I was serious about making money. Do you want to do that? Or do you want to research me a little bit and take my word that this is the right place, and the right time, and I'm the right person to be with. And I'll back it up with a 30 day money back guarantee. And for those of you that don't have a 30 day money back guarantee, I've worked with companies that didn't have that. So I gave them my own personal guarantee. Nick how can you do that? Hey, listen, I always didn't have a lot of money. I just made

sure I went to work and worked with the person. I mean, if you've got a cooperative business model, and most of us do, I make money for them, help them get started, they not only get trained, they make money, I make money. I don't mind putting my money where my mouth is. You see, the real secret to being a good recruiter, and this is going to happen to somebody this week. You're going to have somebody that has the credit card and they are ready to join, and you're going to stop and say, you know what, why don't you take two minutes and really sell me on you. It seems like I've been doing all the selling here. Explaining who we are what we do, the company, (unknown). Unless you hear a powerful two minutes. Unless you hear somebody step up to the plate. And talk about how they've been looking for somebody like you. They've been looking for a company like this. They have been wanting a product that is unique and in demand, so they can have that competitive advantage. If they are honest, if they are ethical, maybe you share a spiritual bond. Unless they can rattle that off, hey, listen why don't you take a couple days and think it over. That's when you guys arrived as recruiters. Because if you've got somebody you try to recruit like this first guy, Alex was with me, who is very anal retentive. And really gives me not objections, he gives me fluff. I need more about the company, I need more about this. If you need more about the company, fly down and visit the company. I'll introduce you to the president of the company. What's a couple hundred dollars if you're making a serious business decision. Or else you can sit down, and if some of you haven't been to your home office, or don't know your CEO that well, and some of you have companies where the CEO's are available. How about if I arrange, Alex, for a personal conversation with the CEO of the company. Would you like that?

ALEX: That would mean a lot.

NICK: and the first thing I'm going to do before we do that, I want you to meet the person that brought me into the company. And then schedule that three way. And let them explain it, And you sit back and learn and earn at the same time. So, Nick, what you're really saying is the best way to learn this thing is to get involved in three ways, and learn from somebody that is really interested in doing exactly what you want to do. That's right.

And the second thing is to have some type of a script, some type of an outline, and make sure that when I've got an objection, to simply say, what could I possibly share with you that would raise that from a 7 to a 10. And let them tell you how to recruit them. I appreciate it if a few more of you would go on Facebook, and give me some feedback on tonight's call while we're talking here. Let them tell you. And if you present it properly, they will. And don't be afraid to walk away. Cause that's when you've really mastered it. Cause you'll have somebody, you know this person's going to be a time bandit. You know they are anal retentive. And maybe sometimes you don't judge a book by the cover, but you know the communication skills are very much lacking and they really aren't a people person, or they've got a little spot of negativity about them. Don't lead those people into your life. You keep your team positive. You keep your days filled with enthusiasm. With hope and vision and results. But you're going to find, as you do more and more closing calls, it's not so much what you say, it's how you say it. It's the little subtleties. And I'm not saying it to be harsh. But I am saying it's a numbers game. Now, you want some numbers. Most of you will start off with about one out of 10 people that

you'll actually enroll. That means 9 people that you lost somewhere along the way, or they lost you, whatever. But very quickly you can get up to 2 or 3 out of 10. Jim Rhode taught this for years. 2 or 3 out of 10. 2 or 3 out of 50. 2 out of 100. You could make a lot of money with the right person. But you know what, if you have a good system in place, where they have to listen to an audio call, explains in detail who you are, what you do, how you do it, the company, the product, the money, the opportunity. And you've got a good video of someone in your upline that is quite successful. That answers a lot of questions. Alex, a lot of times people say how much money can I make, you've heard that one before, right?

ALEX: Absolutely.

NICK: And my answer is you know, I really don't know enough about you, to set a specific goal. But it could be like having one foot in ice water and one foot in cold water. You know, you're supposed to feel very comfortable, but it would be miserable. But Alex, I made \$50,000 in cash and awards in my first 30 days with this company. I could name another company where I made \$50,000 three weeks in a row. Now, you know what, if you do 10% of what I did, you should make how much if I make \$50,000.

ALEX: \$5000.

NICK: if you do nothing, how much will you make?

ALEX: Zero.

NICK: Zero, that's a possibility. Right? I mean, I don't know what you're going to (inaudible) I hope you will.

ALEX: it's happened to me before.

NICK: If you do twice as much activity, you should make twice as much money, right?

ALEX: yes.

NICK: But here's the difference, Alex. I understand, and I hope I conveyed to you, that your success must come before my success. I love this when I'm doing a three way. You guys are going to love this. Because there are a lot of high powered recruiters on this call. I might say, look, Jonathon's going to make a fast start bonus here, you know. You're going to get a great opportunity. All Nick's gonna do is invest his time, and his energy and probably put some money where his big mouth is, because I won't make one dime, Alex, unless you're successful. Your success must come before ours. Now, if that's true, does that make you feel a little more comfortable, Alex?

ALEX: Certainly does.

NICK: And you know, everybody tells you they'll help you, right? Don't they tell ya they'd help ya?

ALEX: Absolutely.

NICK: But am I on the phone tonight helping you and Jonathon get together, so you can both have a better life and a better business. Am I doing that tonight?

ALEX: Yes, and I feel good about it.

NICK: So, I'm actually doing, what I'm sharing with you that I'll do. And Alex, if you work as hard as Jonathon, or Jim and Wendy Bass, or whatever name you're using. If you're willing to work as hard as those people, and you're serious, and not curious. There's no limits on what we can do together.

Alex, what's your backup plan. What's plan B? Cause those bills aren't going away, and those kids want to go to college.

ALEX: You know, I think I'm going to change my mind. I don't need a plan B right now, because I think I'm going to go with plan A.

NICK: Ok. Now some of you please understand this. I might have literally two thirty minute calls, sometimes three calls. But every time I leave a call, I'm providing them with more information that they didn't previously have. Right?

ALEX: absolutely.

NICK: Give a time to get a time. Close a door to open a door. I'm always going to leave the conversation with something they have to do to fill a void in whatever area they are uncertain in. So that I can start right from that point and go forward.

Stop for a second Alex, let me get a little sip of green tea. And we can put some questions we have on there. But if you go through the process properly, if you build that repoire, there's not a problem. I mean, look, you are going to have to go ahead, you can Google me. And I had a good friend of mine, his name's Val Smith. And I said, Val, you can Google me and I make pretty good income, and there's not one negative thing about me there. And he said, Nick, you just don't make enough money. Which is probably true. He's a guru of Disney world. We talked about it. But you've got to be in a position where you develop your story. When I started with this company that I'm with now, I didn't have anything to start with. But, I had a background in the lead business. And I said, you know, my background was this. And I threw a bunch of names out of people who were my clientele and my friends. And I don't mind saying them on this call. You know, whether it's Michael from LifeForce, or it's Keith McKefrin from Prelife. Or something like that. I'm not saying it to endorse these companies or anything. But I didn't join those companies. And they say, Nick, why is that? And I said, I had to be where the people that I recruited had the best success. So, I do have something of my previous professional

career. Maybe there's something that you could draw on from your previous professional career. You know, maybe your company did \$300 million last year. Maybe that's a big thing. Must be something to it, right? But make sure you give them the complete picture, because Alex, and I were talking about a company that did \$300 million last year and filed Chapter 11, 48 hours ago. So, take the time to form the repoire, and make that friend. And then they will trust you. But remember the best way to get this training, is to be plugged in with somebody in your upline organization, who, I've said this earlier, is looking for somebody like you, and do the three way call. And make sure that your three ways are done in a way that you edify the upline person. That they've completed every bit of information that they are supposed to review. And that you've confirmed the appointment 24 hours in advance, via voice and email. And usually when I work with an upline person, when I was learning, I booked three appointments, 5 minutes apart. And said, I just need an hour of your time at 1:00. I had an appointment at one o'clock, 1:05, and 1:10. Knew one of them was going to be there. I was going to learn. Nothing wrong with dropping off the line for a second, Bob, I'm running 10 minutes late. We'll see you in about 20 minutes. I got a special treat for you. The guy that brought me into the business, gosh, the guy made 2 million dollars last year. Alex, do you think we can learn something from him?

ALEX: Sounds like he has a lot to learn. A lot to teach I mean.

NICK: Join us in 20 minutes. Does that still work out good for you? And I'll see you in 20 minutes. That's all you have to do. Now, make sure that you have a basic outline that you are going to use, that you close with a temperature close, or what can I share with you or the magic wand. Get a numerical answer. Isolate the objection. Get beyond the initial answer. That means, I could say and 15 times, and then I'll get to the point. Ok, he's got the money, but he sees failure. Doesn't see any difference here about what he's done before. And he's afraid of being embarrassed, or she's afraid of being embarrassed in front of her husband. Now, I got to the point. And be able to come back and answer that question. But my whole focus is on, that we have the financial plasma for your financial wound. Most common argument that I get, Alex, you're going to raise the money. You're going to get a part time job. Ever hear that one?

ALEX: yeah.

NICK: Let's analyze that. Got a pencil out?

ALEX: Sure.

NICK: I don't know what you're going to be doing, but write this down. I know for a fact that the government takes 3-5 months of every individual's earnings in the form of taxes, right? Social security withholdings, Fica, etc. Would you write that down? Three to five months.

ALEX: ok.

NICK: how much is that percentage wise, Alex?

ALEX: let's say it's 40%.

NICK: Let's cut it in half and just say it's 20%. So write down 20%.

ALEX: 20% taxes.

NICK: Gonna be involved in sales, retail, sometimes women get retail jobs, or maybe you're going to get a night auditor job. I've seen people behind the desk look like young kids and people that look like they got master's degrees. But, there's got to be some closing involved Nick. Maybe some uniforms, maybe some special training. Maybe some dry cleaning. Maybe some child care. Maybe you got to buy some food there at the mall while you're working at Macy's on that split shift. But Alex, if you take the time to add all those up, and you're making \$12 an hour, if you subtract that out, not to mention your time, and the price of gas to and from that part time job, how much are you really making. Do the math yourself. We did this for the girl, she thought she was making \$10 an hour, and had child care. When we got done, she said, do you realize I'm working for \$2.50 an hour? I said I realize it, do you realize it? So, explore the options with them. Go through it. They got a good option, let's talk about it. I'm open minded. What else could they possibly say, Alex?

ALEX: Time? No time?

NICK: If you don't have the time, I require 10 hours a week, and most of that is training the first two weeks. So, if you don't have the 10 hours to devote to making that 2-3000 a month, I guess this is not for you. I got a question for you Alex. What is the reason you don't have the time. You work 9-5. what do you do with the rest of your time?

ALEX: take care of kids.

NICK: so, ok. So if there was a way you could invest 10 hours on a flexible schedule, you know, maybe when the kids are in bed, or they are watching a movie. Do you think you could get near a telephone, or near a computer and you and I could build a business?

ALEX: That sounds like a very good idea.

NICK: So in other words, if you could invest 2,3 hours, maybe twice a week, spend a couple hours with me on a Saturday morning when the kids are sleeping in or they are out playing. We could still do a business, couldn't we?

ALEX: yes, we could.

NICK: And Alex, if we started making some money, maybe we could get a nanny to come in and get some child care, and we could start making some serious money, couldn't we?

ALEX: yes, we could.

NICK: And we start making some real money, maybe I can get you out of what you're into so that you don't have to go to that 9-5 job. Wouldn't that be a nice position to be in?

ALEX: Yeah, lovely.

NICK: Know where it all starts, Alex?

ALEX: Where's that?

NICK: It starts with you having enough confidence to invest in yourself, because the best investment you can make is in yourself, and that's the only investment you're making here.

ALEX: Haven't heard it put that way, but it sounds good.

NICK: makes sense to you? Cause it makes sense to me.

ALEX: Absolutely.

NICK: Because you've had a chance to hear, in the last 60 seconds, how I really talk to a prospect. When you're not on a three way, when you can really communicate. When you get empathetic, when you touch a person. When you really have a solution to their financial need, it's kind of like going back to the money close. No, they don't have the money. Alex, you're 25 years old, right?

ALEX: yes, thank you.

NICK: Alex, you've been working for 40 years and made \$25000. How much money's that?

ALEX: 40 x 25, a million dollars.

NICK: Ok. You've been working for 40 years to make \$25000. How much is that, it's a million dollars. You see that, Alex, everybody's going to make a million dollars in a lifetime. Get them to add that up. Whether they are 25, 35, 45, or 55. How much money they've actually earned. And Alex, you're 50 years old, we've just figured out you made over \$750,000, and you don't have \$500 to invest in Alex Weiss, to do what Alex wants to do? How does that make you feel?

ALEX: Angry.

NICK: Well, you think you might be a little angrier 5, 10 years down the road and you're in the same situation, and interest rates are a little higher, and inflation has taken a little bit more of your money? I mean, Alex, look, even if you take the \$500, and you bury it in

the back yard, interest is going to erode the value of it away. You want to invest in yourself?

ALEX: yes, absolutely.

NICK: you want me to invest in you?

ALEX: I wouldn't do it otherwise. I do.

NICK: Give me two minutes why I should be your marketing partner. You sell me on Alex Weiss. That's something you may have heard, but very few of you use. And it's my most powerful way, not to close, it's my most powerful way to build a repore. Because I can tell from what they say, where I need to address the situation and I can tell if I'm just wasting my time. How many times have you guys done the perfect appointment, walked them through the whole process and you got down, and they have no money, and they are on SSI? And you know they are not going to be able to get the money. How many times have you had somebody tell you, Alex, I'm going to do this. I have the \$500, I'll have it next week. Now, there's nothing wrong with that, but find out what's going to happen next week. What are they going to win the lottery next week? Because they spent this week's paycheck, and they are going to go out of next weeks check? Or, maybe somebody's in sales, and they have a little \$3000 bonus coming in. Find out where the money's gonna come from. There's nothing wrong with waiting for a few days. The other thing I like is this: Alex, you're concerned about the expense. The \$500 is nothing. Do you have the pencil handy?

ALEX: yes, I do.

NICK: Look, even though it's a home based business, it's a business. I have a good computer with a high speed internet connection. Do you know how to use it? Can you send and receive emails? Cause that's part of our business, right?

ALEX: yes.

NICK: you have unlimited long distance service?

ALEX: yes, I do.

NICK: Do you have 10 hours that you can invest consistently each week, and probably half of those hours, that first week or two, will be in training situations. And then more and more will be in prospecting situations. Do you?

ALEX: I do.

NICK: now let me ask you something Alex, you seem a little hesitant there.

ALEX: I am wondering when I start making the money?

NICK: Well here's how you start making the money. You start by first understanding that making money in our business is nothing more than doing what you and I are doing right now. And that is, returning phone calls to people that have requested this information. Have you enjoyed the two conversations you and I have had?

ALEX: absolutely.

NICK: if I gave you some ammunition, and shared with you what questions to ask, and what to look for in a good prospect, to become a good marketing partner. Do you think you could do what I can do?

ALEX: With a little practice, I think I could.

NICK: you know what, I like you. That's an honest answer. You won't be able to do it tomorrow, you may not be able to do it for a week, but if you work with me, maybe we could both get there a lot quicker, couldn't we?

ALEX: yes, definitely.

NICK: You see, Alex, here's where we are. You're on the other side of the marketing fence. you're spending your time looking for a way to make money. I'm on this side of the marketing fence. I'm investing my time making money. Believe me, life is a lot better, a lot easier, a lot more profitable and a lot more fun over here. Would you agree?

ALEX: Sounds easier, sounds nicer.

NICK: Would you like to find out how to get on this side of the marketing fence?

ALEX: Absolutely.

NICK: And I'd probably go back to.....I want to thank you all, because we went 10 minutes over. We gave you a good overview. We'll get into more specifics, remember next week, we're going to talk all about leads, and give you everything you need to know about leads. Alex, God bless you. Thank you for helping me tonight. I enjoyed it I hope everybody got one good idea from this little 60 minute session.

ALEX: Absolutely. It was fantastic. Thank you.

NICK: Take care.

ALEX: Take care.

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