

## Introductions

NICK: Alex, you with me?

ALEX: Absolutely! Exciting night.

NICK: Listen, as I said earlier, this is going to be the 2<sup>nd</sup> most important call. I'll share the most important call for you later, but most of you can figure out what the most important step is in building a business. And Alex, I'll ask you to kind of start things off and kind of lay a frame work. We've got a lot to cover in 60 minutes. So we're going to cover it. For those of you with us I hope you have a nice quiet place, a pen and paper. Maybe a lot of paper. Sit back and relax and recognize that you are being joined tonight by two people that don't train it, they actually do it. Some people do it, some people talk about it. When you got somebody that can both coach it and lead by example, that might be a pretty good place to be. Cause we won't give you a lot of fluff. We won't give you a lot of hype. We'll just bring you into the real world with practical tools that you can use. And this is going to shock some of you who are here for the first time, to build your business, I got this saying from Alex. Our business is helping you get more business. Alex, over to you.

ALEX: Ok. Well, first of all, thank you for the nice compliment about watching your back. And I feel exactly the same way. But the one element that is the most important about having, besides liking each other and trusting each other. It's the recognition that you have the experience, the life experience and the practical experience to actually be able to do what you say you are going to do. And a lot of people have great thoughts and great feelings and wishes and hopes and dreams. But when it comes down where the rubber meets the road, a lot of people fall down. And I guess that brings us to what we are going to talk tonight about. Which is the closing formula. Now, if you look at it in terms of what relationship, you've gone through the steps of discovering who you want to talk to, what you want to say to them, and you know, traditionally when it comes to closing formula, it boils down to handling objections or answering questions. But, let's take a look as Helen said in her announcement, at the psychological aspects. What's the ideal relationship you would like to have or should have with your prospect when you are ready to close? Just think about that. If you could create the ideal person ready to be closed. I will tell you what I would want. I would want to be in a position where that prospect wants to talk to me more than I want to talk to them. You know, it's very easy for you to want to talk to your prospect more than they want to listen to you. But when you flip that, when you planted the hook. You know when you go fishing, you throw a hook with bait into the water. And you take your grandchild along, we just got a new little grandchild this week, and go fishing sometime. The kid is 6 years old, give them a little pole, bait the hook for them, throw the hook into the water. And put a float there, he sees the float bobbing, I got one! You know, just because it started bobbing. I got one! And he starts reeling and reeling and reeling and reeling it in. And when the hook comes back into the boat, because you can be sure it's not a fish, it's empty. Not only no fish,

but no bait. Why? Why? Because they didn't do the most important part. And if you watch the grandfather, the float starts to bob up and down, that means something is nibbling at the bottom. And at just the right moment, he flicks his wrists up, just a couple of inches. Just a little flick. And what that does, is it plants the hook between the teeth of the fish. and that fish can never get away. that fish can run all over the place, you reel him a little, let it out a little, make it a little more tired, reel it in again. But you're in control. And when you have a prospect who you're ready to close, and you're in control, why? Because you properly set the hook. They can't sleep at night, because of what you've told them. And they want to hear what you have to say more than you want to listen to them. See, most people focus on the first two elements I mentioned, which is who should I call, where should I find people to talk to, and you finally find some people and what do you say? And you know what, you don't stop talking. You'll never learn what the other person wants until you stop talking. You have to ask questions. You know, that's why God created man with two ears and only one mouth and the tongue is so powerful that God had to create two gates, the lips and the teeth, to keep that tongue in there. Close your lips and your teeth. Listen a little. And what you'll hear is what they are looking for. What they are searching for. What they want, what they need. And you can be like the doctor. You know, you go to the doctor something hurts. And you like your doctor, you go to him, it's a voluntary choice. And you say, oh it hurts me here. And the doctor says, where, here? Ow. Yeah, right there. And here? Ow, yeah right there too. And he keeps poking you and you keep saying ow it hurts, and he writes you the prescription. And like I told Maquita today, when we were talking, you don't want to punch that doctor out cause he poked you and hurt you. You say thank you with a smile and shake his hand and you appreciate the prescription he gave you. Well, if you can be a doctor with your prospect. If you can poke them a little, poke them with a question. Not with your finger. And discover where the pain is. Because people think, I'll tell them how great this program is, and how much you'll make. Well, the reality of it is, people will run from fear and pain longer, harder and faster than they will towards pleasure. Find out what that fear and that pain is. And squeeze. And remind them of it. And poke him so he says ow. Very easily. You don't have to be mean about it. They share something with you and then all you have to say is, you know that's very interesting. Let me repeat it just so I got it straight. You said that the thing you dread the most is that you want to retire at 65, and you have all these plans you made with your spouse to go places and do things and not have to worry about getting up in the morning and going to work? That's what you are afraid of, isn't it? That's what you told me, right? Ow, that hurts. Yes. And you poke over here, and maybe that same thing applies, are you concerned about your children and grandchildren that your dreams of what you were going to help them with, maybe college, maybe a new business to get started. You feel that that is something you won't be able to do? Ow, that hurts. Well, I have a prescription. Become their doctors. And they'll smile, they'll shake your hand, and they'll be your friend, and you'll be their trusted advisor. Not because you told them about a great deal, but because you wrote them a prescription. And they'll refer you to others, because you're a doctor. You can write prescriptions and the secret is listening. How does that sound, Nick?

NICK: Alex, I got a page of notes on that. But, I like it a lot. One thing I'd add is when Alex is talking about questions, you want to write this down. He's talking about asking

disturbing questions. And for those of you that maybe haven't been around us before, listen. When we talk about somebody who's got a financial problem, everybody's got financial problems, right? Some are big, some are small, some are handled, some aren't. And we talked about taking that financial wound. And putting salt in that wound. You know, we are testing people's resolve. We're testing people's desire. Many of you have already reached the level where your time is very valuable. And you have to find out very quickly how serious people are about making money. And we've got the financial plasma. They've got the financial wound. We could be the solution.

Let me get into this. You know what? The computer, and you all got one at your companies, doesn't pay on personalities. You know what it pays on? Think about it for a minute. Doesn't pay cause you're nice. Doesn't pay cause you had a long day and put a lot of hours in. Doesn't pay cause you had a bunch of appointments. Doesn't pay cause you were dreaming all day or sending out mails, or emails or making calls, or placing ads. Doesn't even pay on desire. It takes all those things, but it pays on one thing. It pays on results. And tonight, we are going to share with you how to get the results. And by osmosis, I promise you, by this time tomorrow night, if you're taking good notes, and you think about this, and you're serious. You know, on a scale of one to ten, if I asked you personally, how serious are you about making money, and you were a nine, or a ten. Then you can take what we shared tonight, and you can put it into action. I'd like for you to write down three things. Prospecting System. Two is Training System. Three is Closing. And when I say system, I am referring to something people can use. We always talk about the playing field being level in network marketing. Doesn't matter how tall you are, how short you are, etc. etc. You guys get the idea. You've had many a training session on that. But, we want to make sure we have something duplicatable. I don't know what your prospecting system is. You might have some software that can automatically dial, or automatically send out emails. You might have a good duplicatable ad that you run in trade publications, or newspapers or magazines that cater to your particular market. You might be using that old 30 foot rule that you are going to talk to everybody that comes within that radius, or the three foot rule as soon as you get a little more successful.

Interrupted by operator....

NICK: High tech version of putting fliers on windshields. But the more duplicatable the system can be. And I hear somebody, Nick, I can close on a paper napkin. Well, good. And I'm sure there are a lot of other people who can too. But, let's think microscopically. Let's put a system together that everyone can participate in and everyone can use. And when you are thinking about a system, I want you to think big. If you are going to think, think big. I'll talk a little more about that later. But, I want you to understand that if you don't have a prospecting system, you lose the leverage that you need, when I finally get to this closing conversation here in a few minutes. It doesn't matter what it is. Got to be something someone can use, get results, and they have an affinity for using it. They have a passion for using it. You're not forcing them into something. That's why you just can't be a demon on the phone, because when you run into that person that's got some personality and is comfortable with that warm market approach, you've got to be able to develop that person, too. So you've got to have a prospecting system. Training system.

Real simple. The training system, and most companies have pretty good training systems. No question about it. But, if you are going after the big money. If you are going to build a huge organization. If you're going to talk not about 10, 20, 30, 40, 50, 60, 70, 80, 90, 100K A year, but a 100K a year and more, then you're going to have to, as a leader, have a system in place that teaches over and above the corporate level. And I don't really care what company you're with. You've got to be able to (unknown) that extra level of training, particularly to your top people. Because we already talked about devoting 90% of your time to the top 10%. Well, Nick, I'd ruin the business. You know what, I think we did it. You get plugged in to the highest person in your company, who's getting results, and get plugged into their training system. Nobody came out of the womb with a training system. Nobody came out of the womb knowing how to talk to people and convert them into marketing partners. It's learned and developed behavior. And everyone of us can do it if we want it. The training system just has to be, I can do it, I can show you how, and then you can do it to show others. Real simple.

And then, here's a pretty key point. And I think we miss this a lot. When it comes to closing, and I'm like you guys, I don't particularly like the word closer. I see the movie Boiler Room and something like that, and I kind of like the way these guys work, the work ethic. I don't appreciate what they do, I've got higher standards in my life, and I know you do too. But you must absolutely be a closer, or have an access to a closer, so that you can learn and earn. And the reason for that is going to become pretty apparent as your income goes up. Look, I'm like you. I take all the help I can get. You can get a lot further down the road with a little help from your friends. Alex and I do in this call is a good case in point. But when Alex is back in Brooklyn, is that where your daughter lives, Alex? I know she lives in New York.

ALEX: Up near West Point.

NICK: Excuse me, I got the area wrong. But if he's back up in West Point and I'm on the call next Wednesday night, I got to be independent. I got to be able to come in and not be dependent on anyone. That's how you got to be when it comes to closing. Now, you're not there yet. You say. Not a problem. You can get there. And the way you get there, you reach up into your organization and you find the best recruiter, the best enroller, who will take the time to take you under their wing. And you'll be surprised at how many successful people will reach a hand down, if you are reaching a hand up. And then you are not dependent on anyone or anything. And that's how you get to the big dollars. Now, understand this, when I say be independent. I'm not talking about becoming a satellite, or an island. I'm talking about plugging into everything that's available, but when all is said and done, you never want to be in a position where you are going to close a sale, and you are searching around looking for somebody who's no longer available.

But, we know this, because you guys have been in on a lot of training sessions with us. Recruiting is easy when we become a person worth meeting with an idea worth sharing. That's the foundation of Alex's story of building relationships. That's the whole idea of attraction marketing. Now, listen to this, and see if this makes sense. If you become that person worth meeting with an idea worth sharing, here's what happens every time. When

the man, and I always use the word man generically, because it refers to men and women, and I'm well aware of the high percentage of women who are networking as opposed to men. When the man with the money meets the man with the idea, the man with the idea gets the money, and the man with the money gets the idea. And you know what, everyone wins. You guys get the idea on that?

Now, I want to give you one other thing before we get into some real nuts and bolts here. Here's your benchmark. this is what you are shooting for. You only want to recruit those who want, need and will accept your help. When you've reached the point where somebody's got a credit card, regardless of the level, and they want to get involved.....INTERRUPTED BY OPERATOR AGAIN....

People, that's when you've arrived as a professional recruiter. Maybe they passed because they were negative. Maybe they weren't coachable. Maybe detected a little weakness in their work ethic. Maybe they were time bandits. Maybe they were bottom feeders. Maybe they were looking for something for nothing, or one of these gimme, gimme, people that want you to do it all for them. Why should you recruit them if you're going to do all the work? That's not duplicating the system. That's where the real money comes from. The money comes from getting your captains, who can duplicate the system and the system grows, and pretty soon that residual income.

Now, please mark this down somewhere. There is no way that you'll ever close people who have no hurry, no money, no interest in what you are doing, or no time. But you have to be able to see through some of these things sometimes. And I'll give you money as an example. People say they don't have any money. Well, look, there are some unfortunate people that are toothless and homeless. And many of them are just victims of circumstances. Many of them are there because they didn't control their own life and they are not willing to take responsibility. Not everybody who is toothless and homeless needs sympathy. Let's face it, in life some people are just lazy. Some people just give up. It's not because they had some horrific circumstance impact their life. But, no money generally means no money for you, based on what they heard. Why? Because they didn't see the perception of success. If you are successful, they want to see themselves being exactly like you or better. They've got to see that they can do it. They got to see that they can succeed in this. Another very important thing. Because we will start off with this in a minute.

Learn to distinguish the difference between stalls and real objections. And I'll cover that in a second with you too. But there's a big distinct difference between somebody stalling for time and somebody who has a real objection. And last but not least, remember, people still have to go through the same system that we covered on the very first session. Which is you got to have people like you, and if they don't like you they won't do business with you. And because of the way that they like you, and the best way to get people to like you is ask questions about them, which gives you recruiting ammunition, which gets them to like you even more, which positions you even better to go ahead and get the new marketing partner. Then speak with strength and conviction and sincerity. Know what you are talking about, and if you don't know what you are talking about, get them

knowledge so that you acquire the confidence. Cause all you need is product knowledge, whether you're an internet company, or a health company, or marketing company, or seminar company, or technology company, or telecommunications. You don't need to know a lot. But you got to have the product knowledge and the people knowledge nailed down. And then they trust you. And then it's the responsibility of the company to give you the marketing materials, regardless of what media they are using. So that when that client, the prospect leaves the presentation, whether it's in a hotel room, it's on a webinar, it's on a teleconference like we are doing tonight. Whatever it might be. It might be a flip chart over the kitchen table. But, they leave seeing this is universally good business. And anyone, regardless of the educational level, their age, their background, the spelling of their last name, the color of their skin, can get what they want out of this to get where they want to go. and then we come in and through the ammunition we have collected, we show them on an individual basis, by discovering their dominant buying motive, their hot button, their financial wound. However you want to phrase it, that we've got the financial plasma. And then, and only then, you want to close.

Alex, give me some trivial thing, like we are going to focus on money tonight. But give me some trivial thing that is usually a stall, and we'll go through something here.

Alex, you ready? I'll put you in role play mode. Alex, on a scale of 1-10, how did you rate our overall opportunity? One being the worst, and ten being the best. And Alex, you are selling cars, right? So, one old salesman to another, I'm going to do the old temperature close. How do you rate it on a scale of 1-10?

ALEX: Oh, about a seven.

NICK: Now there's different ways of doing this. You guys know this. What could I share with you, Alex, that would make this the perfect business opportunity for you? Whatever. That's seven. What would it take you and I working together as marketing partners to push that from a seven to a ten?

ALEX: Well, first thing I'd have to do is talk to my wife about it.

NICK: Talk to your wife. Now, you guys know this, you smoke this out. And isolate it. And that means, Alex?

ALEX: That means that, well, just between us boys, I'm not going to say she wears the pants in the family, but I don't make too many financial decisions without her agreement.

NICK: And?

ALEX: And I'd like her agreement.

NICK: Which means?



ALEX: Which means it would be great, well I could explain it to her. Maybe I could set up a time for you to explain it to her.

NICK: You see, you guys...this is why I put Alex on the spot. Because I wanted it to be fresh. Look, you can say and which means, which means, which means, and now I'm getting the feeling, if this was the conversation, that this may be somebody who's been in some other ventures, and the wife wasn't real happy with the outcome.

Alex, let me ask you something. Is the wife going to do the business with you?

ALEX: No. My wife spends the money, she doesn't make it.

NICK: Ok. So, now I can get cute here. Alex, can I share a little story with you? I know exactly how you feel. I felt the same way and found this out. But with somebody like that, I know this guy's stalling. I'm going to say, Alex, take a little trip with me. Will you?

ALEX: Sure.

NICK: We're in your car, we are driving down the highway and we know that we only have enough gas in the tank to go maybe 8, 9, 10 more miles. And there's a gas station here and it says, last petro, I got petro from Jonathon Trapp, in the UK, last petro for the next 100 miles. Do you have to ask your wife if you have to stop and get gas?

ALEX: not unless I have to walk a long way.

NICK: See, here's the thing. Sometimes you guys listen to my closes and my phraseology, and my transitional phrases. It's like, the conversation is going south, and it's the initial call, and I say, look Alex. Sounds like you are having a bad day. Do you want me to call you back tomorrow or after Christmas? They laugh. You lighten up a little. You bring a little humor. We're serious. And then I go right to the heart here and say Alex. You told me you wanted to get out of credit card debt. Now, who put you in credit card debt, you or your wife?

ALEX: Probably me. I like toys.

NICK: Now, here's the thing, when you are asking questions. I want you guys to be like a Philadelphia Lawyer. I never want you to ask a question you know the answer to. It doesn't matter to me if Alex says its him, if he says it's his wife, or if he says it's both. I'm going to have an answer. So, Alex, since you are the one who created the situation, don't you think you ought to man up and get yourself out of the situation?

ALEX: Absolutely.

NICK: Now, here's the other. If it doesn't go like that, you're going to have to get the wife to listen to the audio, the video, whatever it is. You want her to hear the information

straight from the source. Not 2<sup>nd</sup> hand from Alex who is trying to relay it over. But, these are the simple closes that you guys have all been trained on. But see, nobody ever gave you the second part of the process. Which is coming up in about 15 minutes.

Now, Alex, what would you say the most common real objection is, or apparent objection that we get more than anything else?

ALEX: Well, if I was to be honest, I would say I don't have the money right now. Try to blame someone else for it, I'd say, well, I just promised the kids I'd get them a computer. And I got to spend my money on that.

NICK: Ok, let's talk about the money. Cause all the people I work with and all the calls I do, I make a lot of calls. Money seems to come up in all different forms. And I love to tell prospects, like Alex, look, I know you don't have any money. That's why you are talking to me. That's why you responded to that taxer page, or that voicemail, or sent me the letter. You know, you raised your hand out there and you're in the ocean drowning financially, and I'm coming by in the ship. And I've got these financial life preservers. And you know what, you may see 200 life preservers up on the boat, but I don't just throw them all over the ocean. Maybe one of these life preservers are for you. But you see, what's going to make us different, is when you guys complete the training, we are not interested in recruiting everybody. We are interested in recruiting people who are like us who are serious about the business and will devote the time. And I'm talking to you guys now, I'm out of role play. If we are going to devote our time and our energy and some money, and put our money where our mouth is, and show people how to contact other people, and build an organization, we want to load the odds in our favor as much as possible, right? So, let's do the money thing, Alex, and for arguing sake, remember now, they've been through all these other processes, we talked about. I'm going to make you a 40 year old teacher and by the way, when you guys are prospecting, generally probably age 30-45, they've got kids, and they've got bills and they want to do something about it. If you are looking to target your audience a little bit, maybe spend a little extra time when prospects meet those parameters. But you are a 40 year old something teacher, Alex, and you got credit card debt. And now you've told me you don't have any money, ok.

ALEX: Ok.

NICK: So, Alex, you've been working for how long now? About 20 years, I guess?

ALEX: About 20 years, yeah.

NICK: Ok, so I realize you are a teacher and 20 years ago, you started off at X number of dollars. How much did you start off at?

ALEX: About 25.

NICK: And what are you up to now?



ALEX: 50 already.

NICK: Ok. So if we averaged it out, you've been working for 20 years, and it sounds like if we split it out there, the average is about 40,000 a year, so you made \$800,000, almost a million dollars. Do you realize that?

ALEX: where is it!

NICK: listen. That's a good question. You don't want to be asking yourself that 10 years from now. Or 20 years from now. Is it going to be easier or harder to accomplish what you are trying to accomplish if we don't find a way to get that separate stream of income going for you and your family. That doesn't interfere with what you are doing. How does it make you feel, Alex, and I'm not trying to be obtrusive here, but how does it make you feel not to have \$500 to invest in yourself after 20 years of hard work?

ALEX: Scary.

NICK: Now, I'm out of role play again. Sometimes people take my training, and they leave the prospect there...and what I've just done is push them away. I may have asked them one of those disturbing questions. Alex trained me on. But now that I pushed them away, I want to bring them back.

Listen, Alex, what if there's a way to change that feeling? You think that would be something worthwhile to pursue?

ALEX: Absolutely. I'd listen to it for sure.

NICK: Can you see the difference between the money you spent as a consumer, and that's spent money. And investing money in yourself, which is the best decision you can make. And investing to make more money. Can you see where life on my side of the marketing fence is where I found a way. I'm investing my time and making money. And you are still on the other side spending your time looking for a way to make money. And of course the big operative words there are spending and investing, and looking and making, right?

ALEX: Yeah.

NICK: So would you like to change that situation? Would you like to change that feeling? Would you like to have more free time? Would you like more control over your life? Would you?

ALEX: Absolutely. I'd love to get up in the morning and can't wait to go to work.

NICK: And don't be too easy on me, Alex. Well, how about if you get out a piece of paper and a pencil. And we'll see if we can change that feeling. And remember this, you never want to know how people think, you always want to know how they feel. And I'll

share something else with you, when you guys are doing the closes on your own. I remember I did one of these closes with Teena Dean. And Teena's out in Colorado and she's got a prospect. And the answer, Alex, to everything was yes. Yes, yes, yes, yes. All the way through, right. What do you think he said when I asked him what kind of credit card he was going to use?

ALEX: ah....

NICK: That's pretty much accurate Alex. They started stumbling around, and he tells me he doesn't have his credit card on him and he's not at home. And this is one reason you look for objections. Think about this for a minute. Objections are really good. I know sometimes people want to match wits with you. But if you listen to objections, people, it shows that they are interested. If they are not responding, they are not interested. If they are nodding their head, they are not interested. But if you listen to the objections, people will tell you exactly what they need to hear to become your marketing partner. I could have phrased that differently. I could have said, people will tell you what you need to hear to close that sale. I don't want you to think that way. This is what you need to share with them for them to understand that they can see that perceived success. Think about that for a minute.

Anyways, Alex, to make a long story short. And this is something you guys can use. I always like to give you things you can use. If you ever have a problem in the conversation, I say, Alex, what I'd like to do is turn the microphone over to you, and I'm going to give you two minutes. And I think I've shown you a pretty good product. I think I've showed you a pretty great company. I think I've shared with you a little bit about myself that separates me from other mentors. I hope to have some impact on ya. You go ahead and sell Alex on Nick Skolsky and you've got two minutes. And Alex, when I did that to him, you could not hear anything, so we dropped off the phone. And Teena called him back, I said call him back, because what you are going to hear is answering machine. And that's what she heard. So its yes, yes, yes, yes, I want to do this, I got dreams. But you know what, you've got to put the time in, you've got to put the money in.

Ok, Alex. Do you have a pencil and a piece of paper. I want to show you that I won't interfere with your passion. Cause I have a lot of respect for teachers. Everybody knows they are overworked and under paid. And let me just give you a little way to get to where you want to go. Cause you told me you wanted to make \$1500 a month, right?

ALEX: Right.

NICK: Well, here's what I'm going to do. I'm not going to mention any company name or anything else, but you guys probably have seven or eight components to your comp plan. Pull out the ones that create the immediate income. Look, I'm in this business for residual income just like you guys are. But, the average person wants that instant gratification. That's why, when I get involved with a company, and I've been involved in three in my career. I do something that's pretty exciting so I have a story to share. I don't sit around on my thumbs. I want people to know this can be done, and they can do the

same thing, and that every marketing tool I have, I'll share with them. Every transitional phrase, every aspect of training, I will share with them. Therefore, the only thing that will limit them from getting past whatever I achieve is strictly their activity. And if you're a good mentor, you're doing all the three ways for your people when they start out. and then you are getting help from your up line. Now, you may be making a million a year, you want them to plug into the people who are making millions with an s for year. And if they are doing the types of numbers you did to be successful, they'll get that attention. But let me get back to Alex, and I'll just pull this out. And I'm going to go to role play here.

Alex, there are eight different components to this compensation plan. So we can keep it simple. And whether you've got binary or unilevel, you can talk for a second about how that generates the residual. But, get off the car bonuses, get off the matching bonuses. Get off the genealogies, straightline, smartline, or whatever. Those are all important components. But I want to focus, Alex, on two elements of seven components that will put money in your pocket. Do you want to hear about it?

ALEX: For sure.

NICK: Now, there are four different levels here. Just write these down please. There's \$199, underneath that put \$500, underneath that put \$1000, and underneath that put \$1500. Now, for all of our friends and team members out there tonight, follow through this guideline, and just take your comp plan and put my phraseology, and work the numbers so that it fits into your comp plan with your company.

Now, Alex, next to \$199 I want you to put  $\frac{1}{2}$  a point. Next to \$500 I want you to put two points. Next to \$1000 I want you to put 4 points. And next to 1500 I want you to put six points. With me so far?

ALEX: Yes,  $\frac{1}{2}$ , 2, 4, 6.

NICK: And Alex, lets write this down. Let's write down 10 points equals one share. Cause our company has a little revenue sharing program that you can participate in if you join at the upper levels. See how I did that, I planted a reason why they should join at the upper levels. I'm out of role play again. You guys know, as you build your unilevel or build your binary, or whatever. There's advantages at joining at a higher level, it's not just more product, although you do need product to use it, show it, sell it, sample it, display it whatever.

But, Alex let's put this down. We have a revenue sharing, and it's based on a percentage of the gross receipts of the company on a monthly basis. And write down on the bottom, 10 points equals one share.

ALEX: Got it.

NICK: And you know what, Alex, the company's been around for seven years. And when they first started out they paid it out 420, and they've had some really good months where they paid out over 1800. I'm a conservative guy, and let's just say on the average, it's \$1000. Maybe one month it's 900, maybe another month it's 1400, but let's be conservative and use basic numbers. So ten points equals one share. And one share equals \$1000. You're with me, right?

ALEX: Absolutely.

NICK: Got it all written down.

ALEX: you got enough numbers to get my attention.

NICK: Ok. Now, Alex, you know I shared with you that we have a prospecting system. And for simplistic sake, I'll say, you responded to one of my voicemail campaigns. Alex, can you imagine how many people responded to my national email marketing campaign?

ALEX: Yeah, it sounded pretty exciting.

NICK: Well, I can reach 30,000 people an hour, but definitely more than two responded. Now, that plants a seed. Maybe it's a fear of loss, maybe it's the idea of learning how to really have access to a lot of people. Maybe it's the idea of overcoming the fear of having no prospecting system. Maybe it's the idea, Alex, how would you like to talk to 100 people just like yourself?

ALEX: I'd love to.

NICK: Well, that better be a yes, or that would be the end of this conversation. Ok. We can do that. So, prospecting is not a problem. Alex, I want you to know this, we got a training system, so that everything I'm sharing with you tonight, is duplicatable so that you can do the same thing. And I'll be there to help you along the way, so you can actually learn while you're earning money. So I want to make it easy for you. Ok?

ALEX: Ok.

NICK: Now, Alex, how many sales, since we've got this prospecting system and training system, and you're working with me, how many sales do you think we could generate each week? And typically, Alex, just give me a number that they always give. Cause they are always out in left field.

ALEX: 5

NICK: Well, and that's what you gave me today when we were role playing, fooling around with this a little bit, right? I've had people tell me 10, 15. Nobody ever says one. I don't know why. So, I bring it down to the absurd level and say Alex, take the number one, and circle it. Do you think you and I working together, exactly like I explained in the

last five minutes, and I've been going for 16 straight hours, Alex. So, I'm not as smooth as I usually am, but you're ok, right?

ALEX: Absolutely.

NICK: How about we just go one sale a week? Is that achievable?

ALEX: Yeah, I was planning to put in 10-12 hours. I would hope I could do one.

NICK: Well, let's use your 10-12 hours. If our goal was to set one appointment per hour, we'd have 10-12 appointments, right?

ALEX: Yes.

NICK: And so, we can have one sale a week from 10-12 appointments. And then you can improve your numbers later on. But you agree we could make one sale a week. Those are your numbers, not my numbers, right?

ALEX: That would be a good goal for me.

NICK: Yeah, because your goal was \$1500. All of this would get you to your goal, right?

ALEX: Right.

NICK: and listen, you all, please understand. I'm doing a lot of the sides here. Normally this would be a three minute conversation. But I want you to have the nuances. I want you to be able to incorporate it into your comp plan. And every one of you, I don't care what company you're with, you can use this. This is the money formula. This is the part that's always deleted when you close it out. This is what gives the perceived value. This is what gives the instant gratification. This is what gets people from that 8 and 9 and gets them up to a 10. This is what builds the enthusiasm, excitement. This is what gets people to come out of the chair and say you know what, I can do this. I can show somebody a little diagram like this. I can do this.

Alright, Alex, let's do this. Let's put two next to the \$1000 program. And two next to the \$1500 program. That's your four sales for the month, correct?

ALEX: Those are my four sales, and you want to give me 2 shares.

NICK: Well, you are ahead of me here. You're pretty good. I can tell you're a teacher. But you are correct. In other words, you have four points for the \$1000 sale. And you got two of those. And that's 8 points. And then you got 6 points for the \$1500 enrollments, and that's 12 points. And you are correct, 12 and 8 is 20 points. Its 10 points a share, so you got 2 shares. How much money did Alex just make?

ALEX: \$2000.

NICK: Would you write that down and circle that please?

ALEX: I already have.

NICK: And remember, Alex, I am going to teach you how to make the appointments, and then until you get as comfortable as I am, and it won't take much, Alex. This is not rocket science. I will handle all of your closings. We call that a three way call. All you have to do is get them in front of me, I'll do the rest.

Alex, something else is going to happen simultaneously here. There's what we call a 30% fast start bonus. So what's 30% of \$1000?

ALEX: \$300.

NICK: And you have two of those, right?

ALEX: yes.

NICK: So let's put two times \$300 is \$600. And then, what is 30% of \$1500?

ALEX: \$450.

NICK: And you got two of those, right?

ALEX: I sure do.

NICK: Ok. So that's 900. Correct? So what's \$600 and \$900?

ALEX: \$1500.

NICK: Circle that. Now, what's \$1500 and \$2000?

ALEX: \$3500.

NICK: And put a big circle around that, please? And Alex, I mentioned to you I'm conservative, right? I'm not a hype person. I want to give you a realistic goal that can be obtainable. And then we can have a stretch goal, because we'll recruit other people. That's just extra, alright? Let's pretend we are 50% right and 50% wrong. What's ½ of \$3500?

ALEX: \$1750.

NICK: Did I get you to your goal of \$1500?

ALEX: you sure did.



NICK: and did I break it down so we only have to do one enrollment every 15 days? Is that palatable? Is that something you could see yourself doing?

ALEX: That's right. You took the four enrollments, cut it down to two, and that's one every 15 days.

NICK: is that something you can see you and I doing, working together as marketing partners?

ALEX: Well, if you can teach me to talk the way you talk. Sounds great!

NICK: well, you don't have to be me, cause I'm going to do all your enrollments for you to get started. But you'd be you, and understand this. Everything I've shared with you, I learned in a training session. Neither one of us came out of the womb knowing this magic formula for success, did we?

And see, we are not done here, yet. But now I've got him where he can see what we're doing, and I broke it down. Other people, they stretch it out. They show you to get two, to get two to get two to get two, and what do we have? We got a rope from here to china. Right? I want it so it's simple. I want it so its explainable, so it's understandable, and its duplicatable and above all, we started this conference off tonight by saying we get paid on results, so we want it so its achievable. But, this goes back to what Alex was talking about earlier.

You don't close sales, and you open relationships. But you've got to make sure that what we have, whatever it is you guys are offering, is what they want. And you have to make sure there's a serious desire to make money. Regardless of what your product is. I ask people this all the time. Alex, do you want \$10,000 in cash or do you want \$10,000 worth of product?

ALEX: 10 cash or 10 products? I'd take the 10 cash.

NICK: it took you a little while to think that over. I mean, the cash, you can buy the product whenever you want to. If you got \$10,000 worth of product, you know you got that stuff stacked up in your garage. Used to call that front loading in the old days.

Here's the key point that I want you all to make. I know that money, after food, shelter and clothing, what do you want, really? But after money, I know that people like recognition, achievement and other things. But money, regardless of your product. This is going to be hard for some of you guys to hear. I believe in health, wealth and happiness. I believe in living life in balance. But I also know people go to GNC if they are really concerned about health. And they'll diet and they'll exercise if they want to lose weight. I've got to tie them together. And I've got to make sure I've got a person who wants a serious interest in changing their life. They had that epiphany call. You guys know the story. They woke up, they didn't like where they lived. They got in their car, didn't like what they drove. They reached in their wallet, didn't like what was in their pocketbook,

or their wallet. And they said, you know what, I'm not in the point in life where I thought I'd be. And it doesn't matter if you're 21, 31, 41, 51, 61. I want to do something about it. That's who we're looking for. And there are plenty of people that want to make plenty of money. There are plenty of people just like us out there that want to do this.

And please understand this, if we can impact somebody in a positive way, and change their life financially, and help them make a little more money by trading in some dead dormant hours, not interfering with what they are doing professionally, build up a steady smooth stream of residual income and show them how they can make the immediate income as well. We will change somebody's life, not only financially, but physically, mentally, spiritually, and I could give you 8 other adverbs. And when I shared that three weeks ago, some moron said, Nick, how can you do that? And you know what? Let me answer your question. Physically, the Mayo clinic says that 90% of all deaths over the ages of 65 are traced directly to financial worry. Do I have to tell anyone of you the high percentage of psychosomatic illnesses, as opposed to real illnesses? You still feel the pain. Do I have to share with anybody that when you've got stress, when you've got mental problems, sometimes they are self-debilitating or they manifest themselves physically and become another problem. Do I have to share with anybody if you have peace of mind and inner peace, you know the removal of that stress. the chance to really enjoy life, to want to get up in the morning and say good morning Lord. Instead of Good Lord, morning? And I've been there. I've been on that emotional roller coaster. I've been where I wanted to be in a dark room, read a book and be off by myself. I was a little depressed. A little down. And you know what, now I can't get enough hours out of the day. And we all have the 24 hours in the day, equalizer. And it's what we do with those hours that make a difference. And I could give you an answer to the other seven questions, too. But, we are looking for marketing partners who kind of reach us half way and they want, they need and will accept our help. And don't forget to use that little two minute drill I gave you. If the conversation breaks down, give them the microphone. Use that about how many responses do you think I've got from my national e-marketing campaign. Or from that voice mail campaign. Or a national advertising campaign. However you want to do it.

Now, the other thing is, to some of you I may come off a little rough. We are talking about closing a sale. And you got to be tough. You got to be mentally tough. You got to be sharp. You got to be on your feet. You got to be able to think. You got to be able to know the answers to the questions. If they say money, maybe that's not the best way to answer the money question. Alex, you don't have the thousand dollars, do you?

ALEX: No I don't.

NICK: Now, watch this. What's your favorite car, Alex?

ALEX: My favorite car?

NICK: Yes, money's no object. Christmas comes early to the Weiss household in LA. Pick anything you want.

ALEX: A new Ferrari.

NICK: Alright, a new Ferrari. What color do you want it in?

ALEX: Red convertible.

NICK: Ok. You know what, they got the retractable hard top on there, so you can have that. And that's called the Californian. You live in California, that would be perfect for you.

ALEX: That's right.

NICK: And a friend of mine got one, took it back after 129 miles, but that's another story for another time. You know what, Alex, I'm going to put that red Ferrari in your drive way with that unbelievable sound of that Ferrari engine, I'm going to make sure you get the paddle shifters, I'm going to make sure you get upgraded stereo. The leather you are not going to believe it. I'm going to put it in your driveway. There's always a catch, isn't there, Alex?

ALEX: must be some place.

NICK: Well, you got to come up with a thousand dollars between now and Saturday. Now, before you answer that question, some people tell me, you know what, I'll tap into a credit card for that Ferrari. I'll borrow money for that Ferrari. I'll have a garage sale for that Ferrari. And you know, the old one about the guy who said he'd rob a 7-11, I said that's a little too much enthusiasm. How would you come up with that thousand dollars for that Ferrari?

ALEX: Some combination of those three.

NICK: And you could do it, right? I don't want to put the car in your driveway if you can't do it.

ALEX: A red Ferrari convertible, I'll find a thousand bucks.

NICK: Let me share this with you, Alex. I got to bring you back to the real world. There aren't going to be a red Ferrari convertible, Californians for \$1000. And the truth is...

ALEX: I'd take a black one...

NICK: That won't work either. The truth is this, when you get as excited about this business that only costs \$500 to get started in, as you did with that car that's going to depreciate, and you're not going to like this, but it's going to be worth about \$175,000 as soon as you put 2000 miles on it. And you concentrate on putting the money in yourself, and leverage yourself and building access. And putting things in your life that make

money, instead of spending things in your life that don't make money, you can build a business up and be able to buy as many Ferraris as you want to. If you have enough desire and you're willing to work hard enough.

Alex, does it sound like I know what I'm talking about?

ALEX: You know, I wish I'd have met you 20 years ago. Yes it does.

NICK: you know what, be glad you met me tonight, so you're not saying that 20 years from now. And you know what, something else Alex, I'm just a product of training. Everything that I shared with you tonight is totally duplicatable.

Now, I want you all to think about something, Alex, does that all make sense to you?

You guys have to know about 15 different ways to answer a money question based on the personality of the prospect. I guarantee you insult some Type A person like I did in my first close, and you won't get a chance to try and make them feel better. They'll be gone. But this is going back to old MLM 101. But I was going through my notes today and I found this. And one of my first mentors is Mark Yarnell. And most of you know the story where I met Mark at a little Holiday Inn in suburban Jacksonville, and taped him for two hours. And taped Ron McGram for an hour and half. And I worked in my book, and I've got about 14 people that I've interviewed that I know directly. And I took the time and put my book together and maybe I'll get my book finished up sometime this year, but here's the numbers. And you've heard this if you read My First Year in Network Marketing. Talk to ten people to get one appointment. Doesn't matter if it's over the phone, face to face, whatever. Get 10 appointments to get one new marketing partner. And for those of you who are keeping track, Alex, make sure my math is right, but I think we are up to 100 now.

ALEX: you're up to 100, yup.

NICK: and when you get one new marketing partner, get 10 new ones to get one good one. Now we're up to 1000. And then get 10 good ones to get one great one. Now that great one is a leader in the company. The great one is the leader in your company that is probably making seven figures, or more, right? Or maybe he's making \$500,000 in a smaller company. But that doesn't matter. That's one of the great ones. Now, if you add that up, I'm at 10,000 people. Now, before you all panic, I want you all to think about something. What we are doing when we are recruiting is we are going through a sifting process. WE are trying to load the odds in our favor. But you know what? Other people recruited the big hearts of the world. Other people recruited the Dexter Yagers of the world. Other people recruited the Michael Judes of the world. Other people recruited the Keith McKeckrins of the world. I could go on and on and on. Ron McGram, my friend that grossed \$200 million, I think its \$250 million last year. Down in Jacksonville. Somebody recruited him. And Robert Olive. And the (unknown name) years ago? You never know. And you know what, here's the trick. You don't have to be the one that recruits them. You see, you get that one good one, you got to go through a thousand.

Right, the one good one? But, see, that's you and your entire team working together in your down line! When you have 10 good ones, you cannot tell me that 10 good people will not make 1000 contacts each. In fact the good people will probably make 1000 contacts a month. Break it down, it's not that big a deal. 30-40 a day. You guys have had days where you contacted 30-40 people. But all of a sudden, you have 10 good people working towards the goal of finding that one great person. and then 10,000 is not that great a number. And that's just from the good people. But most of us don't have the persistence, the tenaciousness, to stay with it, to build it out. And to really move forward and have conviction to what you are doing.

ALEX: I want you to add the phrase, they're not hungry!

NICK: HUNGRY. That's a Les Brown. You guys follow me on Twitter, I know a couple of you do. And I don't follow too many people, but I had the chance to meet Les Brown, which was kind of nice. And of course, I used to handle some of Tony Robbins' (unknown). But I follow people like that. I like the messages. Always have, always will. I want to give you two quick things, then I'll let Alex close.

Now, you know what the closing process is. It's not one slick close. It's having something in place that gives you confidence when you talk to people. It gives you leverage when you are into recruiting/closing interview. And then the money formula, that is simple and easy to explain. So whether you are doing it on a napkin, or you're doing it over the phone, or you're trading emails, or you're in the Holiday Inn or you're on a webinar, people can see using their numbers, how they can achieve their success. Cause back to what Alex said, remember, it's not about us. It's about what we have to help them get what they want. Now, the biggest thing that I have found, other than the fear of prospecting, is that prospects have had a bad experience somewhere along the way. I'm going to brief on this, but it's important. Sometimes it's a next door neighbor that bought a lot of products from Amway and didn't make it. And Amway is one of the premiere companies in the world. They are just in an unfortunate position that when you mention Amway or Quixstar or Prepaid Legal, and those are not negative things, but people tend to close their ears and run the other way. Those are well run companies. But here's what I want you to do. I want you to understand this.

Alex, if you travel in 360 degrees, where are you done?

ALEX: Where you started.

NICK: Ok. So, we have to be able to move you in a different direction. And basically move you in 180 degrees. So you don't repeat the same mistakes you made with XYZ company? Correct?

ALEX: Absolutely.

NICK: And Alex, I'm going to give you the magic wand, and no, this doesn't have the zero gravity crystals in it. I'm going to give you the magic wand. You tell me, if you

could go back in time, what you would change from your former experience to make this a good experience.

ALEX: Find a guy that really knows how to do what he's doing. And sit at his side until I can do it as well as him.

NICK: Alex, do you think I know what I'm doing?

ALEX: Absolutely.

NICK: OK. Go to 10Kwithnick.com. Or you Google me, and you'll find I'm a man worth meeting, with an idea worth sharing. And you'll see that my marketing partners are right in the same mold, because birds of a feather flock together.

So, Alex, if you are saying mentoring is what makes the difference, I can make sure that you experience, where you probably sent your money to somebody, and didn't even get a Christmas Card, will not reappear. Cause they left money on the table. Cause I detect real talent and real desire in you. Alex, can you see the difference in having a lead system? Well, sure. I'll show you how to contact your friends, your neighbors, your bump ins and your casual acquaintances. But we have a lead system, so your activity is never slowed down. Can you see the difference in the training? And Alex, you brought the most important point, and it's kind of funny you said that, cause I would have shared it with you if you didn't. You have to weigh everything, but if you could pick only one thing, the most important decision you'll make is who you are in business with. I don't care how good the company, how good the comp plan is, I don't care what the perks are. If you cannot be in a position to learn what to do, how to do it, and when to do it, in the correct way, life is going to be a struggle. Can you see a difference? Between what you did in the past and what we can be doing in the future?

ALEX: Absolutely.

NICK: OK. Alex, do you want to use a Visa or Mastercard on this?

ALEX: American Express.

NICK: And the other thing, I got an email right here, the different levels. The way I cover the different levels, I won't do it tonight, but simply say that the different levels that you join at obviously have advantages, I mean, there's usually an advantage of joining at a higher level compared to a low level in terms of making money. Maybe he's got more tracking positions, whatever. But you need to tell the prospect, share with them, what level you select is a function of how much you want to make. You want to make a couple hundred a week, that's the low level. You want to make a couple thousand a month, that's the middle level. You want to make a couple thousand a day, that's the top level. Come in at the top and work your way up. And I always like people to come in at the top, if for no other reason but psychologically. Alex, you can ask me what level I joined at, and I don't want to lie to him. I'm not going to do that. Alex, I came in at the top level.



There's a lot of reasons, let me share with you why. Don't lie to people, they'll find it out in the end. So in a position of posturing, I want to practice what I preach. Remember this, we are building a pipeline. There's plenty of people that want to make plenty of money. It's just the question of generating the activity so that you have the contact. And I got one last thing, and Alex, I just want people, when you all are thinking, I want you to think big. Why think small? It takes the same amount of energy. You know, if you find something that works, and believe me the system I gave you tonight, it works with any company. If you find something that works, the only thing that's going to restrict your income is your activity. Well, that's the initial income. That's the money you've made from Fast Start bonuses, etc. etc. And then, if its duplicatable, that's even better. Because that's what's going to effect the residual income. So, think big. Why not think big? Don't be a small thinker. Recognize the power and talent that you have, and recognize that there are 24 hours in a day, and that's the great equalizer. And I hope what Alex and I shared with you this evening, will give you more efficiency, more confidence, and ultimately, what we started out with, and that is more results.

Alex, I'll turn it back to you for the closing comment.

ALEX: OK. Before I make a closing comment, since I'm 63 and soon to be 64. Don't stop looking at people that are 61. You said 31, 41, 51, 61, and then you stopped. You are too young, Nick. I appreciate 71 year olds. I know 71 year olds that will run circles around whippersnappers like yourself.

NICK: My Dad is going to be 84 on Friday. His and Helen's birthdays are on the same day, April 30. And I guarantee, you haven't met my father, but he's got more energy and covers more territory than I ever will. But, I agree. But typically, the younger people have the energy, have the need, and after they've been out in the marketplace for 10-12 years, and have a mortgage and some kids, they are very receptive to a lot more money. Sometimes older people, now you and I are exceptions, and so are the people on this call. But sometimes older people just decide to cut back and be set in their ways.

ALEX: I feel sorry for them.

So, by the way, fantastic training. Thank you very much, Nick. So, let me wrap this together with a ribbon and a nice bow. And give you an emotional feeling. Nick was saying you deal with their feelings, not with their hearts. What we described here is a system. And a system that has a purpose. It leaves you, when you do it right, and you do it the way its structured. And we know that there are some people that have more ability than others in one area or another area. But, the system is made to work for everybody. So that if you recruit somebody that recruits somebody who recruits somebody, 20 levels down. And an issue comes up, it gets handled the same way. Because that way of handling it works.

And what you end up with is your path is one yes, after another yes, after another yes. It's yes, yes, yes, yes. And the feeling you get out of that, the best way I had it described was by a gentleman by the name of (unknown) back in 1972, and he was my mentor. And he

talked about feelings. And he said close your eyes, imagine you are in your car, and you're driving down the road, and it has one light after the next light, after the next light. And you look ahead, and the lights are red. All of them red. And you step on the gas, and you start going, and before you get to a point where you have to step on the break before that red light, will force you to make a short stop, that light turns green. And you keep your foot on the gas pedal, and you go onto the next block, and that light turns green. And the next light turns green, and you never take the foot off the gas, because everything you're doing is perfect. Everything works. And that's the purpose of a system like this. It gives you that feeling of power. That energy, that knowledge that you are doing the right thing because the answers you're getting are yes, yes, yes, yes. One after another. And just follow what Nick is saying, and keep practicing it, and you'll get there. A lot of practice makes you perfect.

NICK: Got to put a footnote, Alex. Old Hannible quote, and it only takes 30 seconds. Find a way or make one, another one is there's always one more thing you can do. And what I like best, we seem to find what we are looking for. You know, you become what you think about, you seem to find what you are looking for. I suggest you pursue perfection. Because when you pursue perfection, you will certainly find excellence. On behalf of Alex Weiss and Nick Skolsky, I want to thank you for your time and attention. I hope you take the time to go to a blog that we don't even have developed yet, but it is up. NickSkolsky.com. Post your questions there. If you enjoyed tonight's call, send me an email through Facebook, or feel free to post stuff on Facebook. Take care everybody. Make it a great night. And remember on the beaches of hesitation, bleach the bones of canvas, millions group on the threshold of victory, sat down to wait, and waiting they died. Do not sit down. Good night Alex.