A Reference Guide for the
Personal Effectiveness Profile
and Reporting Process
PERSONAL EFFECTIVENESS PROFILE

A Reference Guide for the Personal Effectiveness Profile and Reporting Process

Residual Income Press
Forward

All high achievers in this industry become superior performers within 3 distinct areas that give them a credible claim on the success they desire. They master critical skills embedded in the 3 step process and then effectively teach others to do the same. This creates a predictable, scale-able income stream we call Residual Income®.

You qualify for success through a process of learning, practicing and applying correct principles in their proper sequence. Knowledge by itself is not enough. Think of it this way, would you get into a plane where the pilot learned to fly by reading Flying for Dumbies™ or listening to someone tell him how to fly, or if he had simply watched someone fly a few times? – No way!

Networking is a unique craft. And learning tips and tricks is simply not enough for those who want to achieve greatness. The process of achieving success requires confronting and overcoming areas of weakness that allow you to increase your effectiveness beyond your current ability. Sounds easy right, just learn and practice the critical skills and eureka! However, it seems that there is always some pain or at least discomfort involved in getting really good at something.

Think about it. Think of something at which you are really good at, something physical like skiing, ballet, math, walking or running. In the beginning there was probably some pain from pushing your body and your mind to their limits or forcing them to perform new tasks.

There is similar strain and struggle in personal improvement. Learning new ideas, new ways of thinking, new beliefs, and new behaviors. But the discomfort can be alleviated as you gain competency in critical areas because it will be easier to see the correlation between action, and
result. Ineffective action causes erratic and unintended consequences. Effective action produces predictable results.

Everyone who has ever been successful at anything started at the start not the middle or the end. They progressed through stages of mastery in the 3 step success pattern increasing their personal effectiveness in each skill contained in each step along the way. They started as beginners, and advanced to amateur status, and the stars gradated to the professional ranks, receiving their reward in direct proportion to their level of personal effectiveness.

As you progress through this program, you will become more acquainted with the fact that we can measure your effectiveness in each of the critical skills with what we call Personal Effectiveness Points or PEPs. In this business there is one absolute – Higher Checks come from Higher PEPs.
Introduction

When you began your business, you enrolled in an intensive personal improvement course. Business ownership demands personal growth that is not always easy or comfortable. But remember that businesses don’t fail because of what people do to them, they fail because of what you must become in order to make them work.

Change and personal improvement can be challenging and sometimes hard. Leo Tolstoy said this of personal improvement: “Everybody thinks of changing humanity, and nobody thinks of changing himself.” Many people are passionate about changing the world, but few are willing or they don’t know how to change themselves. This program provides the way for rough edges to become smooth.

If you don’t increase your personal effectiveness the next five years will look very much like the last five. You will have about the same amount of free time, the same amount of income, and the same amount of stress. Actually that’s not totally true. The reality is, that the pain you feel today will likely intensify, and the despair and distress you feel living with your current circumstances will only grow larger the longer you delay in taking corrective action.

So, no matter whether you choose to endure your current and worsening circumstances, or the take on the discomfort of improving, you are going to face some pain. It really is simply a matter of choosing what pain you want to deal with. What results you want to go through the pain for. The truth is, that the pain of defeat is always worse than the pain associated with victory.

Effective vs Busy Work.

An evaluation of our everyday work is not a sum total of tasks we have done. It is an acknowledgment of the final effect of our acts and thoughts on others; in other words, what we have become and what we have helped others become as well.

It is not enough for anyone just to go through the motions. Prospecting, presenting, following-up, getting people started in the business, relationship building, duplication, and training, are not a list of deposits required to be made in some cosmic account. Success is not based on how long we have worked, or the number of times we have repeated some task. We do not obtain success by punching a time clock. Success comes from the effective application of correct knowledge and skill in their proper sequence.

People often equate activity with success. Erroneously some people get complimented and sometimes recognized for massive activity, like contacting huge amounts of prospects or doing a lot of presentations in a month. However, activity by itself does not create success.

For example: falling rocks, billiard balls on the break, and avalanches are all examples of massive activity often leading to un-predictable results, chaos and destruction.
Reading, listening, attending and taking action for the sake of reading, listening, attending and taking action can cause a frenzy of commotion. And what might masquerade as progress often produces un-intentional and unreliable results. You must take specific action aimed at intentional results in order to have a claim on what you want.

For example: if you wanted to drive a car from your home to the grocery store, you wouldn’t just get in and pretend that you knew how to drive. And you couldn’t learn to effectively drive by studying biology or practicing painting.

This program is intended to help you engage in the rigor of becoming a professional business owner. And just like driving a car, or flying a jumbo jet, you must learn and practice the critical skills and knowledge that will produce the success you desire before you can effectively apply them in the real world on your real family, friends and colleagues.

Effectiveness is more than a single concept or phrase. Effectiveness, or the lack thereof, is often talked around but rarely understood by individuals and corporate organizations. Far from a mere hereditary trait, effectiveness can be dynamic, synergistic, and is certainly changeable. To all who have wondered if there is a better way than just throwing mud at the wall and seeing how much sticks, Residual Income Press introduces this guidebook as the orientation primer to a world of effectiveness by design. We affirm the reality that personal effectiveness can be acquired and improved through learning, appropriate practice, and application.

In life there are things you can control and things that are outside your control. Personal effectiveness certainly fits within the subset of things you can control. The link between personal effectiveness (PEPs) and Residual Income® is more exponential than linear. One might spend considerable time and investment in the beginning stages of personal effectiveness with no clear improvement in income. But when sustained, the efforts enjoy a multiplying effect that transcends the addition of simple parts. This synergy occurs when the worlds of time, experience, investment, and skills converge.

The PEProfile Guidebook explains important definitions and includes a skill glossary to yield an optimal profile experience. Unlike so called “shelf-help,” this guidebook is intended to be a handy and useful resource to actively pursue greater effectiveness and monitor your progress through the Improve Yourself, Build a Team and Become a Leader success pattern of direct selling. We hope you will find your experience with the PEProfile to be both enlightening and helpful in achieving your Greater Causes and Higher Purposes.
Personal Effectiveness

Personal effectiveness in Direct Selling is made up of 50 critical skills found in top performers. The level of your own personal effectiveness will determine the level of the goals that you can achieve. The more effective you are, the higher the goals you can attain. Research shows that in order to improve the level of business desired, you must begin first with improving your personal effectiveness.

Residual Income® comes as you qualify for it. You create income in this business in direct proportion to your competence level in the critical skills contained in each of the 3 phases of the success pattern applied in their proper sequence. Tips and tricks are simply not enough to achieve greatness. Because ultimately everything you do must be duplicateable and you must teach others to do what you are doing, exactly as you are doing it.

What’s Your Number?

Scientifically speaking there are some absolutes about numbers. Water boils at 212 Degrees (F). At 211 degrees (F) it is only really hot water. Water freezes at 32 degrees (F). Before that it’s simply cold water. The speed of sound is 720 feet per second; objects traveling faster than that, break what is called the sound barrier and a sonic boom occurs. Light travels at a specific speed, and gravity predictably keeps objects from floating away.

Sports and medicine use numbers to identify, classify, categorize people, and predict performance. They use diagnostic assessments and profiles to measure critical items and then use those numbers to classify a person into different health and performance categories. For example: there is an appropriate range for blood pressure, cholesterol, weight, batting average, earned run average, winning percentage, and et cetera.

Just like sports and medicine, there is a way for you to measure your overall effectiveness and your specific competence in each of the 50 critical skills consistently exhibited by successful people. The term we use to describe your expertise in these areas is Personal Effectiveness Points or PEPs. Once you know your overall PEP score and your level of proficiency in each specific area you can determine what phase of the 3 step Improve Yourself-Build a Team-Become a Leader success pattern you are in and what barriers may be holding you back.

Knowing where you are in your journey and what specific areas you need to strengthen inspires awareness that serves as a catalyst for purposeful change and accelerated improvement leading to competence and effective action. Knowing how many PEPs you have and in what areas guides you to pinpoint specific skills and knowledge of greatest need and sequence. With this knowledge you can learn the next most relevant skills that will help propel you to the next level in the business through precision execution of what you need next, from where you are.
So, when I ask, what’s your number in the context of personal business ownership, there is a general range that indicates where you are in the success pattern. But in order to improve your overall personal effectiveness you must make a deeper examination of the details in specific critical areas. The general categorization of the Improve Yourself, Build a Team and Become a Leader success pattern helps you prioritize what to focus on next to accelerate your progress to achieve your worthwhile dreams.

What are PEPs?

PEPs are Personal Effectiveness Points and a way to measure an individual’s sales and business skills. The Personal Effectiveness Profile computes a composite PEP score revealing the current phase of business development and current skill level within each of the 50 skill categories.

The PEP score is used to focus personal improvement and guide daily activities ensuring that you follow the industry success pattern. Following the success pattern will ease development and shorten the time to reach goals. Success is a step-by-step process and there are no short cuts. Staying in sequence is vital to reaching the desired goals in the fastest manner.

Following this success pattern in sequence as guided with your overall PEP score and insight into each specific skill within the 3 success pattern phases will allow you to progress to reach your goals faster. Setting realistic expectations based on your PEPs will keep your focus on the right priorities and reduce frustrations.

To reiterate: the first phase of the success pattern is Improve Yourself. You must increase your PEPs in areas like: Beliefs and Values, Use of People, Commitment, Work Habits, Motivation, Goal Setting, Product Company and Industry knowledge, Edification, Dress and Grooming and other basic skills and knowledge that will enable you to begin building a strong and profitable business in the next step which is to Build a Team.

The life of your business is the flow of people that you know, meet and can attract to become customers and associates. And the third phase is Become A Leader. You become the leader when you have mastered the skills of Identifying Prospects' Personalities, Listening, Relate-ability, Contacting, Product Promotion, High Yielding Questioning, Presenting, Tracking Results, Persuasion, Following-up, Answering Questions, Overcoming Objections, Asking for the Business, Customer Service and other critical skills that help you recruit a team of motivated and effective customers and associates.

As you lead and duplicate, you use systems to leverage your effectiveness through transferring skill and knowledge to your team members. Implementing the success pattern and following the system will allow you to enjoy the extreme rewards of this industry.
The Personal Effectiveness Profile

You have an astounding capacity to learn, grow, and gain the personal effectiveness necessary to become the kind of person others will follow. For the most part, learning and growing coincides with the Improve Yourself phase in the success pattern.

Your personal characteristics determine what you will be willing to do in the business and how and when you will do it. This includes things like personal beliefs, values, how you feel about sales, money, work, family, relationships, commitment, goal achievement, how much it takes to discourage you, and other things that will determine your ability to succeed.

At the core, your beliefs and values go with you wherever you go. People can immediately tell if you really believe in your products and services. Your language concerning money, selling, willingness to re-prioritize activities, and reschedule events to allow business building time and resources, will entice or repel your prospects and team.

How you value people, will show up in every conversation and interaction with new prospects and team members. People know, whether you like them or not, whether you care about their achievement or not, whether you are willing to love them in times when they are unlovable, whether you encourage them in times when they don’t appear to be worthy of encouragement.

Your beliefs and values also uncover your determination to overcome obstacles that might slow you down, as well as your willingness to grow and become all that you were intended to become.

The Personal Effectiveness Profile (PEProfile) was designed to help facilitate the improvement of personal effectiveness. The process begins with awareness—you cannot improve if you do not know what needs improvement. The PEProfile systematically measures competencies and current aptitudes in 50 specific skill categories that impact personal effectiveness in direct sales, networking, and business ownership.

The PEProfile report you received graphically represents the status of each skill category with red, yellow, and green bar indicators. Additionally, a Personal Effectiveness Profile score (PEP score) is calculated that represents the overall effectiveness ratio based on the measured competencies of the combined 50 skill categories. This PEP Score eases the overall monitoring process and is helpful in understanding the current phase of development in order to prioritize skill development and necessary training.

This report can inspire awareness within the individual assessed, as well as their mentor and company leadership, to act as a catalyst for change and improvement. Using the report as a learning guideline can pinpoint specific areas of greatest need. Learning activities and specific training can then be prescribed with precise relevancy designed to accelerate goal achievement.

The greater an individual’s willingness and determination to improve, the more impactful this report can be. In addition, when the awareness from the PEProfile is utilized in the training
environment it adds significant value by saving time and reducing the overall investment in education. This information steers you to gain necessary training in the specific area where the training will provide most benefit. Now, you can be accountable for your own skill development and can plug into the company learning system to gain access and plan your own path to success. This will shift the training mentality to be quality oriented and promote a duplication system to avoid unnecessary attrition and leadership fatigue.
Sample Profile Report

After completing the profile, a report will be generated. This report should resemble the example below:

<table>
<thead>
<tr>
<th>PEProfile Skill Assessment</th>
<th>Name: Dana Lynn</th>
<th>Date: 01/18/2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Company: XYZ Company</td>
<td>PEP Score: 44.3</td>
</tr>
</tbody>
</table>

### Improve Yourself
- Basic Strengths Inventory
- Beliefs and Values
- Use of People
- Success / Failure Orientation
- Commitment
- Work Habits
- Personal Improvement Plan
- Discouragement Threshold
- Motivation
- Goal Setting
- Product Knowledge
- Company Knowledge
- Industry Knowledge
- Connectedness
- Making a List
- Planning Skills
- Integrity / Honesty
- Edification
- Compensation Plan
- Dress and Grooming

### Build a Team
- Language
- Identifying Prospects' Personalities
- Listening
- Relate-ability
- Contacting
- Product Promotion
- High Yielding Questioning
- Presentations Aptitude
- Tracking Results
- Record Keeping
- Persuasion
- Selling Aptitude
- Follow-up Preparation
- Answering Questions
- Overcoming Objections
- Asking for the Business
- Customer Service
- Goal Achievement
- Investing in Your Business
- Relationship Building

### Become a Leader
- Influence
- Trust Building
- Setting the Example
- Event Promotion
- Encouragement of Others
- Focusing on Others' Goal Achievement
- Use of Systems that Create Duplication
- Use of Systems that Transfer Skill and Knowledge
- Recognition
- Service

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Understanding Your Profile

PEP Score

Your Personal Effectiveness Profile Score (PEP Score) is the combined measurement of 50 effectiveness skill categories. This measurement is the result of a complex set of proprietary calculations that evaluate not only the raw scores but also the relative importance of each skill category.

PEPs

Personal Effectiveness Points (PEPs) are a key measurement indicator in assessing your competence in the critical skills required to be successful in this industry. PEPs mirror your current skill level and predict the effectiveness and stage of business development.

Categories

There are 50 critical skill categories that combine synergistically to form your PEP Score. Depending on your stage of development, the value of an individual skill becomes more or sometimes less important relative depending on where you are in the Improve Yourself, Build a Team and Become a Leader success pattern. The fact that success in the direct sales industry is tied to personal effectiveness is indisputable. However, until now, little has been known about the true complexity of personal effectiveness and pinpointing specific skill areas to work on individually was next to impossible.

Finally, the industry can meet people where they are. Personalized improvement plans can now be tailored to the measured needs of each individual beginning with those areas of greatest need related to the next important knowledge and skill required to advance toward measurable progress.

Skill Level

The PEProfile measures all 50 effectiveness skill categories. One of three colored measurement bars corresponds to each category.

Red bars indicate that the corresponding skill area is in the beginning stages of proficiency. This should never cause concern or embarrassment. Knowing where you stand can accelerate your progress toward overall effectiveness by allowing you to focus your learning and practice on those areas of greatest opportunity for growth rather than wasting time attaining greater depth in areas of lesser need.

Yellow bars indicate that the corresponding skill area has reached a level of adequate proficiency. A common misunderstanding in the direct sales industry is that the average person can be successful. This is highly misleading. Studies repeatedly show that the average person cannot be successful in this industry as long as he or she remains average. Yellow signals progress and, as
such, should not be a final resting place. Investing time improving your yellow categories can be beneficial and should be part of your personal improvement strategy along with improving your red categories.

*Green bars* indicate you are well on your way toward mastery of the corresponding skill. Reaching green is a great accomplishment and should be highly regarded. Avoid investing too much time improving skills that are scored green when you still have considerable red and yellow skills to focus on. For example, if you’ve reached green-level proficiency with contacting but measure red-level in selling aptitude, investing additional time honing your contacting skills before gaining proficiency in selling aptitude will not be the most productive use of your available training hours or budget.
The Success Pattern

Part I – Overview

The success pattern is made of three phases:

1. **Improve Yourself** – In this phase your focus should be on improving your PEPs (personal effectiveness points) up to at least 30.

   During this phase you have the opportunity to assess your personal characteristics in things like beliefs, values, goals, motivation as well as gain knowledge and a testimony of the industry, company and products you represent.

   People in this phase generally have less than 30 PEPs. A recent analysis of all those who have taken the PEProfile assessment revealed that over 97% should start their business activity in the “Improve Yourself” phase and advance from there.

   As you learn practice and apply new knowledge and skill, you will begin to transition from this initial phase to the “Build a Team” phase. And through this process, you will begin to attract a few people who want to make some money, have more time, or achieve something that they are not accomplishing now. They will want to learn, work, and follow in your footsteps.

2. **Build a Team** – In this phase your focus should be on improving your PEPs up to at least 45.

   Residual Income begins when you increase your ability to convert prospects to customers and associates. Mastering skills in contacting, presenting, following-up, answering questions, overcoming objections, asking for the business, customer service, team building, planning, listening, high yielding questions and other critical areas will help you create a strong and profitable business foundation.

   Because this is a relationship based business, the most successful direct sellers invest heavily in learning, practicing, and applying skills and knowledge about people. They spend time with people, teach them, listen to them, encourage them, court them, and build them.

   In this phase your focus should be on building the foundation of a residual income revenue stream. This requires you to begin building a team of people committed to accomplishment and achievement. This phase is like being an entry level manager. In the team building phase you acquire new customers and associates. Ultimately your goal is to help those you recruit to build their own businesses. But for now, you must focus on building your foundational team of people. Some will want to experience the features and benefits of the products and services you represent, others will want to follow your example and build a business of their own.
High PEPs will help you speak with boldness, helping those who you talk to understand your commitment, your products, your company and your compensation plan. With high PEPs, you can confidently ask people to make a decision about what they want to do now that they are educated. People in this phase know that at the end of each presentation prospects only have 3 choices: do nothing, enroll as a customer, or get in as an associate.

It is imperative for you to remember that the people you introduce to the company must begin at the start, in the “Improve Yourself” phase just as you did. No amount of your skill, knowledge or excitement can, or should compel them to skip ahead to where you are.

They need to focus on increasing their personal effectiveness, testimony, knowledge acquisition, and skill development just as you did. If they skip steps, they will never be able to build their business without you being there.

Once you have a team and about 45 PEPs, you will be ready to advance to the level of leadership in the success pattern.

3. **Become the Leader** – In this phase your focus should be on improving your PEPs up to at least 70.

The only way to create job dropping residual income is to create an organization of effective, motivated, focused team members. The job of a leader is to serve others and help them accomplish their dreams using influence, systems that create duplication, and systems that transfer skill & knowledge.

Without leadership and an example to follow, your team will struggle and probably end up walking away from the business, and from you. In the beginning, people are only temporarily in your business. And they will only stay if they begin to experience success, and accomplish goals. They need leadership, someone to believe in them, someone to encourage them.

The leadership phase of the business is like the transition from an entry level manager to an executive level manager in traditional business. Something like the CEO, or Chief Financial Officer, or Chief Operations Officer. You are now becoming a professional business builder.

Part of your job is to move those who want to become professionals through the success pattern along with you. Usually this phase is where job dropping residual income is created. Don’t forget that this is still a building phase of your business. You should stay focused on building your direct selling business until you have developed security, which comes from creating a team of people who could never afford to quit. Nothing would or could tempt them to do anything else.
Your ability to have the big house on the hill, the Ferrari, month long vacations to the Bahamas, or to begin investing in new ventures, the stock market, real estate or other income streams can only come with patience and implementation of the 50 critical skills in their proper sequence.

**PEP Scale**

The phases of the success pattern have been numerically calibrated to a Personal Effectiveness Profile Scale (PEP Scale) ranging from 0 to 120. In the Residual Income® Game, players experience the success pattern as they are required to choose between certain activities such as personal improvement, prospecting, and team building. If your PEPs are low, you have difficulty prospecting and team building. As you increase PEPs, the next sequential steps for success become easier as you leverage your effectiveness and create duplication.

The PEP scale helps you translate your understanding from your PEP score into real life. Just as you make adjustments in the Residual Income® Game based on your level of PEPs, you can make adjustments in real life if you are aware of your PEP score and where that score fits within the phases of the success pattern. The following PEP scale shows the correlation between PEP Scores and the success pattern phases.

<table>
<thead>
<tr>
<th>Improve Yourself Phase</th>
<th>Build a Team Phase</th>
<th>Become a Leader Phase</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>30</td>
<td>45</td>
</tr>
</tbody>
</table>

**Part II – Detail**

Those that follow the Improve Yourself, Build a Team and Become a Leader success pattern will gain results more predictably and faster than those who ignore it. Understanding what to do and in what order to do it greatly impacts your road to success. Simply put, if you want to be successful in direct sales, you need to do things in order. You have to IMPROVE YOURSELF before you can BUILD A TEAM effectively; and you have to BUILD A TEAM effectively before you can Become a Leader.
Doing things out of this sequence often produces results that discourage and even stop your progress. When building a home, you start with the foundation rather than the roof for obvious reasons. So it is with building a strong and profitable business.

The journey of personal effectiveness starts with the knowledge that success is not a matter of chance, it’s a matter of choice. Success most often occurs when by making correct choices in their proper sequence according to a proven, established pattern of success.
IMPROVE YOURSELF Phase

During the Improve Yourself phase you have the opportunity to assess your personal characteristics in things like beliefs, values, goals, motivation as well as gain knowledge and a testimony of the industry, company and products you represent.

People in the Improve Yourself phase generally have less than 30 PEPs. A recent analysis of the all those who have taken the assessment revealed that over 97% should start their business activity in the Improve Yourself phase and advance from there.

As you learn practice and apply new knowledge and skill, you will begin to transition from the Improve Yourself phase to the Build a Team phase. And through this process, you will begin to attract a few people who want to make some money or have more time or achieve something that they are not accomplishing now by and learning, working, and following in your footsteps.

Becoming converted to the products and services, the company, industry, the up-line, and compensation plan. In short you must get a testimony of the products and services, learn how to order, how the company and industry work. You must learn about people, and communication and gain a desire to help other people if you are to succeed.

Your focus should be on building your personal effectiveness through reading, books, listening to educational and motivational CD’s, and attending functions. You should set realistic goals and clarify your higher purposes and greater causes. You need to prepare a names list with at least 200 names. You should begin memorizing contacting scripts, and learning the business presentation.

95% of your focus should be on increasing your effectiveness through personal improvement by learning, practicing and applying new skill and knowledge regarding products and services, ordering processes, the company and industry, and people. Learning, growing, becoming the kind of person others will listen to and follow. Only 5% of your time should be spent recruiting. And those you spend time recruiting are your closest friends and family members, who for the most part are obliged to listen to you. These people are also great for you to gain some experience with because they will be the most forgiving and tolerant of your lack of knowledge and skill.

During this first phase, the focus should be primarily on personal improvement. This is the foundation phase where learning and practicing sales and business skills are paramount to future success. We do not expect professionals in other fields, such as a medical doctor or lawyer, to cut corners in his or her education. Similarly, an individual seeking professionalism in direct sales should focus according to the phase of development in order to proceed most efficiently. This will allow supporting mentors of those in the beginning IMPROVE YOURSELF phase to encourage appropriate activities that are not beyond the current aptitude of this phase.

The financial rewards of this industry are substantial and can meet or exceed almost any other profession. Does it not make sense to be patient with yourself and your team as they move through the IMPROVE YOURSELF phase? The time, effort, and investment you put in now can
yield great financial rewards over time, just as earning a college degree can improve your employment outlook. So, whether you move through the IMPROVE YOURSELF phase in 3 months or 3 years, remember that real businesses require real investment. Make the commitment to invest in you.

During the IMPROVE YOURSELF phase, the focus should be on building your PEP Score. This includes some of the following activities:

1. Building PEPs through books, CD’s, attending functions, playing Residual Income Game.
2. Setting realistic goals and clarify your higher purposes and greater causes.
3. Preparing your names list.
4. Talking to your family and close friends and get them using the product(s).
5. Memorizing contact scripts.

- Utilize a learning library like the Skills of The Million Dollar Earners from Ri Trianing. The learning library should include books, CDs, workbooks, and any other material specifically designed to improve the 50 skill categories in your profile report. Many companies supply an extensive learning library. If you need recommendations, please contact us for further support.
- Attend functions. Take advantage of every possible function while building deeper relationships with team members and connecting with up-line mentors and key company leaders.
- Practice the right skills in the proper sequence in a safe simulation environment by playing the Residual Income® Game. Practice makes permanent.
- Set realistic goals and clarify your dreams and aspirations.
- Follow the fast start program for your company if available. At a minimum, you should be preparing a names list and adding to it regularly.
- Memorize contacting scripts.
- Learn the business presentation.
- Use every product or service you possibly can from your company to build your own personal testimonial of efficacy for stronger promotion.
- Talk to your family and close friends to get them using your company’s products or services as appropriate.

40% of the critical skills are included in this phase. They include: Basic Strengths Inventory, Beliefs and Values, Commitment, Company Knowledge, Compensation Plan, Connectedness, Discouragement Threshold, Edification, Goal Setting, Industry Knowledge, Language, Listening, Making a List, Motivation, Personal Improvement Plan, Planning Skills, Product Knowledge, Success / Failure Orientation, Use of People, Work Habits

To the person who is blocked by the lack of skill in one area or another, that skill becomes crucial to their success. And as important as each is they are described in alphabetical order as follows.
Skill #1 – Basic Strengths Inventory

Your success in this industry is largely determined by your mastery of the basic building blocks of this business. Your mastery of these basics is based on your willingness to learn, grow, and become the kind of person others will follow.

At the 50 thousand foot level, the basics are: contacting, presenting, converting prospects to customers and associates, relationship building, skill transfer, duplication, and the industry success pattern for predictably achieving goals and dreams.

We measure your abilities in these, and 50 other areas with what we call personal effectiveness points or PEPs. The higher your PEPs the higher your checks, due to increased competency of the Improve Yourself, Build a Team and Become a Leader success pattern combined with mastery of the specifics of the skills in each phase.

The good news is that by divine design, we have an astounding capacity to learn, grow, and gain the personal effectiveness that we need to become the kinds of people that can produce the results we desire. The speed at which the transformation takes place is, however, completely up to us as individuals.

History proves that it doesn’t matter where you are today. What condition, situation, or the circumstances that surround your life. You have the power to learn, practice and take appropriate action that will give correct direction to your life; forming new habits and ways of thinking and being.

The success you enjoy depends on many things, but mostly it depends on You, and your willingness to build personal effectiveness in the skills and knowledge of recruiting, training, and retaining people. One of the most important things that you will learn in this business is that the single most important determinate of success is you!

You, are the difference, not your up-line, mentor, company, compensation plan, product or service. Of course they are all important, but on the phone, at the meeting, and in the presentation it’s you, people are buying into more than anything.

The shortest route from where you find yourself today to what you imagine your new life to be, is the highway marked “Willingness to Improve”. Business ownership demands personal growth that is not always easy or comfortable. Businesses don’t fail because of what people do to them, they fail because of what you must become in order to make them work. Leo Tolstoy said this of mastering skill and knowledge: “Everybody thinks of changing humanity, and nobody thinks of changing himself.” Many people are passionate about changing the world, but few are willing or they don’t know how to change themselves.
Skill #2 – Beliefs and Values

Your beliefs and values determine what you will be willing to do in the business and how and when you will do it. This includes how you feel about sales, money, work, family, relationships, and a myriad of other things that will determine your level of success.

Your basic beliefs and values control the amount of time you commit to working on yourself, and in your business. They will also dictate the time it will take to achieve success as you define it.

The first and most important belief to master is that you are in business. And as in all businesses you must become a professional, not a hobbyist in order to succeed.

At the core, your beliefs and values go with you wherever you go. People can immediately tell if you really believe in your products and services. Your language concerning money, selling, willingness to re-prioritize activities, and reschedule events to allow business building time and resources, will entice or repel your prospects and team.

How you value people, will show up in every conversation and interaction with new prospects and team members. Intentionally or unintentionally people will know, whether you like them or not, whether you care about their achievement or not, whether you are willing to love them in times when they are unlovable, whether you encourage them in times when they don’t appear to be worthy of encouragement.

Your beliefs and values also uncover your determination to overcome obstacles that might slow you down, as well as your willingness to grow and become all that you were intended to become.

At the end of the day, if you think money is bad or that selling is taking advantage of your prospect, or that you must attend every family activity or your children will be scarred for life, then that, will be reflected in your verbal and body language and will send a very loud message to your prospects that you don’t like what you are doing, or that somehow you feel like your doing something wrong. The end result is that you won’t enroll new people in your business. You won’t frequently transact, and your business will suffer.

There is nothing wrong with some re-prioritization, and rescheduling of events and activities. There is nothing wrong with teaching others about products and services they didn’t know about or think they could afford. You are a messenger, nothing more. The more effective you are at spreading the good news about your products and services, the more others can take advantage of them along with you.

This industry like no other, allows you to get the job done, and it will stay done, rather than starting over each day, week and month as all other employee plans, which will give you the time and financial resources to achieve your greater causes and higher purposes that your core beliefs and values drive you to.
Skill #3 – Use of People

There are some people in this industry who mistakenly feel like they are taking advantage of their relationships with family, friends, and neighbors, when they get them to buy products and services from them instead of the store. If you had a traditional store downtown, wouldn’t you expect your family, friends, and neighbors to come and support your store? My dad did, I did, and every business owner in your community does!

There is no harm in teaching your family, friends, and neighbors about new products and services that they probably didn’t know existed or didn’t know they could afford. Your relationship should never be on the line with people. You are simply sharing what your store offers with others, and inviting them to buy great products from you at a great price with awesome customer service.

There are also people who see others as a means to get what they want. They see people as the next victim in their life of single transactions and short term income stream. These people seldom succeed in this industry. Short term thinkers can make some quick money, but just like a job, when they stop working, so does the income.

If you are in this business for the long term, to create job dropping residual income, then you must look at people as lifetime customers and associates. You must build your business on trust and relationships. This is the only way people will order, reorder, enroll and reenroll in your business.

When people know that you are there to serve them, they will return to do business with you over and over, month after month, year after year.

In this industry people are not a means to an end, the products and services you offer are a way for you to provide exceptional value to your customers and associates, and in return, you get paid based on that value.

Skill #4 – Success/Failure Orientation

People experience results they are committed to! Those who are committed to mediocrity, lack and want will continue to experience this as long as they think, act and remain committed to those results. Those who adopt wealth philosophy’s and commit to abundance and freedom experience that result by increasing the value of their service and becoming the kind of person others will listen to and follow.

Success and the principles and practices that create it are learned not inherited. No-one is born with a success gene. Everyone who is successful, has learned how to become successful. And everyone who fails or falls short of their expectations has learned how to fail, and fall short.
There are two states of mind that make or break our ability to become wealthy—a state of scarcity or a state of abundance. Your thoughts, beliefs, decisions and actions will determine how you live and whether or not you achieve your greater causes and higher purposes.

In scarcity, people race against time, working hard, trading time for money doing 2 or 3 jobs they don’t really like. And when opportunity comes knocking they response by saying how much does it cost? or I don’t have time to do that! Does any of this sound familiar?

Is it any wonder that most everyone celebrates Friday, despises Monday, and put bumper stickers on their cars that say “I owe, I owe, so off to work I go”.

The vast majority of people you meet each day are living paycheck to paycheck, and are so busy making a living that they don’t have a life. It is popularly believed that 95% of the worlds population is vying for 5% of the resources.

In the mind set of abundance there is no struggle to earn a living, and therefore there is no race in which to get ahead. Everyone has enough and to spare. And even though there is no limit to how many people could live there only a small percentage of the worlds population will ever pay the price to learn and follow the success pattern that leads them there.

The 5% of people who live with abundance thinking control 95% of the world’s money and resources. Life for this group of people is genuine, purpose driven, relationship centric, and results focused. They are free to pursue their greater causes and higher purposes. They have a great sense of well being, are independent, risk takers, confident, and open to new possibilities. They are investment oriented and make money based on exchanging value instead of effort.

They have learned to find solutions instead of excuses. They don’t worry about what the neighbors think. They pursue their dreams with focus, passion and dedication.

Learn the success pattern for success. Provide the opportunity for everyone to for others to learn how to be successful along with you. Some will choose to learn, practice and apply the success principles of this business, and others will not. Your job begins with your transition from scarcity to abundance, and great wealth comes from teaching others to do the same.

Skill #5 – Commitment

Commitment is measured by your willingness and determination to get the job done, no matter the circumstances.

Commitment can be measured in many ways. Here are a few important measurements of your commitment to achieve success.
Commitment can be measured by how much it takes to make you discouraged and give up. Some people become discouraged very easily and quickly while others work harder, and smarter when things aren’t going as planned.

It is your commitment to personal goals, values, dreams, and family as well as that of your business associates that determine how you will react to adversity.

Commitment is also measured by the time you spend on yourself, and working in your business. There are essentially four different levels of time commitment that people make or progress through on their way to massive success.

1. Sometime which is measured with 4 to 6 hours per week in the business.

2. Spare time. 6 to 12 hours of business building activity each week.

3. Part time. 12 to 25 hours per week, and

4. Full time, which will require a 25 to 50 hour per week commitment.

No matter what level you choose, your immediate results will be reflected in your ability to commit a consistent effort each week during your available time. That is to say, nothing can get in the way or take priority to the specific hours you commit to consistently spend in your business.

Another way to measure commitment is by the amount of financial investment you are willing to make on your business. How much money are you willing to spend of personal improvement, business development, marketing materials, and relationships?

Ask yourself this question, if your goal was to create job dropping residual income in the next 2 to 3 years, and that outcome was certain, how much time and money would you invest to create that result, $10 per month, $50 per month, $100, $1,000 or more?

Think of what’s at stake! It’s your future we’re talking about here. It’s your children’s future, it’s your grand-children’s future. A wise man told me once, that you can make excuses or you can make money, but you can’t make both.

Skill #6 – Work Habits

Not everyone you enroll in your business will be sitting around waiting for you to present your opportunity to them. Most people don’t have an extra 20 to 50 hours per week set aside with nothing to do. I have learned over time that there are four categories of commitment people are willing to devote to building their business:

1. Sometime, 4 to 6 hours,

2. Spare time, 6 to 12 hours,
3. Part time, 12 to 25 hours and,

4. Full time, 40 to 60 hours

In most cases people who really see the value of the business opportunity will be able to rearrange their schedule or turn off the T.V. long enough to at least start out as a some timer.

Those who consistently build the business at any level of commitment can create job dropping residual income. However, it will take a lot longer for a part timer to achieve this level of success than a full timer. Consistency means that no matter what, when you have business building time scheduled, you build your business during that time.

People who consistently plan and work each week will eventually succeed. Those who spend 2 hours one week, and then 50 hours the next, and 1 hour the next, followed by 15 hours the next will never create or maintain any momentum in their business.

It’s not really a matter of spending time for the sake of spending time. The bottom line in your business is determined by your personal effectiveness in recruiting, training, and retaining, coupled with an unrelenting passion for creating your desired results.

Some will quit, others will concede, but those who are willing to pay the price will have the grandest rewards this industry has to offer.

Those who quit, generally do so because success is always dressed in overalls and looks like work.

Skill #7 – Personal Improvement Plan

In order to be successful in this business you must become the kind of person others will follow before they will follow. A personal improvement plan is like a road map to success. If you follow it, you will have a credible claim on success. If you do not have one or if you ignore the one you have, you will flounder and lose your way.

Most people who enroll in your organization aren't accustomed to stretching and growing. Most of the people you meet will have spent years as an employee, in a position where they simply repeated the same things over and over again without ever being challenged to move outside of their comfort zone.

When you begin building this business, you will find that your old comfortable patterns, and habits don't apply to this business. You will quickly realize that if you are to succeed you'll need to learn, practice and apply skills and knowledge to do things you've never done before.

This is an industry that requires personal and professional improvement in areas like building relationships contacting, presenting, following-up, overcoming objections, answering questions, asking for the business, leadership and a myriad of other skills and knowledge.
In life we get beat up by family and financial situations, and other things that drain our belief and energy. Even in the business there will be ups and downs.

A personal improvement plan serves as a constant encouragement and positive influence to keep you going. It can help you to accelerate your business growth by helping you concentrate on improving specific areas that are holding you back. Take the personal effectiveness profile, and sit down with your mentor to discuss the results. Talk to him about your goals, and find out what you should focus on and learn, in order to become the kind of person who can create the goals you desire.

Skill #8 – Discouragement Threshold

Character has been defined as the amount of disappointment you will endure before you become discouraged. People who are easily discouraged often quit easily.

You are going to find there are times that you or some people on your team get discouraged. When this happens you must quickly be able to help your people as well as yourself get back on track and moving towards their goals.

Discouragement is the opposite emotion of courage, or the desire to continue. There are really only 3 things that create discouragement in this business, and all other negative emotions, and thoughts start from them:

1. Lack of results. If you fail to reach your goals, in a reasonable amount of time, most people will begin to question themselves, their company, or the industry. Consciously, or subconsciously lack of results creates the dreaded thoughts, “Does this really work”? or "Can I really Do this? Are key phrases that signal you that you or someone on your team might becoming discouraged.

   If allow discouragement to fester, you will begin to sabotage your actions, which in turn cripples your results. And lack of results is the number one reason people quit.

2. Unrealistic expectations. Many people in this industry have the mistaken idea that they can create massive wealth, in a short time without the need for effective action. Typically, new people do not have the skill set to build a million dollar business, but often they expect to, and when it does not happen quickly, they think they cannot do this business or that the business doesn’t work, and they become discouraged.

3. Listening to the wrong people. If new people listen to those who are negative about the business, don’t understand it, or have never been successful in this industry, they will begin to adopt the thinking and actions of the negative, un-educated, or unsuccessful, and this will create negative results which of course we know spawns discouragement.
Although it may seem at times like circumstances are conspiring against you, remember this, circumstances are can be temporary if we take appropriate action to change them. If you are in this business for the long term results, take a quick accounting of all that is going right, and what specifically you feel could go better and discuss corrective action with your mentor. Who by the way has gone through their own times of discouragement

Skill #9 – Motivation

Over the past 30 years I have coached high school athletes, been a successful networker, and corporate Vice President. In order to be successful in any of these endeavors, it was important to have motivated people.

However, one thing I learned over the years, is that I Can’t motivate anyone, no-one can! You can excite them, you can influence them, you can persuade them, but in every case the effect You create wears off in a few minutes or hours.

Effective, long lasting motivation comes from each individual, Not You! The truth is that everyone is motivated. They are motivated to create the result they are focused on, and believe they can achieve. They are motivated to do what they are committed to. They are highly motivated to attain what they perceive as their needs.

If someone is hungry, really hungry, do you have to “motivate” them to eat? They are highly motivated to get something to eat with or without you “pumping them up”. When people are thirsty, they will find water.

My experience is that a really great speaker can get the crowd worked up into a frenzy and emotionally ready to dominate world economy’s. However, hype and hopium by themselves don’t last. When people go to work on Monday, they get beat up at work, and the emotion goes away.

Your people must find something they want so bad that they will take action to get it.

Your job is to get them to dream, believe, and then take appropriate action from where ever they are, to make the dream a reality. They will be motivated everyday to take action to accomplish things that they believe are possible. Especially when the feel like they posses or could learn how to acquire the personal effectiveness necessary to achieve the goal.

Spend your time teaching this simple 4 step process that I learned from years of listening to audio programs, reading books, attended seminars, interviewing 7 and 8 figure earners in the business, and my own personal experience building successful direct selling organizations.

1. Choose what you want to achieve with specific criteria for success.

2. Assess your current personal effectiveness in that activity.
3. Plan a progressive course that will bring the success you desire.

4. Execute the plan with absolute precision, learning, practicing and applying the skills and knowledge of the activity. Including a review of your progress through the Improve Yourself, Build a Team and Become a Leader success pattern moving from beginner, to amateur, to professional.

So when you want to achieve success in anything remember these 4 steps and they will give you confidence, power, and ability to accomplish super human feats.

Skill #10 – Goal Setting

The things we typically think of when we talk to prospects about our company’s products and opportunity are almost never the real reasons they join. People listen to stories of fast cars, huge houses, fantastic vacations and incredible lifestyles and equate this with their ability to have enough money and time to do the things they want.

People don’t get and stay passionate about cars or houses. They get passionate about things that transcend themselves. Things like endangered species, world hunger, perpetual education funds, ending child abuse and et cetera. But most people are a long way from being able to really envision themselves making the kind of difference in the world they dream of. So to cross the great divide, between where prospects are, and where they ultimately want to end up, I use a stair step approach starting with the concept of “take it to the level you can believe it”.

For example, when I first got into personal business ownership, my goal was for my wife to be able to go to the grocery store and buy what she really wanted, instead of what we could afford. Of course this is not monetarily equivalent to 20,000 square foot houses on 10,000 acres of rolling hills divided by a perfect fishing stream, Ferrari’s, or trips to Hawaii to swim with the dolphins. But it was as far as I could see at that time. When I accomplished this goal, I started working on a newer car, then to a new car, then to vacations to Hawaii, then towards my greater cause and higher purpose.

In the beginning, I couldn't even see myself making a thousand dollars in the business, let alone becoming a millionaire. No matter where people start, as they advance, they are able to see farther and farther down the road, if they just get moving in the right direction. Remember that success is the progressive realization of a worthwhile dream. Goals should be appropriate milestones for tracking progress towards greater causes and higher purposes.

There are many possible goals that a person can have, but the most important business goals should be related to converting prospects to customers or associates. Because these two groups create income, and income translates into goal achievement.
You have probably heard the saying that a goal not written is a wish. And that appropriate work will win, where wishing won’t. People who have a written set of realistic goals have a way to know if they are moving towards or away from their dreams. Those who do not have written goals with dates are at the mercy of their emotions to determine whether they feel like they are succeeding.

If your goals are not clearly defined, you may find yourself running around taking ineffective action that will produce some result, but that result my not be the result you want. Kind of like Alice in the famous story of Alice in wonderland, she had to decide where she wanted to end up in order to choose the road that led there.

Write down, your goals with specificity and detail. Include a date for the accomplishment of your goals, and then create a plan that will produce the results you want. Make sure to discuss your plan with your mentor, so that you will have his or her input, feedback, and assurance that if you follow the plan, your will likely achieve your goal.

**Skill #11 – Product Knowledge**

Knowing the features and benefits of your products and services is key to helping your prospects understand how they can benefit from them. Things like cost, personal benefit, competitive advantages, and, of course, research to back up claims is very important for your customers.

It may sound a bit backwards, but it’s also important to know who your competitors are and the features and benefits of their products and services as well as your own. Spend a few minutes each day, reading, studying, and getting to know the full range of products you represent and why they are better than your competitors.

Knowing what your products do and what problems they solve will greatly enhance your ability to present, overcome objections and answer questions. You don’t have to become a bio-chemical engineer, but you do need to understand at a basic level what your products do and don’t do. The in-depth knowledge about the specific detail of your products and services can easily be found, probably on your company’s web-site.

Remember that everything you do must be duplicate-able. So if you know the chemical compound structure of your product then your prospect will also think they need to know this as well. This might keep them from enrolling in your business.

This in-depth knowledge is too much and even if you do know all the facts and background of your products, you should refer the really detailed questions to a web-site or question and answer teleconference call.
This should alleviate some stress for you, and will certainly relieve any anxiety for your prospect who might be thinking they have to know everything about everything before they could ever make any money in this business.

With all that said, the most important part of product knowledge, is your personal testimony of how the product has affected you. Being sincere in explaining the benefits you have received is important to making sales. It also make it appear to your customer how simple building the business could be if they choose to follow your lead and either make some money, or just get the products you love for free.

**Skill #12 – Company Knowledge**

Knowledge about the company is crucial to anyone you introduce to the products or the opportunity. One of the main reasons this is important is because you want to make sure that the company will be in business when you reach job dropping residual income, and reach your greater causes and higher purposes.

If you build a strong and profitable personal business and then the company goes out of business your income will go down the tubes with it. Here are some basics you need to consider and to learn about your company to ensure that you are comfortable and excited about the opportunity and products you represent, sell, and distribute to your family, friends, and colleagues.

1. You must know about the founders, current owners, and management staff of the company. What is their story, why did they create the company, and what is their experience in this industry and market segment?

2. You need to understand the ordering process and return policies of the company. And of course you must be ordering the products you represent.

3. It’s obvious that you need to know what your company’s product line consists of. But you must also know the features and benefits of the products themselves. Including where the materials that your company uses to produce your products come from, who controls those materials, and what the supply of them is.

4. Understanding how to optimize the compensation plan is very important. There are several types of compensation plans, and each has their strengths and weaknesses. But you must be able to talk about and show prospects and team members the features and benefits of your company’s pay plan.

5. It’s also important to know how and if changes to product line, compensation plan, and payout schedule can be made. And if so, who has the power to make those changes.
And last, but certainly not least is your personal testimony of the company, it’s products, and its ability to deliver on the promises it, and in turn you, make to your prospects.

**Skill #13 – Industry Knowledge**

This is an industry that pays you for referring people to your company and can reward you for those one-time referral efforts over and over for a long time period. Knowing and being able to articulate this and other advantages of an industry that has low start-up costs and long-term payouts will help you build and promote your business more effectively. This knowledge also allows you to better understand and perpetuate advantageous product and service distribution trends.

You must gain knowledge about your products and your company of course. But you must also know about the industry that provides your company the ability to function. You must know about advancements in technology, legal issues, tax ramifications, and many other issues related to the industry, above and beyond the specifics of your company.

So what does industry knowledge have to do with building a strong and profitable business? Many of the people you talk to will have questions on topics other than your product or service. The truth is that everyone wants it to work, they just need to be convinced that it will work for them. If you ask them to just trust you because you met the up-line guru, that is not going to cut it for many people.

No-one wants to spend money and time building something that could be taken away from them in an instant. No amount of hype or hopium will persuade them. Facts, data, and your testimony of your products, company and yes your understanding and ability to communicate the viability of the industry are required to help ease concerns about them getting started.

Most people’s concerns will be alleviated then they find out that there are 10’s of millions of people who own personal businesses in this industry, and that there is a very powerful association that represents all of the company’s with respect to legal and tax issues, along with a very strong code of ethics, along with the fact that there are many direct selling company’s in the Fortune 500 list.

Armed with industry knowledge you can teach your prospects that this is a very reputable industry, and this will allow you to present your company and products with confidence and ease any concerns that your prospects may have with the assurance that once they know what you know, they will take an in-depth look at what you are doing.
Skill #14 – Connectedness

Your business will grow at an accelerated pace if you are connected to many individuals and organizations where people meet and associate often. The more people you know, and the more organizations you actively belong to, the more people you will be able to effectively and naturally expose your products and company to.

In every city, town, or community, whether big or small has groups of people who meet together to discuss topics of the day, share experiences and in the process refer products and services to friends and family of those who belong to the group.

In many cases these groups are called networking groups. And their purpose is to create awareness of their products and services and become aware of other products and services that might be of interest to their customers and associates.

These are great places to meet new people and create great connections at no, or very low cost. Sometimes all you have to do is buy your own lunch or dinner, and that’s the price of exposure to dozens to hundreds or even thousands of potential customers and associates.

There are also volunteer groups, who meet to provide some form of community service. This is a great way to meet new people, get to know them, and build relationships that you can use to have conversations about your products and services that help them and those you volunteer to serve.

There are always special interest organizations around. Clubs like Kiwanis and the Rotary are but a few of the many that exist. The relationships you create while working to accomplish the goals of the group, provide an opportunity to get to know others and build strong relationships with them and the community the group serves. All of these people have needs, possibly the need to take advantage of your products and services.

Lastly I want to mention the idea of getting to know those who provide a complimentary product or service to yours. That is to say, if you offer a product that needs to be mixed with water, then a good partner is someone who offers fantastically clean, fresh, water, to mix with your product to make it the best it can be.

Together you both will introduce people to each other that individually neither of you would know or meet. Additionally, you both will have a great reason to refer your customers to the other person because one provides a great use for the other.

Skill #15 – Making A List

The importance of making a list of all the people you know cannot be overstated. Experience shows that one of the fastest ways to achieve job-dropping residual income in your business is to make a list of at least 200 people and then effectively contact all of them.
Our business is driven by word of mouth, period. No advertising, no commercials, no banner ads, no spam, no flyers; our business grows when one person talks to another person. That usually happens over the phone, in-person, or occasionally through e-mail or other technologies. But make no mistake about it, those people you come into contact with must come from some form of names list.

What's unique about our industry is that if you want to reach a million people, you don't have to go out and personally talk to 15,000 people, each year for 66 years. Rather, you can develop a team of people who share in the task, and are rewarded proportionately from the results of their efforts.

A hundred people who each add 10 people, who present the business idea 15 times per month, would reach a million people in 5 ½ years. Get the idea?

So why do we have to write people's names down on paper? As long as they're accessible, why bother? You can contact and present your business to people you know more rapidly if you have their names written down, so that you can strategize on how and when to make the contact.

It's also a good way to keep track of who you've called, presented to, left materials with, and et cetera.

Remember, you're not planning a social; you're building a business. My experience in this industry tells me that 100% of the people who make a names list of 200 people and appropriately contact them all create job dropping income.

**Skill #16 – Planning Skills**

People become successful mainly because they plan to become successful. The old adage that says, when you fail to plan you plan to fail applies in spades here. Most people who accomplish great success are not surprised by their achievement. They make a plan for success, and then execute the plan with great precision, taking a few moments each day to ensure that the activities planned move them closer to their goals.

Those who enthusiastically run around aimlessly create chaos and inconsistent results. Those who succeed, systematically follow their plan which creates the progressive realization of a worthwhile goal. Everything they do, is purposeful, and directed at achieving the next goal, on their way to their greater causes and higher purposes.

Making and following a plan keeps you from wasting valuable time each day. A few minutes of planning each day can save you hours of work. Henry Ford said that “Most people get ahead during the time others waste”.

The older I get, the more I realize that there are only 24 hours in a day. And you can get the most out of each one by regularly spending a few minutes planning your day, week, and month. Use
some form of planner or business accountability tool to keep you on track and ensure that nothing falls through the cracks. The details make all the difference.

While many sit at home watching T.V. or playing in the bowling or softball league, successful people implement the Improve Yourself, Build a Team and Become a Leader success pattern, including planning time for: family, hobbies, and relaxation.

When you learn to discipline yourself to avoid distractions that keep you from building your business. You will more easily stay focused and consistently work to build your future by design instead of opting to play or watch TV.

**Skill #17 – Integrity/Honesty**

People buy products and services from people they trust and whose word means something. When you act with integrity, people will trust your opinion, and take you at your word. They will take the action you call for, believing it as truth.

History is replete with examples of people who acted with and without integrity. Generally speaking, those with integrity succeed at what they do. Mostly because of the relationships they build as a result of trust. Those who seek to get what they want through deception, sometimes succeed in the short run, but in the long term, they expose themselves in some way or another, and ultimately fail to achieve sustainable results.

The simple description of integrity is to do what you say you will do, when you say you are going to do it. When you keep your word, no matter the cost to you, you will succeed. If people can count on you to tell them the truth and keep your promises, they will be more attracted to you and your organization.

Remember the story about the boy who cried, "Wolf!" one too many times? He lost credibility and the entire town shunned him - for good reason! When it comes to business, people feel better about doing business with you when what you say comes true. If you're not sure whether you can keep your word or not, don't offer it! It's better to under-promise and over-deliver than to consistently fall short on your word.

**Skill #18 – Edification**

The concept of edification is one of the most misunderstood concepts critical to the growth of your business. When I began my career in personal business ownership, I was confused about edification. I thought that only those who I deemed to be worthy of my praise should be edified. And my measuring stick was reserved for those who had achieved financial freedom.
What I didn’t know was that those who were earnestly working towards their greater causes and higher purposes, those who were consistently advancing through the Improve Yourself, Build a Team and Become a Leader success pattern, certainly deserved my respect and admiration. It took me some time to get past this limiting thinking. But as I built a strong relationship with my up-line leadership team and learned what they were going through, I got it.

The most valuable lesson I learned came from my first mentor. He taught me that I had no credibility with the people I knew. Which meant that I had little to no power to convert my prospects, even my closest family members to customers or associates on my own because they knew both the good and bad about me.

In order to be truly successful in this industry, you need to learn about the kind of person your mentor is and what his or her strengths are. Usually, they will be considerable. The deeper you look, the more impressive he or she will become. Even if he or she might not be at job dropping income yet, he or she is probably quickly becoming the kind of person you want your prospects and new associates to get to know.

You will be much more effective in converting the people you are talking to if you have some credibility with them. You can get the credibility you need in just a few minutes to overcome the fact that people knew all about your past if you sincerely edify your mentor.

This works because they will believe that your mentor could be a successful business owner. And when you properly edify your mentor, he or she can sincerely edify you back. The power you are missing can be attained if you just help your mentor give it to you.

When you start to do this, you will learn that you will make your mentor the most powerful person in the room or in the conversation. And when, he or she finishes talking to your people, he or she will edify you. Which transfers his or her power to you. If you properly edify your mentor, you will suddenly have be the most powerful person in the conversation. Suddenly people will overlook your shortcomings and began to believe in you, and what you are doing.

Edification liberates and accelerates your ability to touch lives and help people achieve their dreams and goals. Edification is not a matter of contrived flamboyance or hot air. It’s people helping people tell their story and share their dreams from a place of moving forward instead of looking back.

What I have come to learn through 3 decades of business building in this industry is that people listen to and act upon advice from those they trust. And that there is no better testimony of someone’s character than that of another person’s edification. When you talk about the strengths and accomplishments of your mentor, and their willingness to help you succeed, you give that person instant credibility and position him or her to be able to help position you to grow your business within your hot and cold markets.
Skill #19 – Compensation Plan

Understanding the compensation plan of your company is vital to building a strong and profitable business. You need to understand the plan well enough to be able to optimize it yourself, and to describe it to others who want to join your team.

Very few people who enroll in a direct selling company understand how their compensation plan works, or how to optimize it for maximum payout. My experience tells me that most people are not able to really understand all the ways income could really come to them. The majority of people you share your business with are used to trading time for money.

They spend 40 hours per week and get paid. If they don’t show up they don’t get paid. However, direct sales has a very different pay structure. In this industry you can get paid in direct proportion to the value you bring to your prospects, customers, and associates, over and over again, potentially beyond the initial sale.

Additionally, you might be able to receive a portion of sales that are being made by people you recruit and people they recruit, that you don’t even know. Did you hear that? Depending on your company’s compensation structure, you could be making money from sales that occur without your having to be there to make the sale.

In most cases there are usually multiple ways to get paid: retail sales, wholesale customers, preferred customers, associates purchasing, bonuses based on personal volume, bonuses based on business volume, promotion level percentage payouts, and promotion level bonuses to name a few.

In this industry there are four basic types of compensation plans: break-away, Uni-level, Binary, and Matrix. Some reward for lots of personal recruiting, others for team building, and still others for combinations of these activities. Some reward for building width, some for depth, and yet others for a balance of depth and width.

No matter what variation of the four basic types your company uses, rest assured that there is great money to be made in this industry if you fully understand how the money flows from product purchase to associate payout.

In order to optimize the payout of your company’s payout plan, learn, study, and spend some time creating different scenarios so that you can fully understand the full potential of your company’s compensation plan.

In the end however, no matter what compensation plan your company uses, they all reward you for providing value to the market, and if you get paid for group sales, the value you provide to that group.
Skill #20 – Dress and Grooming

You only have 1 chance to make a good first impression. And in this industry first impressions are paramount to success. In the first few seconds and minutes your prospects and team will make many judgments about you. Whether they can trust you, believe in you, like you. Whether they feel like they can hitch their wagon to yours and follow you, all this in the first few minutes! Of course there are many variables people use to make these judgments, but your grooming and dress are principle factors.

People will more easily follow someone who is sharply dressed and has good grooming habits. These are outward signs of consistency and commitment. Anytime you talk of success and business ownership, you do not want anything about your appearance or outward habits to detract from your message.

People have an expectation of the appearance of successful business owners.

For men, a suit, or shirt, tie, and dress slacks are expected. People usually look at three things beyond the obvious expectation of dress.

1. Your pen.
2. Your shoes.
3. Your watch.

For women the expectation is a nice blouse and skirt or nice pants. And people usually look at these extra items:

1. Your Make-up.
2. Your shoes.
3. Your watch and other jewelry.

There are two very important things to remember about being dressed for success and your personal business.

1. It’s not a fashion show, and
2. Everything you do, must be duplicatable.
Of course proper hygiene is a must, and a very conservative amount of cologne or perfume is appropriate.

Men, you don’t need a $1,000 suit to begin building your business. But you do need to make sure that your shirt, coat, and pants are clean and pressed. Being clean shaven, with neatly trimmed nose and ear hair will help you. Keep your hair cut as if you were going on an interview for a corporate executive job.

Women, should be conservative in their dress, make-up and hair. Being over dressed or wearing too much make-up sends a message that this business takes a lot of extra time and money to build. You want other ladies to feel like they can easily prepare for a business presentation.

One major caution for women, don’t wear dresses or blouses that are too revealing. This distracts men who are in the meeting, and will make many other women feel like they have to copy this look in order to build the business, and many will not want to have to do this. Conservative, modest clothing is the safest bet.

Dressing and grooming appropriately sends a message that you are professional, and that you are serious about your business. It can also be very easily duplicated by most everyone you enroll in your business. Remember, simple is better than extravagant, and that people need to believe they can do what you are doing, including how you dress and keep your appearance.

Indicators that you are ready to advance to the next level include:

1. Associate #
2. Be on product “Autoship”
3. Have tickets to next function
4. Subscribe to company education system.
5. Take the Personal Effectiveness Profile to get oriented and create a training prescription and goals from.
6. Own a Residual Income Game

Becoming your own best customer, and your family and closest friends using your products you should be able to get your products for free before you leave this phase.
BUILD A TEAM Phase

The second phase is the Build a Team phase. This phase begins when you are ready to begin building the foundational revenue stream of your magnificent future. This will require you to begin building a team of people committed to accomplishment and achievement. This requires you to develop impeccable prospecting skills.

The key in the Build a Team phase is personal production, but you will also be looking for people who are dissatisfied enough about something in their life that you can provide a product or business solution to. During this phase you are building the foundation of your organization.

Focus on prospecting, building personal team, being recognized at every event that allows recognition! Learn how to convert prospects to customers and associates. Learn how to answer questions, and overcome objections, building relationships, developing skills in: contacting, presenting, converting prospecting to customers or associates, and learning how to create duplication.

It is imperative that you remember, these people must begin at the start, in the Improve Yourself phase just as you did. No amount of your skill, knowledge or excitement can, or should compel them to jump the gun to where you are. They need to focus on increasing their personal effectiveness, testimony, knowledge acquisition, and skill development just as you did. If they jump the gun, they will never be able to build their business without you being there.

You are ready to begin building the foundational revenue stream of your magnificent future. This will require you to begin building a team of people committed to accomplishment and achievement. Team building requires you to develop impeccable prospecting skills. This level is like an entry level manager. In this phase you are still acquiring new customers, but looking for people who are dissatisfied enough about something in their life that you, the direct sales industry or your company can provide a solution to. Something like more time, money, or security. Your focus is on finding a few people who want more out of life than they are getting now.

15% of your focus should be on personal improvement. Learning, and practicing, prospecting skills such as contacting, presenting, following-up, answering questions and getting people started.

50% of your time should be spent recruiting. Building the foundation of your team through contacting, presenting, following-up, getting people started and et cetera.

30% on training new people how to get started, the success pattern, and engage them in a personal effectiveness improvement program, and no more than 5% of your time should be on retention. You won’t have to focus much on retention at this point because there won’t be that many people on your team. And remember that you really only want to work with the willing. So don’t worry too much about retention at this phase.
When your PEPs exceed 30, you should naturally be moving to a new level of effectiveness and enjoying new rewards. You now have a basic foundation of personal effectiveness that can be leveraged to increase your overall conversion ratio. Your conversion rate of prospects to customers and associates should be getting to the point that you do not feel you are wasting time or burning through prospects needlessly. Here are some additional signs that you are in the BUILD A TEAM phase:

- You receive products or services for free. In other words, you are making enough from the business that products and services you buy from yourself are paying for themselves.
- Your names list is at least 100 strong with complete contact information.
- You have at least 3 to 5 customers.
- You have a firm knowledge and personal testimony of your company’s products or services.
- You have memorized and are comfortable with at least 3 proven phone or personal contacting scripts.
- Your learning library has grown to include books and audios to improve your red and yellow skill categories from your latest PEProfile. (You will want to retake the PEProfile at regular intervals to monitor your progress and confirm that your learning library is working.)
- You have an effective practice mechanism, such as the Residual Income® Game, that you use on a regular basis personally and with your team to ensure uniformity in training and effective duplication of the right skills.

As you move into the BUILD A TEAM phase, your focus should shift from personal improvement to prospecting. Your activities should include:

1. Prospecting,
2. Building personal team,
3. Getting on the stage every month!
4. Learning how to convert prospects to customers and associates.
5. Answering questions, and over-coming objections.
6. Building relationships
7. Developing skills in: contacting, STP, converting to customers or associates.
8. Learning how to create duplication.
9. prospecting, building personal team, being recognized at every event that allows recognition! Learning how to convert prospects to customers and associates. Answering questions, and over-coming objections, building relationships, developing skills in: contacting, presenting, converting to customers or associates, and learning how to create duplication.
• Active prospecting. Constantly add names to your names list and actively work through your existing names list.
• Personal team building. Make sure you know what kind of organization you are trying to build and why. Every compensation plan is different, so make sure you know what the ideal organization looks like for your company and begin laying the groundwork accordingly.
• Be recognized. As you start becoming the leader for a growing team, it is vital that you become a regular when recognitions are handed out. Example is everything.
• Improve the conversion rate. As your PEP Score continues to grow, make sure your conversion rate of prospects to customers or associates is also improving.
• Build relationships. Regardless of what products or services you sell, you are in the relationship business. Become a master relationship builder.
• Learn duplication. If you want your business to grow without your having to micromanage everything all the time, learn and practice duplication. Make sure you achieve the green levels in key skill categories like *Use of Systems that Create Duplication*.

40% of the critical skills are included in this phase. They include: Answering Questions, Asking for the Business, Contacting, Customer Service, Dress and Grooming, Follow-up Preparation, Goal Achievement, High Yielding Questioning, Identifying Prospects' Personalities, Integrity / Honesty, Investing in your business, Overcoming Objections, Persuasion, Presentations Aptitude, Product Promotion, Record Keeping, Relate-ability, Selling Aptitude, Service, Tracking Results

To the person who is blocked by the lack of skill in one area or another, that skill becomes crucial to their success. And as important as each is they are described in their proper sequence as follows.

**Skill #21 – Language**

People form opinions of you very quickly. Much of this opinion is based on the language you use. Crude, sloppy, or inappropriate language communicates more about you than you might realize.

If you use vulgar language and make crude or insensitive comments people will be repelled by you, and they will not buy or enroll in your opportunity.

However, appropriate language is not limited to clean or offensive words and phrases. Your choice of socially accepted age and gender appropriate language can make all the difference. Simply stated, there are simply some things you can say to your friends in a locker room that would clearly be inappropriate to use in a business meeting with serious business professionals.
Hobbyists use slang terms, and vague descriptions of products, services, the industry and their company. Professionals use language that indicates that they know their business, products, and value they provide to people to solve problems and improve lives.

Using appropriate language, correct terms, and respectful conversation will project professionalism and which will attract more people to you and your opportunity.

Skill #22 – Identifying Prospects Personalities

Effective communication is the ability to transfer ideas from the sender to the receiver. If you were to speak in German to a person who understood only Spanish your message would not be received and as a result your ability to effectively communicate with that person would be greatly diminished. If you can understand what drives and motivates people, you can help fulfill their needs and they will take the action you suggest.

Identifying Prospects’ Personalities and adapting your language and presentation style to allow for different personality types greatly increases the chances you will be heard. Speaking to people in the way they like to communicate and using terms they know and understand gives you credibility and builds trust quickly.

There are literally dozens of books, and training programs that discuss in detail the subject of personality types and why understanding people is so important. Generally speaking, the need to know the personality of your audience can be boiled down to the need to communicate in a way that is appropriate for the listener.

Most personality systems break the concept of personalities into four general categories each with their own labels for the different types. Most people are some combination of the four instead of being all one or another. People often have a dominate personality type and a secondary type. In most situations they will operate from the dominate personality perspective. However, there are circumstances where people will exhibit their secondary personality.

Most authors describe a dominate personality, a friendly outgoing personality, a detail oriented personality, and a get things done, worker bee category.

No matter what labels you use for the categories, you will be able to sell more, enroll more, and build your business at an accelerated pace if you know how to identify and communicate with each of the four personality types.

My mentor told me a story that made it very clear that every personality type is different and important in their own way. The story was in the context of a building that was on fire. He told me that the dominant personality would be giving assignments to the crowd so as to get the fire put out quickly. The friendly fun loving personality would be searching for marshmallows to roast on the perfect bon fire. The worker bee would be searching for fire hydrants and hoses so
that the fire could actually be put out, and the detail oriented person would be calculating the exact amount of water needed to extinguish the fire based on the square footage and materials used in the construction of the building allowing for the elapsed time the fire had been burning and the arrival time of the fire department.

Adapting your presentation to provide details to the detail prospect, and the bottom line, to the dominate person and making the business sound fun and exciting to the fun loving person, and explaining that once the work is done it will stay done are key components to building your business quickly.

Presenting as if everyone is the same, will only resonate with only one personality type, probably the personality that you are most comfortable with; yours! This of course will exclude ¾ of the people you talk to, and that will make your business growth slow and arduous.

**Skill #23 – Listening**

Have you ever had the experience that the person you were talking to wasn’t listening to you, but formulating their next question or statement before you finished talking? How did this make you feel? When you don’t listen to others, it makes them feel like you really don’t care about their point of view or opinion.

The biggest communication challenge people have is listening too little and talking too much. You never learn anything when you are talking. You can’t learn what your prospects need, want and care about while you are talking. You must learn to listen, and truly hear what they are saying.

In order for you to provide solutions to your prospects problems you must first know what they are. You must build rapport with them and they must get a sense that you are interested in resolving their discomfort. If you listen carefully to your prospects, they will tell you exactly what to say, and do to get them to take action.

For some it will be the value of your products and services they need initially. For others, it will be the opportunity of your business to create income and possibly more time. No matter what they are dissatisfied with, your business probably has the solution for it.

Remember that your pain, is not necessarily their pain. Your prospects are not particularly interested in what the products, services and business opportunity have done for you, until they know how your products and services will alleviate their specific challenges.

You may want more time and money. They may want better health, or some benefit of your products and services. If you approach your prospects with the fact that your products and services gave you more of what you wanted, but exclude how the benefits will help them, they will not engage either as a customer or an associate on your team.
You have one mouth and two ears, use them in that proportion – solve their problems not yours. Asking high yielding questions to get them to talk and they will tell you what they need and how your products and services can help them to meet those needs.

**Skill #24 – Relate-ability**

Whether it is a corporate executive or a maintenance worker, people pay attention to those with whom they can relate. Personal effectiveness in this area will allow you to talk to anyone anywhere and get them to not only pay attention to you, but also to take action based on what you say.

So what is the magic elixir to being relate-able? Be interested not interesting! When people know you are listening, and care about them as human beings they will give you the time and attention you need to present your business to them.

Think of the last person you presented your business to. How much did you find out about them, before you began to present your business opportunity? Did you find out their hobbies, how they like to spend their time and money, if they like their job, home, and cars, what inspires them, and what their greater causes and higher purposes are?

If you are to really relate to others, you must become good at discovering what makes them tick, what they care about and why. Relate-ability allows ourselves to be the "real deal", and lets our personal power run wild.

When we show our human side, we become more like our prospect which will put them at ease. When people see you in the same light as themselves or having been there and done that, they are much more likely to take the action you call for at the end of your presentation. I have heard many people come out of networking events saying: if they can do it, I certainly can.

This statement is not a negative one. It only means that the speakers were so relate-able to the audience that everyone saw that success is possible if the correct principles are rightly applied.

**Skill #25 – Contacting**

Contacting is potentially the most important aspect of your business. Because you don’t have a store front for people to come to, the only way for people to become aware of you, your company, and your products is through personal contact.
When you are contacting people the main thing to keep in mind is that you are looking for people who are dissatisfied with something. Something may be missing in their life, or they may have too much of something, and that excess is causing them pain.

For example, some people don’t have enough time or money to do the things they want in life. This qualifies them for being dissatisfied with the lack of something. Others however, might have too many bills, too many jobs, too many places to go to purchase all the products you offer under one roof, so to speak. To them, you offer the solution to excess or clutter in their life.

Typically there are 4 kinds of people you can contact: hot, warm, and cold.

1. **Hot.** Hot contacts are those who you could walk into their house without knocking. You could open their refrigerator and take out something to eat or drink without asking. These are typically your family and closest friends. Most likely they will listen to you, because they care about what you care about and want to know what you know, and take advantage of things you find in the world that provide value.

2. **Warm.** Warm contacts are those who know you by your first name. That is to say you could call them and say, Hi Bob, this is Clay, and they wouldn’t wonder who Clay is. Usually these are people you work with, neighbors, or people you go to church or attend other organizational meetings with. In all likelihood they will listen to you as well.

   Some will listen because they trust you, and will want to know what your excited about, or have found that could add value to their life. Others will listen out of obligation.

   In either case, your goal of setting up a meeting to expose your warm contacts to your products and services will be met, and probable sales will occur if your personal effectiveness is high.

   The good news is that these people know you. The bad news is that these people know you. So your credibility might be in question. It’s always good to have a back up plan for connecting them with your up-line or mentor during your presentation.

3. **Chicken.** These are people you admire or look up to. Most people usually think that they have a perfect or highly desirable lifestyle and because of that they wouldn’t be interested in enrolling with you either as a customer or as an associate. However, my experience is that these are often the very best prospects. Because they aren’t living the perfect lifestyle they dream of.

   In fact many will take advantage of your products or services as a loyal customer and a those that choose to take advantage of any income opportunity you offer will create great income streams very quickly and with little training or attention.
4. **Cold.** Cold contacts are people you do not know yet. You must initiate a conversation with this group of people. For most direct sellers this is the scariest type of contact. All you have is your knowledge and skill in talking about your company, and quickly discerning their dissatisfaction with some part of their life.

However, cold contacts can be great prospects, because they don’t know anything about you and probably little to nothing about your company or products except what you tell them, or they can find out about you between the contact and the presentation appointment. This offers you a great opportunity to begin the conversation without preconceived notions on their part about you, your company, or your products.

In each case, there are specific skills and knowledge necessary to make appointments with these kinds of people. And each provides you with a great opportunity to grow your business.

**Skill #26 – Product Promotion**

One of the most important skills in networking is the ability to promote. There is a very important distinction to keep in mind. The difference between hype and promotion is very fine, but must be clearly understood. Hype is building false hope, false expectations, false bravado about the results that will come from your product, service, or company.

Promotion on the other hand is to help people understand the real features and benefits of your products or services.

Over the years I have listened to many people promote different products and services. Each time I hear someone promote a product or service, I am reminded about the fact that people who master promoting always seem to earn more money than those who don’t.

Product promotion begins with listening. If you ask a few questions about your customer’s life, you can quickly ascertain which features and benefits of your products would be most advantageous to them.

Being able to talk about specific compelling features and benefits of a product or service and adding personal testimony to how the product has impacted your life will help others know that the product had the effect you said it would, and that it will have that same effect for your prospect.

So spend some time this week studying a product or service that has had a major impact on your life. List the reasons you are a disciple of the thing you are promoting. The better you get at promotion, the more your business will become one that produces residual income.

Product promotion always ends with a call to action, question, or invitation for them to try your product.
Skill #27 – High Yielding Questions

During the first few minutes of your conversations and presentations, use the power of asking “high yielding questions” to determine someone’s interest in learning more about your product, company, and the industry. Resist the urge to “answer” questions until after your prospects have “seen” the information for themselves. Let your prospect know that most of their questions are answered in your materials. Your goal should be to show them the entire program and all of the benefits before they make a decision, and if you answer every question with a direct answer, you inadvertently allow them to short-cut the sales process, and your prospect will often make a decision with little or limited information.

As I have said many times before, this is a business of relationships. And you will accelerate relationship building if you ask a few questions, and let your prospect talk. One thing people love to do is talk about themselves, their family, and the things that they are dissatisfied with.

Learn to talk little and listen much. Ask high yielding questions about them. Don’t spew all over them with your dazzle and sparkle. People like people who show interest about them. Ask questions, show interest in their responses. When the prospect is talking, listen carefully, because they will tell you exactly what to say during your presentation.

Find out what is important to them. Find out what their pain is. It may be money, health, time, stress, debt… What do they love? What do they want more of in life? What do they want less of? If you don’t know them very well, start with where they live and what they like best about it. Find out if they could live anywhere in the world where that place would be. Ask about their work. How long have they been doing it? What do they like and dislike about it?

Spend more time learning to listen and less time learning to talk, present, overcome objections… They will get that you care and that you are sharing something that could affect their life.

Be enthusiastic about your company and the possibilities for a different future. Make sure to notify your face, and body that you listening, and are excited to help them solve the challenges they are sharing with you. Everyone wants excitement and the feeling of making progress towards their ideal life. You have a vehicle that can take them to their dreams!

Asking questions to ensure that you fully understand their circumstances and situation can help you provide the most accurate solutions.

Don’t worry too much about having exact memorized answers to All of the questions that people could ask. Most people are more interested in the fact that there is an answer than the actual answer itself.

Skill #28 – Presentations Aptitude
Giving effective presentations is a skill that will make or break your business. The good news is that there is a science to presenting to individuals, small and even large groups and skill in presenting can be acquired. The more you practice and apply proper presentation skills, the more comfortable you will become.

Remember that your presentation must uncover their discomfort and dissatisfaction with some aspect of their life and then revolve around your products ability to solve their problem. Once you learn how to present effectively the world will be at your feet.

Sharing your business opportunity is what fuels the engine of your business. It's where you get the business in front of fresh eyes and possibility comes to life for them.

Most people believe that the presentation starts when they begin to discuss the purpose of their visit and the pleasantry’s are over. The reality is, that the presentation begins the second your prospect sees you. Your dress and appearance are very important, so dress for success.

Your presentation will be more effective if you get rid of or reduce the possibility of distractions. Things like the phone ringing, children interrupting, or pets can be major distracters.

Keep your business plan informative, yet simple. A simple plan elicits a simple response, but if your plan is complex, cumbersome, and detail oriented, your prospect's ability to make a decision will also be complex. Keep it simple enough for your prospect to believe that he or she could easily explain it herself.

If you are merely looking to enroll them so that you will make a sale in your business, people will be able to tell. If you are looking to partner in business with them, to get to know them, help them improve their life they will be more likely to take action.

Drop a little sunlight in their life; believe in what they can achieve and experience the excitement of their hopes and dreams. That alone brings something to the table that most people aren't getting anywhere else.

Fill your presentation with high yielding questions. These kinds of questions will get your prospect to talk and they will expose what they want and need that they’re not getting now. Great questions will lead people to begin visualizing and imagining what their life will be like with their dream. And when people really see and believe in the possibilities of a greater future through involvement in the business, they will act on it.

**Skill #29 – Tracking Results**

Having a plan with quantifiable measurements that correspond directly to your next goal is imperative.
Expanding this plan to include your team members is the path to financial security. For some this can appear to be overwhelming, but done properly it only takes a few minutes per day.

In order to be successful in your business and not have it consume you, it’s important to understand how to track the results you are getting from the effort you put in. Effective use of your time engaged in appropriate activities, is the key.

To get the most out of your time, begin to budget and measure it in these main categories: personal improvement, prospecting, presenting, following-up, and team development.

Neglecting any of these areas can lead to burn out, health problems and poor income production.

- **Personal Improvement** is the time dedicated to increasing the value of your service. Most unsuccessful people don’t reserve any time for this activity. In the beginning of your business you should spend about 95% of your time on increasing your effectiveness through personal improvement. Learning, growing, becoming the kind of person others will listen to and follow. Only 5% of your time should be spent recruiting.

  If you skip this, at some point you will either quit from lack of results or you will begin a personal improvement program to get your business going.

- **When your personal effectiveness points are above 30 to 35, you should begin prospecting.** This is the time you set aside for contacting people on your cold, warm, and hot names list. Some people spend more time driving around from one place to another than actually talking to their prospects. If this sounds familiar, you are probably very busy, but you are probably not getting the results you want. And this is Not duplicate-able.

  20% of your focus should be on personal improvement. Learning, and practicing, prospecting skills such as contacting, presenting, following-up, answering questions and getting people started. 50% of your time should be spent recruiting. Building the foundation of your team through contacting, presenting, following-up, getting people started and et cetera.

  30% on training new people how to get started, the success pattern, and engage them in a personal effectiveness improvement program of their own.

- **Presenting** comes from effective contacting. If you are not able to present to at least half of the people you contact, then something is wrong. Spend more time learning and practicing your contacting approaches and counsel with your mentor.

  An effective presentation consists of you asking high yielding questions, listening very carefully to your prospects responses and providing them with an opportunity to learn more, or get started right away.
• Successful following-ups happen within 24 to 48 hours after your presentation. If you are not converting at least half of your prospects to customers or associates your presentations or your follow-up is not being very effective. Note the objections and concerns your prospects are asking and talk to your mentor about how they overcome these challenges.

You will have positive results when you set expectations correctly in the presentation, refer to the notes you take from the presentation, do your home work on questions your prospect has, and then ask for their business.

• Team development is really nothing more than teaching the repeatable process of duplication that you are mastering to those who have chosen to join you on the journey to success.

Review your results at least every month to ensure that you are working your plan, and that your plan is working.

**Skill #30 – Record Keeping**

There are many benefits to owning your own business. Some of them are income related and others are related to reducing expenses. In either case, it is important to maintain proper records to ensure that you are being compensated correctly and that you are taking full advantage of business laws that have been set up to help you.

Lets start with keeping track of expenses. I am not a CPA or tax accountant so make sure to check with a professional to make sure you are complying with the tax laws, and correct accounting practices. There are literally hundreds of ways to keep track of expenses.

At a minimum you should keep receipts for meals, entertainment, marketing, sales materials, hotels, and event tickets. You should also keep an accurate record of the miles you travel for business related activities. If you have a home office or hold meetings in your home, a portion of many of your home expenses can be counted as business expenses.

You should make sure to keep these records up-to-date. It is very challenging to reconstruct a whole years activities via an envelop or box of receipts. It only takes a couple of minutes each week to keep these records up-to-date. It is a huge task to do it at the end of a quarter or year.

Keeping accurate records of your business sales activities is also important. You will want to check on your personal progress regularly as well as the sales of your team. Make sure to notify team members if they are close to a promotion level advancement or the next bonus. This can help boost sales at the end of a pay period for you and your individual team members.

Keeping accurate records keeps you engaged with the business and helps you to see the cause and effect of certain activities. It also helps you keep in touch with your team and up-line mentor. Clear concise records of contacts made, presentations shown, products sold, associates enrolled
and et cetera can serve as great helps for your mentor to counsel you in what you need to concentrate on to accelerate your progress toward your next goal.

**Skill #31 – Persuasion**

Learning to persuade people to make decisions and take action about ideas, purchases, and building a business with you increases the number of people you can effectively serve. In order to be effective in persuasion you must have the mind set that your persuasion is based on helping your prospect solve some challenge they have identified during your presentation.

With the right mind set and high personal effectiveness in product, company, and industry knowledge coupled with listening, relationship building, and personality recognition skills, you will be able to convert more prospects to customers and associates, because you know what problem you are trying to solve that is specific to your prospect.

Unlike influence, which is an important intangible facet of your business, persuasion is your ability to present reasons that indicate that your solution will solve your prospects problems. For some people your influence, posture, social or professional status may be enough. But many require social proof and research statistics.

The most persuasive arguments for your product, company, and the industry should be largely based on facts and figures. When you have indisputable evidence that your product, up-line mentor, or company will perform exactly as you have promised, your prospects will have more confidence than relying on your personal testimony alone.

The fact that many others have experienced positive results are powerful motivators for people to take action either as a customer or an associate.

**Skill #32 – Selling Aptitude**

Sales are the bottom line to every business enterprise. Without sales, you don’t have a business, because you can’t stay in business without revenue from sales. There are some who have negative feelings about the word sales or selling. However, we are constantly in a selling mode.

We sell ourselves, our ideas, or our values all the time, everywhere we go. Your skill and comfort with sales will greatly impact your income and the achievement of your Greater Causes and Higher Purposes.

The first sale you need to make is to yourself. Sell yourself and develop a strong belief in the products and services of your company. If you don’t have a strong belief in your products and services, why would anyone purchase from you? The best way to become a believer in your products and services is to use them.
Developing your own “testimony” or “product story” is important and will pay ongoing dividends down the road. Pay close attention to how your products and services are changing your life. If you have your own story your presentations will be more compelling. When you have your own story of the benefits of your products, it will be easier for you to share with your family and friends, and ask for their business.

If you had a grocery store in town, wouldn’t you expect your family and friends to shop there? I would. Well you have a business and it certainly is reasonable that your family and friends would buy from you, if they know what products and services they could buy from you.

Remember that at the end of each presentation your prospects really only have three choices: 1. do nothing and their life will go on pretty much as it is now, 2. buy your products as a customer, and 3. enroll as an associate. You are really only the messenger offering great products and services to those who don’t know about them or know how affordable they are.

Some people will join your team but will struggle with the fear of rejection. Thinking that if they don’t ask for the business that they won’t be rejected, but that people will magically ask them if they can buy the products they represent.

The most destructive fear in personal business ownership is the fear of rejection. Many people get stuck when they begin to invent an imagined negative impact on their relationships with friends, neighbors and family if they share their dreams and chosen path for accomplishing them. The truth is that most people who really care about you would be mad at you if you really had a way for them to achieve their goals and dreams and you didn’t share with them; I would.

Share the opportunity with everyone. Share is the key word here. Remember, you need to speak from your heart, rather than your head. This business is about relationships and helping people solve their pain. Keep in mind that the people that you are talking to are buying into You, not only the opportunity, products or services. To convey your conviction that what you are doing is of utmost importance, speak from your heart, rather than your head.

Remember, the way you share is more important that what you share.

Skill #33 – Follow-up Preparation

Even if your offer is exactly what people are looking for, it's actually quite rare that someone will buy from you or sign up for your opportunity the very first time you present to them. My experience is that only about 5% of the people you present to will say, "Yes", and only about 5% will say No, during the first meeting. The remaining 90% will sway either way depending on your personal effectiveness in following up.
So in order to build a large and profitable business, you need to become a master at following-up. Because about 90% of the time, during the follow-up is when your prospects make the decision to become either customers or associates.

If you don't have a systemized follow up procedure in place for every single one of your prospects and if you fail to increase your personal effectiveness in following-up, you're leaving untold amounts of money on the table. A good follow-up can easily quadruple your conversion rates of prospects to customers and associates.

How would that effect your business? What would it mean to you and your income, if you could begin enrolling 4 times as many people as customers or associates as you are today?

The fortune in this industry truly is in the follow up. Effective follow-ups come from making a plan from previous meetings and having answers to common questions and to those unique or specific questions that your prospect has. Failing to prepare for your follow-ups or failing to follow-up at all is a leading cause of failure.

Preparation is the key to a successful conversion of prospects. So, take a minute to make some notes about their questions, concerns, dreams, and dissatisfactions with your prospects current circumstances. These notes are crucial for your follow-up. They will help you prepare to meet your prospects needs.

When you prepare for the follow-up with real answers, that pin-point their personal situation, you demonstrate that you are there to solve their problems and are truly interested in them. Your credibility will soar, and the 90% will either buy from you or sign up as an associate.

**Skill #34 – Answering Questions**

Answering questions is one of the most mis-understood parts of direct selling. There are many who think they need to know everything about everything before they approach family, friends, colleagues and strangers with their business. Imagining the disgrace and embarrassment they will feel if they are asked a question they don’t know the answer to.

Many even see questions as a negative thing, that the people asking questions are challenging their product, company or presentation, when actually the opposite is true. When people ask questions they are showing interest and usually are simply requesting clarification or more information about you, your product, your company, or the industry, so they can make informed decisions about buying or enrolling in your business.

Questions are good, so be excited and encouraged when your prospect asks questions.

In fact, many people are not even concerned about what the actual answer is. They just want comfort in knowing that there is, an answer, and that you know what it is, or that you can easily find out.
In some cases, there are those who are convinced that they want to do something with the business, but they want to see what you will do and how you will react to questioning they perceive, their friends and family will ask. And so they will test you, by asking a question or two.

They are not necessarily seeking answers, but watching how you respond to challenges before they will take you to their friends, family, and colleagues, where they risk rejection and ridicule if situations are not handled correctly. If you handle questions with ease, and comfort your prospect will sense that you are capable and in control. And will be excited and confident to introduce you to their family and friends.

Personal effectiveness in answering questions is more than knowing the answers or being right. It includes the ability to stay calm and collected. Even, and especially if you do not know the answer, or if the question is unpleasant or puts you on the spot. Managing the response, flow, timing, and focus of questions is a crucial skill.

Watch and listen to professional presenters and the way they control conversations by responding to questions with questions of their own.

Ask your up-line or mentor what the most frequently asked questions are, and get an appropriate question to respond to common questions with. Try out their questions as you work in your business. If you get 5 negative results in a row, call your mentor and tell them exactly what you are saying and get their feedback and corrections.

So, if you are serious about this business, what will your next move be?

Skill #35 – Overcoming Objections

Many people view objections as a bad thing when in reality, they indicate that people are interested enough in your products, company, or industry to seek answers and solutions. When you have high personal effectiveness, it’s generally pretty easy to overcome most people’s concerns. And once you help them resolve their concerns, most will feel comfortable and educated enough to move ahead with you.

It’s natural for people to have one or two concerns or objections. However, there are some people who don’t really want to say “No”. They might not want to hurt your feelings, or damage your relationship. Typically these people continue making excuses or come up with more objections. When this happens, leaders with high personal effectiveness stop them and ask one simple question: It seems like you have a lot of questions and concerns. If I could overcome all of your objections, will you enroll in the business?

Most associates feel like they need to spend time trying to convince people to join. They think, once this prospect sees this business the way I see it they'll want to join! But the reality is that your persistence in trying to convince them makes you look like no-one else will get in your business.
and so you are spending time trying to get them in the business as your only hope for success. This doesn’t build confidence in them that their family and friends will join them in the business.

The odds of turning this prospect into a leader are slim to none. Convincing them is an exercise in futility.

For example: I once had a friend who went to our high-school prom and were dozens and dozens of girls waiting to be asked to dance. My friend asked a girl to dance the first dance with him, but she said . . . No!

He spent the rest of the evening handling her objections, changing her attitude, manipulating her feelings with any cheap line he could think of.

And when the last dance was playing he was still convincing the first girl to dance, while all of us were out there dancing and having a ball. What he could and should have done is simply to move on to the next girl who wanted to dance with him.

By the time he convinced the girl to dance, the dance is over. He missed the entire dance and all the other girls that would've eagerly said "Yes!"

While you are busy convincing somebody to join your business you are missing all the other good prospects that want to join your business.

The bottom line is, how many people do you need to be successful in this business? Three or four people just like you -- and this person isn't one of them. Take a hint. Move on to the next person. This business is built upon leaders - not associates.

**Skill #36 – Asking for the business**

People seldom take action if they are not directly requested to do so. Asking for the Business is a simple concept and yet it is challenging for many people. Some do not want to seem pushy or salesy, which is why most people struggle and fail.

Because most people who join your company are not sales people by trade, and so many might regard asking for the business as something that could put their relationships with family and friends at risk.

However, asking for someone’s business is nothing more than a question that establishes whether your prospect is ready to buy, needs additional information, or simply is not interested in your product right now. If properly done, your relationship with family and friends should never be at risk, no matter what their response to your business offer.
But don’t forget that you, are responsible for handling your financial obligations and opportunities for your family. So remember that you are in business, and creating residual income in this industry is received in direct proportion to your ability to transact business.

This is best facilitated when communication barriers are eliminated, relationships are enhanced through the value you offer in the deal. When you do this with a high level of personal effectiveness, your prospects will transact with you.

If you represent great value, and effectively present the real value of your products, services, and opportunity, you won’t have to convince your prospects that they work, or that the opportunity has validity. They will be able to see the value and if asked, they will take the action they are most interested in.

Remember this, at the end of every presentation, you must simply be clear about the fact that your prospect only has three choices:

1) They can do nothing, and their life will go on as it always has. Your relationship is never at stake if you present and ask for the business properly.

2) They can take advantage of your products and services as a customer, or,

3) They can sign up as an associate on your team.

Asking for the business after an effective presentation, with appropriate posture, and confidence, enables you to quickly determine whether or not your prospects are interested in the products and/or income earning opportunity you exposed them to during the presentation. It will put everyone at ease, and your business will progress at an accelerated pace.

Lastly, asking for the business, sets an example for those who choose to become members of your team, and is easily duplicated if they see you do it. Additionally, it will help you find out which of your new team members is ready to build the business fast, and which ones will take some time, work, and patience before they are ready to take effective action.

Skill #37 – Customer Service

The most reliable way to continue making sales, creating lifetime customers, and converts who will buy all of what you offer that applies to them is to provide great customer service. You know the kind of service that begins with a smile, never makes excuses, and delivers what is promised.

Great customer service begins with understanding your customers’ needs and wants. It includes making sure people get what they paid for and are satisfied with it. Customer service also
includes recommending new and improved products that will meet people’s needs when they become available, even if your company does not offer them.

Customer Service can come in the form of following up to make sure they are satisfied with their purchase. It can come in the form of making sure they understand how to use all of the features and benefits of the products they buy. And full disclosure on returns and refunds if they don’t like or want to keep your products.

It can also come in the form of offering trial offers, gifting some products for them to try out, discounts for their initial purchase, and many company’s offer money back guarantees.

Customer service can also come in the form of communicating your appreciation for their business. People love to know you appreciate them and their business. Thank you cards, or emails, go a long way to create great relationships.

Unanticipated calls with recommendations to complimentary products and notices of updates or improvements to products they are already buying from you are usually welcomed; even when the product you are recommending doesn’t come from you or your company. This lets your customer know you are thinking of them not only as a paycheck, but as a person you care about.

Special events are also great for showing customer appreciation. Things like barbeques, and small social gatherings let them know that you care about them, and enjoy their association.

At the end of the day, people will not only buy more from you if you offer great customer service, but they will be happy to refer their family and friends to you, because you have treated them so well.

**Skill #38 – Goal Achievement**

Goal achievement is a natural result of reviewing and monitoring your plan and progress toward written goals. Having a set of clearly defined and detailed goals is the only way for you to determine whether you are progressing toward a specific end or not. Those who regularly assess their progress and plan to achieve success are much more likely to achieve positive results.

Every plan must have milestones by which your progress is measured. And when you achieve a goal, reward yourself and take a moment to celebrate. Make sure that you have an appropriate reward for accomplishing your goals. No matter how small or big the goal is, it should have an appropriate reward associated with it.

For example: you wouldn’t buy a Rolex™ watch for contacting 1 new person per week. But you might buy an ice cream cone or candy bar for that level of achievement. When you earn a promotion level advancement then a bigger reward is justified.
Being in business on purpose, with purpose requires you to know exactly what your purpose is, what your goals are. It is commonly taught that only about 3% of all people have written goals. And that nearly 100% of those who have written goals achieve them.

Why, because they know exactly where they are going. And can take precise action that will produce those desires. Without the specificity of a detailed goal, you lack the ability to ever know if you are on track or not. You may be taking massive action, but producing un-reliable and inconsistent results. The problem is that you or your mentor can’t possibly know what to do about it, if you don’t know where you want to be.

Develop habits that foster goal achievement. The difference between those who achieve their goals and those who don’t are day-to-day habits. Habits are where the rubber meets the road. This is the Be part of the success pattern. Habits differentiate all of us. If you come home after work and sit and watch T.V. then we will become masters at knowing what T.V. shows are on and when. What the characters are about and how they interact. If your goal is to be knowledgeable about T.V. trivia and current culture then this would be a great habit to form.

If your goal is to create wealth, then you must develop habits that will foster wealth creation.

**Skill #39 – Investing In Your Business**

There is a common business principle that say’s: “it takes money to make money”. But it’s important to keep in mind that money spent on any ole thing, doesn’t guarantee success. You must invest in your business wisely, and with the purpose of solving specific challenges in your business. After you take the personal effectiveness profile, you will have a greater understanding of what you need to work on, and the appropriate action to take so that your investment dollars and time will not be wasted.

To make money in this business you must make sure that you have the mindset that says you are investing in your success not just spending money as part of the price you have to pay to be successful.

One of the principle advantages of this industry is that you don’t have to produce the products or services you represent. This alleviates a huge expense on your behalf, so the primary investment you need to make in this business is on your most precious asset: people. Beginning with you!

This means that you will get to pay for your education. Because you must become the kind of person others will follow before they will follow, and you must become the promotion level before you can ever achieve the higher promotion level, you must invest in you first. You must learn, practice and, apply the skill and knowledge required to build relationships, transfer skill, and create duplication if you are ever to make it big in this business.
You must also invest in marketing materials, and, in some cases, inventory. This might sound daunting to the new person, but compared to traditional business models, the price for success in this industry is minimal.

Investing in personal improvement tools, event tickets, and marketing materials will help you to increase your personal effectiveness and if done properly, will create duplication in your team.

**Skill #40 - Relationship Building**

No matter what product or service you represent, you are really in the people business, not the product or service business. People do not care how much you know until they know how much you care. The most important skill you can learn, practice, and apply in this business is how to build strong relationships. People who have experienced a great relationship with you are more likely to stick with you through thick and thin.

People are the most important aspect of your business. Your prospects, customers, associates and your up-line! The most successful people in direct sales invest heavily in people and their relationship with them. They spend time with them, teach them, share with them, court them, build them.

The problem is that most people have been taught to look out for number one; it’s the, what’s in it for me mind-set that damages most personal businesses because this self centered paradigm sours relationships. Some people are so focused on achieving their own personal goals that they ignore the achievement of their team members.

It’s ironic because in direct sales, the more you focus on what you want and the more you disregard what other people desire the less likely you are to get what you want. And the reason why most people live a life of desperation and lack, is because success happens when you focus on the needs of others, not yourself.

The success doctrine in this industry is based on cooperation, not competition. The universe is one of abundance not scarcity. No-one has to lose in order for you to win. Everyone can succeed according to their own design. If you help enough others get what they want, you will get what you want as a natural consequence of the compensation structure of every direct sales company.

So make friends and become likeable. The number one reason anyone buys or signs up as a distributor is because they like the person presenting or calling. Learn about the 5 love languages, and personality types. They will be invaluable in your journey to convert prospects to customers and associates.

The residual nature of personal business ownership comes from creating lasting relationships. The fact is, that your customers will order and re-order at a high rate if you have a great relationship with them. Associates will enroll and re-enroll because of the kind of relationships you have with them. Great relationships are formed when questions or concerns arise, and they know they have...
someone they can call who is highly motivated to help them.

Your prospects and team members need to know that you are really committed to long term success and that success hinges on you supporting their dreams. They need to know that you care about them as much as you care about you!

Here are some indicators that you are ready to advance to the next phase:

1. 31 PEPs
2. Getting your products for free,
3. A list of at least 100 names and their contact information.
4. 1-5 customers.
5. A Firm knowledge & Testimony of company & products,
6. Memorized phone and personal contacting scripts,
7. 2 or more Residual Income Games.
8. You should have 15 or more team members. At least 5 serious business builders.
BECOME A LEADER Phase

Once you have increased your PEPs to over 45 and have created a strong foundational team, you are ready to advance to the second level of the Build a Team phase; called team building.

This phase of the business is like the transition from an entry level manager to an executive level manager in traditional business. Something like the C E O, or Chief Financial Officer, or Chief Operations Officer. You are now becoming a professional business builder.

Moving those who want to become professionals through the success pattern along with you. Usually this phase is where job dropping residual income is created. Don’t forget that this is still a building phase of your business. You probably won’t or shouldn’t have the big house on the hill or the Ferrari or the month long vacation to the Bahamas yet.

You should stay focused on building your direct selling business until you advance to the next phase, instead of investing in new ventures, the stock market, or real estate. You should be focusing on building security in your business. Security comes from creating a team of people who could never afford to quit. Nothing would or could tempt them to do anything else.

This is a transition phase from entry level manager to C level manager. You are now becoming a professional business builder. You are moving those who want to become professionals through the success pattern along with you.

1. Leadership skills – Becoming the kind of person others will follow.

2. Building relationships.

3. Team Development

4. Helping at least 25 of your team members take the stage

5. Building security from getting others to their goals.

6. Getting at least 100 people in your group on the company system of autoship, tools and functions.

10% of your time in this phase is devoted to personal improvement, 15% on recruiting, and 55% on training and 20% on retention.

When your PEPs exceed 45, you should naturally be moving to a new level of effectiveness and enjoying even bigger rewards. You are becoming the leader others love to follow, and your positive impact and influence on your team can be profound. You are at ease in the front of the room and on a stage. Your team achieves positive results by edifying you and bringing their prospects to your meetings. Your conversion rate of prospects to customers and associates is consistent and predictable. Everyone around you has confidence in you and loves it when you
present the business opportunity or when you are on 3-way calls with them and their prospects. Here are some additional indicators that you are entering the BECOME A LEADER phase:

- You have 15 or more team members/associates.
- You have at least 5 serious business builders in your downline.
- You make at least $2,500 in residual income from your business each month.

As you move from the BUILD A TEAM phase into the BECOME A LEADER phase, your focus should shift from prospecting to team building. You should include some of the following activities in your regular schedule:

- Hone leadership skills. Your learning library time and practice should be centered on leadership and on becoming the kind of person others will follow.
- Perfect your relationship-building skills. Now you are not just building relationships with prospects, clients, and associates. You want to focus on building leaders within your organization. You want to duplicate you as often as possible in your downline.
- Get your team on the stage. Make it a priority to help at least 25 of your team members “take the stage.”
- Build security. Help your team members reach their goals. If they are getting what they want, you will always have people working for you to get you what you want.

20% of the critical skills are included in this phase. They include: Encouragement of Others, Event Promotion, Focusing on others' goal achievement, Influence, Recognition, Relationship Building, Setting the Example, Trust Building, Use of Systems that Create Duplication, Use of Systems that Transfer Skill and Knowledge

To the person who is blocked by the lack of skill in one area or another, that skill becomes crucial to their success. And as important as each is they are described in sequential order as follows.

**Skill #41 – Influence**

Influence is one of those tricky intangibles that is sometimes hard to understand. But it’s effects are measurable and important for you learn, practice and, apply in order to build a sustainable business. Unlike persuasion, influence is not arguing a point of view, using facts and figures to make a point. It is simply the indisputable confidence, results, and value of your service that you don’t need to prove, but that are evident in the way you walk, talk, and engage others.

Influence can be a great help when you are presenting or following-up with prospects. Influence can be compelling to your prospect, but the results, personal experiences and commitment that you use as influencers, are yours, not theirs. They don’t have these experiences, and so your prospect has to believe that these same results will happen for them as well.
There are many ways people are influenced:

People are obviously influenced by visible or tangible results. For instance, when you demonstrate that you are making money in the business, or that your product or service is making a visible difference in your appearance or circumstances, people will be influenced by these tangible results.

There is no way to dispute tangible results, and so tangible results are a very powerful influencing tool.

There are also intangible factors that can increase or decrease your influence on others. These intangible factors include: your presence, the way you talk, the body language you use, the commitment to your product or service and resolve towards your Greater Causes and Higher Purposes all influence people.

Some of the intangibles help you to project credibility and confidence. When you have high personal effectiveness, you walk and differently. Not with cockiness, but an assurance that implies that you know what your doing, where you are going and that you have a clear plan and commitment to get there. People know almost immediately if you are faking it, or if you

The good news is that when people sense that you really are experiencing results, and that your confidence and demeanor come from the success you are experiencing they will be influenced to listen, and take action by becoming a customer or enroll as a member of your team.

You can’t fake either results, or the intangibles that positively influence. You can always tell when someone is trying to be or project something they are not, and so can everyone else. So don’t try to fake it till you make it.

With all that said, the number one influencer of others is the value of your service. We live in a time where customer service, relationships, and personal touch are vanishing if not already extinct. When you promise and then provide incredible value to your customers and team members, they will reward you will allegiance, devotion, and lifetime relationships.

And it is these relationships that will manifest themselves into the income and lifestyle you desire.

**Skill #42 – Trust Building**

Success in personal business ownership is founded on trust embedded in good relationships. In order to be effective you must understand how to connect with people and get them to know and trust you. Building relationships and trust takes time and effort, but it’s a worthwhile investment in the future of the entire team's success. People must feel your intentions are to help them, and know you are there to help take their life to a whole new level.
When you have people’s trust they will freely tell you their concerns, and challenges because they believe you can help them resolve their issues, and move them towards their goals.

People must know that you are there to help them, and not just sell them something. They can smell your intentions like a shark senses blood in the water. They know when someone is there to Take instead of Give. They want to feel you are there to help them, not hype them.

Selling and enrolling are a result of trust built on the foundation of effective communication of your intentions to give and share. Trust is what motivates people to take action when you ask for the business.

That is all direct selling is, getting people moving towards you, then with you. Trust is the success magnet that draws people towards you. People want to be around people who they can trust and have a great relationship with.

When you contact, present, and follow-up, create a picture of their life as they dream of it. If you ask high yielding questions, and listen carefully to their responses you can create trust with people so that they begin to have hope for a better lifestyle with your help.

Too many times people with low personal effectiveness are focused on creating a transaction, instead of a transformation. A Transaction is a short term, one time event. But transformation is centered on building trust and more long term focused.

So many people have had their dreams taken right out of them by selfish, self centered people who are short term thinkers. If you believe that you will get what you want in the long term, when you help enough others get what they want, you will build trusting relationships and job dropping income that will last a lifetime.

**Skill #43 – Setting the Example**

Successful direct selling is a teaching and mentoring business that results in real, on-going duplication. The key is to work with your team and give them the training, and inspiration they need to become successful according to their own design. If you set the proper example in a few area’s you can build it once and have it stay done, instead of having to rebuild your down-line time and time again.

Set the example for your team by communicating with them. Regular communication shows the commitment they have to their down line's success. It also demonstrates how to effectively relate to their own down line.
Listen to people and really hear what they say about what's important to them and what their goals are. This set the example that you care, and are dedicated to help them realize their dreams, even if their dreams are different than yours.

The way you dress, the language you use, and the consistency of your work in the business are also important factors that you want others to duplicate.

Your team will do exactly what they see and hear you do and say. If you contact, present, follow-up and ask for the business, your team will follow the pattern. If you go to events, they will. If you are late to meetings, they will be too. If you are on a personal improvement plan, your team will follow suit.

No one on your team will do more than you do. Set the bar high, and the standard for others will be one that will ensure their success.

Skill #44 – Event Promotion

Events have been described by many nay-sayers, that events, workshops and seminars are really nothing but “pep rallies”. And although there is a fair bit of emotional rah-rah at all events, there is a very valuable reason for this. Let me briefly explain.

Major events are particularly important because they allow you the opportunity to build and strengthen relationships and your belief in your particular company and up-line or mentors. They give you a chance to see real life examples of people who are succeeding, who are where you want to be. For many this serves as a catalyst for continuing their chase for the “brass ring”. Many leave events with renewed determination that “if they can do it, I can do it”.

Events help build company and group culture. When people congregate under the leadership of the group or company there is a transfer of language, emotion and belonging that takes place. People build relationships and strong bonds are developed during these times of gathering.

Events also build a feeling of collective power. While attending events everyone gets a feeling that they are not alone in their desire to build the business and pursue their Greater Causes and Higher Purposes. Events are for some the only time they can get a sense of renewal, reward and encouragement for following their passion.

Events also provide an opportunity to get ideas from people they don’t usually have access to about things that seem to be working in other organizations. They allow you to take a brief break from the day-to-day activity of building your business and take a moment to reflect, examine results, meet and discuss progress and goals with your up-line or mentors, re-energize yourself emotionally, and mentally. Refocus and recommit to appropriate action during the months in until the next major event.
During events your team can begin to learn what to do without you having to be the only source of the information. Duplication can occur because your team can invite their team to events, and great momentum can begin. The better you are at event promotion, the faster your team can grow.

When people learn how to promote the system of events, such as product trainings, informational workshops and hands on seminars, along with belief and attitude adjustment functions your team will attain the knowledge and motivation to build their business with or without you.

At the end of the day, results rule! Building a business that will produce your dreams and goals is the bottom line. I don’t know if there is a perfect correlation between event attendance and residual income, but my experience and observation is that that people who have the best event attendance seem to make the most money.

**Skill #45 – Encouragement of Others**

Your ability to earn residual income in this industry is directly related to your ability to encourage others. Because of the nature of direct sales, you must encourage others to help them continue to pursue their passions and dreams in good and difficult times.

How many people cheer and clap when you come in the door at work? How many people do you cheer and clap for when they come into the office? The truth of it is that most people have been jaded into thinking that others are out to get them instead of encouraging them to succeed.

This happens because most people live and work in a very competitive environment. A few people vying for limited resources, promotions, and achievement. In this industry success is based on developing relationships built from cooperation and encouragement instead of competition and rivalry.

In direct sales you must master the acronym T.E.A.M which stands for: together everyone achieves more.

If you are like I was, you might be tempted to love the loveable, and encourage the encourageable. However, the truth is that you must learn to love and encourage everyone, even those who might not appear to deserve love and encouragement. Not in a fake or contrived way, but with real sincerity. When you learn to do this, you will be richly rewarded spiritually, emotionally, and financially.

Massive wealth is created in this business is created when you learn to encourage and inspire others to become all that they can be, in order to achieve their dreams, goals, aspirations. People must have absolute confidence that you will be there cheering, rooting, and encouraging them no matter what.

They know that you are the kind of person they can follow with confidence. And that by following you to your destination, they will arrive at theirs. On the surface this appears to be a
paradox. Carol is chasing a dream to become financially free, and if I follow her I will achieve my dream of eradicating cancer. Although this seems counter intuitive, it works 100% of the time. Your example of encouragement will empower others to become the kind of person others will follow, and create results.

Skill #46 - Focusing On Others Goal Achievement

Do you know what greatest business asset is? If you think it is an inventory of vitamins, nutritionals, cosmetics, juice, internet, skin care, insurance, training, children's educational products, pre-packaged food, telecommunications, legal or travel services, or wholesale purchase programs or services you must learn anew. The products you sell are the company’s not yours.

People are your greatest asset! Your prospects, customers, and your associates: up-line and down-line! The most successful people in direct sales invest heavily in their greatest assets. They spend time with them, teach them, share with them, court them, build them. The people that choose to come with you on your journey are the most important aspect of your business.

Legendary college basketball coach John Wooden taught that winning was a natural result flawless execution of the fundamentals of the game. And Focusing on others is one of those fundamentals in this game. The first piece of advice my mentor gave me when I decided to get serious about this business was that: People don’t care how much you know, until they know how much you care”. This changed my perspective on people, the business and how to really build it.

Security in direct sales is achieved only when you help others get what they want. The more you give, the more you will get. It’s difficult to reach even your smallest goals without providing value to others. And the bigger your goals, and desires, the more you will need to learn to focus on the achievement of those in your business.

The problem is that most people have been taught to look out for number one, it’s the what’s in it for me mind-set. This indoctrination begins very early. We are taught that the world is a very competitive place and that the only way to get ahead is by stepping on, or climbing over others. How many times have you heard comments like these: “There can only be one winner”, “Second place is really only the first looser”, “Winning isn’t everything, it’s the only thing”.

It’s ironic because in this industry, the more you focus on what you want and the more you ignore what other people want the less likely you are to get what you want. And the reason why most people live a life of desperation and lack, is because success happens when you focus on the needs of others, not yourself.

You are in a business which is governed by a doctrine of cooperation, not competition. The universe is one of abundance not scarcity. No-one has to lose because you win. Everyone can succeed according to their own design.
John Wooden’s example applies to this business like this: if you focus on helping others succeed, if you help enough others get what they want, you will get what you want as a natural consequence.

Ask yourself this question, “what can I do right now, to create value for somebody else. Make friends and become likeable. The number one reason anyone buys from you, or enrolls in your business is because they like you, trust, you, believe in you.

I remember the first time I felt like I was building real security in networking. It was when I saw a couple standing on the stage at a national convention. They were on their way. They told me that for the first time in their lives, they were making money, they were having their needs met, they were accomplishing their goals. They had become the kind of people others would follow. They had realized the power of focusing on others. They focused on helping others learn, practice and apply the success pattern of direct sales. And by natural consequence, they began to get what they wanted.

**Skill #47 – Use of Systems that Create Duplication**

The founding philosophy in this industry can be summed up in one word: duplication. Duplication is the goal, duplication is the magic, and duplication is what will allow you to achieve your greater causes and higher purposes.

If you try to create income through your efforts alone, then the only thing you have is a glorified job. Sustainable job dropping residual income comes from growing your business beyond the extent of your own physical effort.

Imagine having dozens or hundreds or thousands of people effectively duplicating what they see you do each day. If that's music to your ears you're on the right track. If not, it's time to start working on the most essential element of duplication: You! When you increase the value of your service, and teach your team to learn practice, and apply the proven success pattern, others can begin to do what you do, without you being everywhere, all the time.

The truth is, people on your team look to you for leadership. And right or wrong, the precedent you set will be followed. What you do affects everyone around you and the moment you start taking that responsibility seriously, and begin to use systems that create duplication, you will create a great team, and job dropping residual income.

If you want a great team, be great. It's that simple. Lukewarm, mildly interested, hobbyist’s don't inspire teams to action. Professionals with the commitment to learn, practice, and apply the duplicatable Improve Yourself, Build a Team and Become a Leader success pattern do.
Everything you do, say, and think in this business must be duplicatable. Using proven systems that facilitate your presence in more than one place at a time is the only way to create job dropping residual income. Those who have succeeded ahead of you have learned how to create duplication. Learn, practice, and apply proven systems that create success. They might need to be slightly adjusted to accommodate special circumstances, but the emphasis is on slightly. Don't reinvent the wheel.

If everyone on your team can do what you do, and you are creating positive results, you’re on the right track. If very few people can do what you are doing, you need to make adjustments so that everyone you talk to can. If you fail to duplicate yourself, you may be able to create income, but it will never be residual income, and it will never allow you to quit your job.

Skill #48 – Use of Systems that Transfer Skill and Knowledge

Using systems designed to effectively transfer skill and knowledge will greatly magnify your capacity to contact, present, follow-up, answer questions, overcome objections, ask for the business, and build an effective team.

Personal effectiveness is improved over time. No one can know or learn everything in a day, a week, or a month. The proven Improve Yourself, Build a Team and Become a Leader success pattern is augmented with an educational system that effectively increases personal effectiveness through learning, practicing, and applying the skills and knowledge pertaining to the success pattern will accelerate your journey to financial wellness.

Far too often people enroll in the business, and immediately start doing things they are not prepared to do. For most people, this ensures disaster. Skipping right past the Improve Yourself phase and going right to Building a Team, ignoring the fact that in every industry, including direct sales, new skill, knowledge, belief, and attitude are required to succeed.

The mantra that says “the average guy or gal can succeed in direct sales” is dangerous and has kept the industry from achieving it potential for decades. The average guy or gal can't succeed at anything as long as he or she remains the average guy or gal.

It takes some education and skill training before you, or anyone on your team are ready to do anything. Until the new person has at least 30 to 35 personal effectiveness points they don’t have the skills, knowledge, belief, or attitude to be very effective at relationship building, recruiting, training, retaining, selling, or creating duplication.

The challenge is overcoming the traditional “make a list and go get-em” plan which produces a 97% failure rate, strained relationships, and a 60 to 90 day window where many people quit, blaming the company and industry for their failure.
The truth of the matter is, that if the Improve Yourself, Build a Team and Become a Leader success pattern is learned, practiced, and applied, starting with the Personal Effectiveness Profile, the new guy will know exactly what to do next, and where they are in the process of success.

If you use and promote a proven system that transfers skill and knowledge to new people, their ability to convert prospects to customers and associates will skyrocket and their income will sharply increase. Residual Income Technologies’ Personal Effectiveness Training is an example of such a system.

The more effective you are at transferring skill and knowledge the faster your team will learn how to build relationships, answer questions, overcome objections, and relate to people, and ultimately the faster your business will grow.

Why? Because the bottom line with most people is, the associate doing the presentation! Not the product or service. The company is of course crucial to long term success, and the value of your products is the thing people transact for. But in the meeting, on the phone, or at the restaurant it’s the associate they are buying into more than the company or the products and services.

Without the associate the whole system breaks down. And without effective associates, the journey to financial freedom, and achievement of your greater causes and higher purposes will be long and frustrating.

**Skill #49 – Recognition**

One of people’s greatest needs is to be recognized for a job well done. In fact, some people would rather receive recognition than money. Some people live for the opportunity to be recognized on the stage at an event in front of the crowd. This gives them a feeling of belonging to the team, company community and lets them experience success.

Recognition also helps people feel like they are actually progressing towards meaningful goals. Because of the emotional gratification that comes from people cheering you on, and encouraging you to keep going helps people to work hard, stay focused and achieving the next milestone on their way to financial wellness and their greater causes and higher purposes.

All successful business owners are good at making sure to recognize others for their contribution to the team, and ensuring that everyone knows what recognition they can receive for accomplishing small and large goals.

There are literally hundreds of different ways to use recognition to motivate your team. Popular recognition topics include things like, contacting or showing the business presentation to a certain number of people in a month, or signing up enough people to get your products for free, or getting people to go to an event, or producing a certain number of sales.
If you are new to direct sales, make sure to know and understand what you could do between now and the next event that has recognition in it to be recognized. Even if you don’t like to be in the spotlight, your team and others in the audience need to see people succeeding. And recognition is an obvious way to demonstrate that success is happening. It builds belief and will motivate your team to want to be on the stage with you at the next event.

If you have people on your team, make sure that you know what each team member needs to do in order to receive recognition and encourage them to achieve some goal that will get them in the spotlight.

Skill #50 – Service

One of the guiding characteristics of those who become great leaders in this industry is service. They have or acquire the desire to serve others; beginning with customers and then to associates as they join your team. The focus on serving customers and associates places the needs and desires of others before your own. This speaks to the concept that people don’t care how much you know until they know how much you care!

Because no-one is born with this characteristic, it can be learned and duplicated if you are serious about creating a strong and profitable business. Duplicating the power of service will accelerate your business by leaps and bounds. Those who you serve will learn that success is based on becoming the kind of person others are attracted to.

Service is like honey to the bee, it creates a culture of people focused on helping meet the needs of others and by natural consequence having their own needs met. This creates a healthier, wiser, freer, more ambitious team, whose collective service flows over everyone who engages with the team.

This service begins by providing information, help, and encouragement to everyone on your team. In turn everyone in the group will follow your lead. Even those who have spent a lifetime working in a competitive environment can learn the better way. They will experience that cooperation through service creates better results, at an accelerated pace.

A team of people who serve one another will accomplish more than the sum of all the accomplishments of those same individuals working apart or separated emotionally from each other.

Here are some indicators that you are ready to retire and begin pursuing your greater causes and higher purposes fulltime.

1. 42 PEPs.
2. 15 or more team members.
3. At least 5 serious business builders.
4. At least $2,500 in networking income.

You should have at least 250-1,000 people on your team, with 20 or more serious business builders. You should have at least 100 people on autoship or a subscription of your products or services. You should have at least 100 people subscribing to an education system and attending events. At least 50 of your team members should be recognized on the stage at each of your company events+
Above and Beyond - FreeTirement

The last and final phase of building your business empire is the retirement phase. I refer to this phase as freetirement. It is the ability to achieve your greater causes and higher purposes by creating job dropping residual income. This is where life gets really exciting. The reward for this kind of performance and personal effectiveness results in personal lifetime financial security and possibly generational financial rewards.

Usually people in the freetirement phase have more than 70 PEPs and have helped many others retire by creating job dropping residual income. This happens when you help move beginners into entry management, and help your entry managers into C level positions of their own divisions (or legs) of your enterprise.

At this level you are a mentor, an encourager, an example of what can happen if a person increases their PEPs and taking consistent appropriate action through a predictable pattern of success. You can now effectively engage in your greater causes and higher purposes.

At this level you are a mentor, an encourager, an example of what can happen if a person makes the decision and commitment to their goals and takes consistent appropriate action through a predictable pattern of success. You can now effectively engage in your greater causes and higher purposes.

1. Creating security in your business, by helping 3 or more of your team members to create job dropping residual income.
2. Helping at least 3 of your team members get 25 of their people to take the stage
3. Helping at least 3 of your team members get 100 people in their group on the company system of autoship, tools and functions.
4. Greater causes and higher purposes.
5. Speaking and sharing how you made it through precision execution of success pattern and use of the Residual Income Game.

Creating multiple streams of residual income.

When your PEP Score exceeds 70, you are arriving at the level everyone in the industry dreams about. You have abundance and are able to pursue your Greater Causes and Higher Purposes without the normal constraints of money and time that prevent most people from achieving the greatness for which they were born. You are a leader of leaders now. When you take the stage, everyone listens and tries to emulate you. Here are some key indicators that you have arrived.

- You have created job-dropping residual income from your business. In other words, you can retire from your job and build your business full time (if you have not already done so) without money or retirement concerns.
• At least 3 other leaders on your team are also receiving job-dropping residual income each month or, at a minimum, are making measurable progress each month and will soon be at that level.

As you move from the BECOME A LEADER phase to HAVE phase, your focus again shifts. Now you can enjoy many self-guided priorities that include time spent on your Greater Causes and Higher Purposes. Here are some suggested business building activities for this phase:

• Create depth of security. Everyone on your team that you help to achieve job-dropping income is one more business builder that will never quit. That means you will be able to count on them to generate long-term residual income.
• Perfect your business-building duplication skills. You have arrived at the point of success. You likely got here through successful duplication. Although you may enjoy the spotlight, long-term success and your continued business growth depends on your ability to replicate your success in others. Focus on helping 3 leaders on your team get 25 of their team members on the stage.
• Help at least 3 of your team members to get 100 people each in their respective groups on autoship, or to functions, or on the learning system, and so forth.
• Create multiple steams of residual income.
• Unify your entire organization around a complete and highly duplicate-able recruit-train-retain system that includes: (1) the PEProfile, (2) an appropriate learning library that teaches the 50 PEProfile skills, (3) practice tools such as the Residual Income® Game, and (4) application tools for implementing what was learned and practiced and applying it into real life.
• This is when security happens in the business. This is when you create true residual income. You move more beginners into entry management, and entry managers into C level positions of their own divisions (or legs) of your enterprise. Typically you need to train 6-10 C level managers to qualify for this stage. The C level managers in your organization will be making enough money that they could never afford to quit. This is true security in the business.

• 52 PEPs
• Created Job dropping residual income
• At least 3 of your team members making measurable progress towards job dropping residual income.

Master mentoring skills and knowledge. You will need thousands on your team and at least 100 or more serious business builders. Your business will have at least 1,000 people on autoship or a subscription of your products or services. You should have at least 1,000 people subscribing to an education system and attending events. At least 500 of your team members should be recognized
on the stage at each of your company events, and at least 20 team members who have created job
dropping residual income
On-going Support?

Complimenting the business building and training systems offered by your company are weekly Skill Radio training calls, Skills of the Million Dollar Earners learning library, the Personal Effectiveness Profile (PEProfile) skills assessment the Residual Income Business Building Simulator and other very specific skill training tools. This support helps you stay focused, make proper decisions, and take appropriate actions to accelerate your business development. There are 5 actions that we recommend to further your development:

Step 1: Read, re-read and study this guide book so that you fully understand the 50 skill categories and how they fit into the 3 step success pattern. This manual also gives you the context to understand all the pieces of your business and how the system offered by your company fit together which will enable you to build your business faster and with less frustration.

Step 2. Fully engage in the personal improvement program offered by your company if your company has one. If your company doesn’t have an established training system, engage with Ri Training to get the skill training you need in order to more fully take advantage of your company’s offerings to help you build a strong and profitable business.

Step 3. Register for weekly skills training call. Each week we teach one of the 50 critical skills that make up personal effectiveness on our Skill Radio call. The conference call requires registration but is offered free of charge. The purpose is to create awareness of the 50 critical skills allowing you to take action to develop the skills you need to achieve your goals.

It is recommended that you and your team attend the weekly skills training calls to build a culture of personal effectiveness in your organization.

Step 4. Use the simulator weekly. The Residual Income® Business Building Simulator offers the ability to practice the phases of the success pattern and the 50 critical skills of personal effectiveness. Practice is necessary to build belief and confidence. The simulation reinforces the learning making it permanent allowing you to immediately apply the knowledge you’ve gained. The interaction of participants in the simulation builds a culture of helping one another relieving the demand on leadership. It is recommended to use the simulator weekly to build belief, confidence, and momentum within your team to grow your business.

Step 5: Monitoring Progress. Although the PEP Score is not to be confused with a credit score, there are some conceptual similarities. The better your credit score, the better you will be able to take advantage of financing options when applying for a loan. Similarly, the better your PEP Score, the better your effectiveness is likely to be in building your business and in achieving your goals. For this reason, we recommend that you take the PEProfile at least quarterly to monitor your progress and re-evaluate your personal improvement plan on a regular basis.

Access codes can be purchased to continue monitoring improvement over time. Seeing your PEP Score increase can be an early indicator of progress and future growth in your business!
You may return to print or download your results as many times as you desire. Simply go to www.PEProfile.com, and re-enter your code. It will take you to the results page and you can print or download your profile report.
The Residual Income Business Building Training Simulator

The Residual Income Training Simulator is a board game that simulates the business of direct sales. It has been developed by master instructional designers and experienced direct sellers to provide the opportunity to learn, practice, and apply the 50 critical skills of direct selling all at the same time with the context of the Improve Yourself, Build a Team and Become a Leader success pattern.

Simulations are now, and will continue to be, the means that trainers, business moguls, and community leaders employ to transfer long-lasting expertise and build powerful lifelong relationships. Simulations have been used for decades by pilots, fire fighters, police men and in many disciplines. They give real world experience without the dangerous and difficult consequences of the real world when failure occurs.

In as little as 2 hours per week, using the Residual Income Training Simulator, you could be transferring critical skills, knowledge, attitudes, and beliefs, and teaching your team how all of these fit into the success pattern of your business.

Using the game on a weekly or bi-weekly basis your:

1. Team could transition from amateurs to professionals in developing skills and transferring knowledge, beliefs, and attitudes,

2. Team could experience the success everyone desires but most only wish for,

3. Prospects could experience the value of your company,

4. Team could implement what they learn at your weekly meetings the moment the game is over,

5. Team could simulate the day-to-day activities of those who are successful in the industry.

Contrary to popular training methods of telling you what to do and expecting you to be able to go out and do it, the Residual Income Training Simulator immerses you in a realistic business environment where you have to make decisions and grow your team to advance promotion levels and achieve the financial freedom.

Remember that amateurs practice until they get it right – professionals practice until they can’t get it wrong. And that “Perfection will come through practice. It cannot come by merely reading instructions.” - Napoleon Hill
Glossary of PEProfile Skill Categories

Here is a general description of the 50 PEProfile Skill Categories.

**Basic Strengths Inventory**
Your success will be determined largely on your willingness to learn, grow, and become the kind of person others will follow. Basic strengths of character are required to meet the demands your success goals require. Your leadership now and in the future hinges on these basic building blocks, which include honesty, integrity, accountability, and being inquisitive and teachable.

**Beliefs and Values**
Your beliefs and values determine what you will do in business and how and when you will do it. This includes how you feel about sales, money, work, family, relationships, and a myriad of other things that will determine your level of success and the amount of time you will take to achieve it.

**Use of People**
Direct sales is a people and a relationship business. Those who see people as a means to get what they want seldom succeed in this industry. Those who focus on using this industry as a means to get people what they want almost always succeed.

**Success-Failure Orientation**
People adopt positions and then gather evidence to support those positions. Some will half-heartedly do what you ask then point out it did not work and, hence, that the company or industry does not work. Others will implement the success pattern with precision and succeed wildly. Find and work with people who would rather prove success than failure. And be that kind of person yourself.

**Commitment**
Commitment is measured by your willingness and determination to get the job done, no matter the circumstances. Traits like honesty, integrity, and keeping your word are key components to succeeding in any endeavor.

**Work Habits**
No matter how many hours you work in your business, the bottom line will be determined by your unrelenting passion for creating your desired results. Some will quit, others will concede, but those who are willing to pay the price will have the grandest rewards this industry has to offer. Developing consistent work habits for yourself and modeling this for your team will effectively move you to realize your goals much faster than sporadic efforts. Most people need to increase their business ownership skills and apply work habits equal to the level they want to achieve.
Personal Improvement Plan
You must become the kind of person others will follow before they will follow. A personal improvement plan is like a road map to success. If you follow it, you will have a credible claim on success. If you do not have one or if you ignore the one you have, you will flounder and lose your way.

Discouragement Threshold
Character has been defined as the amount of disappointment you will endure before you become discouraged. People who are easily discouraged often quit easily.

Motivation
Knowing why you are in this business is crucial to your success. Without motivation you will not have success and you will lose power to accomplish anything of lasting worth.

Goal Setting
A goal not written is a wish—a wish that probably will not come true. People who have a written set of realistic goals have something to measure their progress against. Those who do not are at the mercy of their emotions to determine whether they are succeeding.

Product Knowledge
In order for anyone to buy and use your products you must know the features and benefits of them. Cost, personal benefit, competitive advantages, and, of course, research to back up claims is very important for your customers. The most important part of product knowledge, however, is your personal testimony of how the product has affected you. Being sincere and explaining the benefits you have received are the keys to making sales.

Company Knowledge
Knowledge about the company is crucial to anyone you introduce to the products or the opportunity. You must know about the owners, the features, and the benefits of the products or services you represent. You also need to understand the ordering process and return policy, the compensation plan details, and so forth.

Industry Knowledge
This is an industry that pays you for referring people to your company and can reward you for those one-time referral efforts over a long time period. Knowing and being able to articulate this and other advantages of an industry that has low start-up costs and long-term payouts will help you build and promote your business more effectively. This knowledge also allows you to better understand and perpetuate advantageous product and service distribution trends.

Connectedness
Your business will grow at an accelerated pace if you are connected to many individuals and organizations where people meet and associate often. The more people you know, and the more
organizations you actively belong to, the more people you will be able to effectively and naturally expose to your products and company.

**Making a List**
The importance of making a list of all the people you know cannot be overstated. Experience shows that one of the fastest ways to achieve job-dropping residual income in your business is to make a list of at least 200 people and then effectively contact all of them.

**Planning Skills**
There is only so much time in a day. And you can get the most out of each one by regularly spending a few minutes planning your day, week, and month. Use some form of planner or business accountability tool to keep you on track and ensure that nothing falls through the cracks. The details make all the difference.

**Integrity / Honesty**
People buy products and services from others whose word means something. Do you do what you say you will do? Do you do it when you say you will do it? Regardless of product or service price points, if people can count on you to tell them the truth and keep your promises, they will be more attracted to you and your organization.

**Edification**
People will listen to and act upon advice from others they trust. There is no better testimony of someone’s character than that of another person. When you talk about the strengths and accomplishments of your mentor, you give that person instant credibility and position him or her to be able to help you.

**Compensation Plan**
Understanding the compensation plan is vital to building a strong and profitable business. You need to understand the plan well enough to be able to optimize it yourself and to describe it to others who want to join your team.

**Dress and Grooming**
People will more easily follow someone who is sharply dressed and has good grooming habits. These are outward signs of consistency and commitment. Anytime you talk of success and business ownership, you do not want anything about your appearance or outward habits to detract from your message.

**Language**
People form opinions of you very quickly. Much of this opinion is based on the language you use. Crude, sloppy, or inappropriate language communicates more about you than you might realize. Use clean, socially accepted age and gender appropriate language in your communication with others.
Identifying Prospects’ Personalities
Adapting your language and presentation style to allow for different personality types greatly increases the chances you will be heard by your audience. Speaking to people in the way they like to communicate and using terms they know and understand gives you credibility and builds trust quickly.

Listening
Often people formulate their next question or statement before the other person has finished talking. This negates the possibility of truly listening to the other person. We have two ears and one mouth, and we should use them in that proportion.

Relate-ability
Whether it is a corporate executive or a maintenance worker, people pay attention to those with whom they can relate. Personal effectiveness in this area will allow you to talk to anyone anywhere and get them to not only pay attention to you, but also to take action based on what you say.

Contacting
There are three levels of contacts you can make: hot, warm, and cold. Hot contacts are those who you could walk into their house without knocking. Warm contacts are those who know you by your first name. And cold contacts are people you do not know yet. There are specific skills and knowledge necessary to make appointments with each of these three audiences.

Product Promotion
Product promotion begins with listening. If you ask a few questions about your customer’s life, you can quickly ascertain which features and benefits of your products would be most advantageous to them. Product promotion always ends with a call to action, question, or invitation for them to try your product.

High-Yielding Questioning
Asking questions to ensure that you fully understand people and their concerns can help you provide the most accurate solutions. Much of the time people are more interested in the fact that there is an answer than the actual answer itself.

Presentations Aptitude
Giving effective presentations is a skill that can be acquired. Some like to give presentations and others would rather not. However, in order to build a business of any kind you must master the science of presenting to individuals, small groups, and even large gatherings. The more you present, the more comfortable you will become. Learn, practice, and apply this skill and the world will be at your feet.

Tracking Results
Having a plan with quantifiable measurements that correspond directly to your next goal is imperative. Expanding this plan to include your team members is the path to financial security. Review your results at least every month to ensure that you are working your plan and that your plan is working.

**Record Keeping**
There are many benefits to owning your own business. Some of them are income related and others are related to reducing expenses. In either case, it is important to maintain proper records to ensure that you are being compensated correctly and that you are taking full advantage of business laws that have been set up to help you. Keeping records also includes tracking your and your team’s progress toward individual goals.

**Persuasion**
Learning to persuade people to make decisions and take action about ideas, purchases, and building a business with you increases the number of people you can effectively serve. Whether persuasion is bold or gentle, the results of effectiveness in this area speak for themselves.

**Selling Aptitude**
Sales are the bottom line to every business enterprise. We are constantly in a selling mode. We sell ourselves, our ideas, or our values all the time, everywhere we go. Your skill and comfort with sales will greatly impact your income and the achievement of your Greater Causes and Higher Purposes.

**Follow-up Preparation**
In direct sales, the fortune is in the follow-up. Effective follow-ups come from making a plan from previous meetings and having answers to common or frequent questions that people have. Failing to prepare for your follow-ups or failing to follow-up at all is a leading cause of failure.

**Answering Questions**
Effectiveness in answering questions is more than knowing the answers or being right. It includes the ability to stay calm and collected even if you do not know the answer or if the question is unpleasant or puts you on the spot. Managing the response, flow, timing, and focus of questions is a crucial skill.

**Overcoming Objections**
Many people view objections as a bad thing. In reality, they indicate that people are interested enough in your products, company, or industry to seek answers and solutions. Once you help them resolve concerns, they can feel comfortable and educated enough to move ahead with you.

**Asking for the Business**
This is a simple concept and yet it is challenging for many people. Some do not want to seem pushy. However, asking for someone’s business is nothing more than a question that establishes
whether your customer is ready to buy, needs additional information, or simply is not interested in your product right now.

**Customer Service**
Great customer service begins with understanding your customers’ needs and wants. It includes making sure people get what they paid for and are satisfied with it. Customer service also includes recommending new and improved products that will meet people’s needs when they become available—even if your company does not offer them.

**Goal Achievement**
Reviewing and monitoring your progress toward your goals is the only way for you to determine whether you are progressing toward success. Those who regularly assess their progress are much more likely to achieve positive results.

**Investing in Your Business**
To make money you must invest in you and in your business. This means that you will get to pay for your education, marketing materials, and, in some cases, inventory. The good news is that in this industry, the price for success is minimal compared to traditional business models.

**Relationship Building**
People do not care how much you know until they know how much you care. The most important skill you can learn, practice, and apply in the sales business is how to build strong relationships. People who have experienced relationship quality with you are more likely to stick with you through thick and thin.

**Influence**
When people see the result of your products and success in building a strong and profitable business, they will be influenced to follow your example. Your presence, the way you talk, your experiences, the body language you use, the commitment and resolve you show toward your Greater Causes and Higher Purposes influence others.

**Trust Building**
Getting to the truth faster is paramount in building relationships, solving problems, and overcoming concerns. When you have people’s trust they will tell you what is really going on, so you can work on resolution instead of massaging egos and emotions (which only leaves the problems unchanged and ready to surface again).

**Setting the Example**
Your team will do exactly what they see you do. If you go to events, they will. If you are late to meetings, they will be, too. If you are on a personal improvement plan, your team will follow suit. No one on your team will do more than you do. Set the bar high, and the standard for others will be one that will ensure their success.
**Event Promotion**
Events are a place where real duplication can occur. Your team can begin to learn what to do without you having to be the only source of the information. Additionally, your team can invite other teams to events, and great momentum can occur. The better you are at event promotion, the faster your team can grow.

**Encouragement of Others**
One of the most important skills you must learn to be successful in life is encouragement. Because of the nature of direct sales, you must encourage others to help them continue to pursue their passions and dreams in difficult times. This is rewarding financially and emotionally.

**Focusing on Others’ Goal Achievement**
Security in direct sales is achieved only when you help others get what they want. The more people you help, the more you will get. You can achieve your initial goals by work you do yourself. However, the true rewards of direct sales and real residual income happen when others achieve their goals.

**Use of Systems that Create Duplication**
Everything you do, say, and think in this business must be duplicate-able. Using proven systems that facilitate your presence in more than one place at a time is critical to your progress. Those who have succeeded ahead of you have learned how to create duplication. Use proven systems. They might need to be slightly adjusted to accommodate special circumstances, but the emphasis is on slightly.

**Use of Systems that Transfer Skill and Knowledge**
Personal effectiveness is improved over time. No one can know or learn everything in a day, a week, or a month. The proven Improve Yourself - Build a Team – Become a Leader success pattern is augmented with a personal effectiveness system of learn, practice, and apply. Using systems designed to effectively transfer skill and knowledge will greatly magnify your capacity and accelerate your journey to financial wellness.

**Recognition**
One of people’s greatest needs is to be recognized for a job well done. Make sure to recognize others for their contribution to the team, and make sure to encourage recognition and rewards to come your way, both from yourself and others, when you accomplish small and large goals.

**Service**
Providing information, help, and encouragement to your team creates a culture of help and encouragement for others to follow. A team of people who serve one another will accomplish more than the sum of all the accomplishments of those same individuals working apart or separated emotionally from each other.
For more information about the PEProfile, Skill Radio, Skills of the Million Dollar Earners, The Residual Income® Game and other plug-n-play training solutions, please visit www.ritraining.com or call (801) 471-0008.

PERSONAL EFFECTIVENESS PROFILE

GUIDE BOOK

A Reference Guide for the Personal Effectiveness Profile and Reporting Process

Ri Training