4-STEP PROCESS   
RECRUITING & SPONSORING

1. ***WHY: SHARE THE CONCEPT*** Why Them, Why Us, Why Now?  
   -Why Them: Why are they looking? What do they currently want that they can’t achieve?  
   -Why Us? Market America-Shop.com & Shopping Annuity, Consumer Power, The UnFranchise Model, Our Team

-Shop.com Overview (Register as PC, show Shop Buddy)  
-Home Shopping List  
-Referral Tracking (Horizontal vs Vertical)  
-Who do you know?  
  
**Leave: Annual Report, Product Catalog, Home Shopping List  
Send: AboutMA.PDF**, and **www.marketamerica.com**

It is also recommended to give the prospect an answer to

“What is it” (Imperative that they learn both before approaching people).

**Book a follow-up within the next 48 hours.**

***\*Important!*** BRING to HBP/UBP as soon as one is scheduled in the local area. (Within 48 Hours) If this is not possible Continue with Follow-up #1.

***2. WHAT: FOLLOW-UP # 1*** Show the Plan/MPCP (HBP, Webinar, 2-on-1, Video & Call)   
 - Show the plan, using HSL list #’s and their referrals as examples in MPCP  
 - Review a product to try

-Commit to switch brands and shop from self

-Commit to being coached and trained (sell Ticket to next event)

**Leave:** Review MAKING A NAMES LIST for their Review.

Send:MPCP video, BASIC 5 Attitude & Knowledge Video, PowerProfile of choice   
Go over answer to “What is it” & “Two minute commercial”

**Book a follow-up within the next 48 hours.**

***\*Important!*** Bring this person to a Basic 5 training as soon as one is scheduled in the local area (a seminar ticket should be sold immediately if not done so already).

1. ***HOW: FOLLOW-UP # 2* TRIAL RUN OR REGISTER.**

-Complete UnFranchise Commitment Sheet

-Getting Started Guide

-NUOT Tracker and Partner Now/Sign-Up Wizard if registering

**HOME WORK ASSIGNMENT**

Complete **names list** 60 to 100 names copy must be available at follow up.

Complete **goals statement** with plan of action. This is something you will have to help with.  
Shopping Assessment or Shopping Advisor

# Book a follow-up within the next 48 hours.

***\*Important!*** Sell tickets to next major local, district, regional, or corporate event.

***4. FOLLOW-UP #3 MOST IMPORTANT STEP***

**Review** Action plan, make sure it is complete. Get a copy of their **NAMES LIST** and **GOAL** **STATEMENT.** Book 2 dates for their Home Event. (Do 3-way calling to invite people to their events) Review their answer to *“What do you do?”* *“What is it” and “2-minute commercial”.*

4-STEP CHECKLIST RECRUITING & SPONSORING

***1. WHY: Share the Concept***

|  |  |  |  |
| --- | --- | --- | --- |
|  | Annual Report |  |  |
|  | Home Shopping List |  |  |
|  | Product Catalog |  |  |
|  | Answer to “What is it?”  2-Minute Commercial | } | It is imperative that they learn both before approaching people. |
|  | Send About MA.PDF |  |  |
|  | **Book a follow-up within the next 48 hours.** |  |  |

***2. Follow Up #1: WHAT: Share the Details***

|  |  |
| --- | --- |
|  | Bring to *HBP, UBP, 2-on-1, ABC Meeting* and have them bring guests |
|  | Answer questions |
|  | Leave and Review *Making a Names List* |
|  | Send “MPCP”, “Basic 5 Attitude and Knowledge”, and “Power Profile” Videos |
|  | Go over their answer to “What is it?” |
|  | Go over their “Two-minute commercial” |
|  | Send Financing Your UnFranchise document for review |
|  | Sell ticket to next local training |
|  | **Book a follow-up within the next 48 hours.** |

***3. Follow Up #2: HOW: Trial Run or Register***

|  |  |
| --- | --- |
|  | Trial Run or Partner Now/ Sign-Up Wizard (Use NUOT Tracker) |
|  | UnFranchise Commitment Sheet |
|  | Go through the “Getting Started Guide” |
|  | Assign homework: Complete names list of 60-100 names for next follow up |
|  | Assign homework: Complete goals statement with plan of action |
|  | Sell ticket to next major local, district, regional or corporate event |
|  | **Book a follow-up within the next 48 hours.** |

***4. Follow Up #3 (Most Important Step!)***

|  |  |
| --- | --- |
|  | Review “Action Plan” and make sure it’s complete |
|  | Get *Names List* and *Goal Statement* |
|  | Book 2 dates where you show the plan for them |
|  | Do 3-way calls to invite people to their events |
|  | Go over their answer to “What is it?” |
|  | Go over their “Two-minute commercial” |