**The two most commonly used approaches:**

Direct

Referral/Evaluation

If you're growing a business that needs people to see it and know what you do in order to grow and succeed, these two approaches both work.

Here is the most commonly used approach:

You talk to someone for a month or two and you are networking back and forth and now you want to move into seeing if they can help with your business expansion.

I call this the hybrid approach. It’s a hybrid of direct and referral together.

Here are the bullets. DO NOT use scripts. Scripts don’t work because every conversation is going to be a little different, so use bullets instead.

Identify people.

Call your person and after small talk, you say:

“Hey, great catching up. I only have a second.
The reason for my call is because…

Edify the person…

I'm starting a company or I already have a successful business and I'm looking to expand.
I thought of you (edification) because we've known each other a long time. You're really well networked.
I like your attitude. You’re always positive and I'm looking for people like you

**The next part is, you MUST say these words:**

I want to, NOT - would it be okay if?

I want to show you an overview of my business so you understand how it works and the type of people I am looking for.

(This should be in your own words but I want to show you what it is I’m doing/how my business works or so you can understand and learn about the type of people I’m looking for.

NEXT: I appreciate you taking some time out of your day to do this. It may or may not be for you

personally but I do appreciate your time either way.

You might think of someone that would be great for me to invest my time in helping.
What time works best for you, Tuesday or Thursday? Mornings or evenings ?

So here are the bullets:

Small talk
Busy and only have a second
The reason you're calling

Expanding the company
I've been successful here in this market and now looking to expand even farther.

OR – I just started a company and am really excited about it.

I thought of you because…
(You're going to edify the person, you give them compliments because you should be talking to

people that you actually feel are ethical, you like their vibe, have a good relationship with.)

Next: I want to (you want to show them what you're doing) and you want to show them the type the people that work well in your type of business - because if they don't think they need to see it,

they're just going to brush you off. But you've said I need you and I want you to see what it is we're doing so you can understand how my company works and the type of people I'm looking to partner with - meaning (they can’t understand all that without seeing your business and booking a time to meet.)

I then say: “I appreciate your help. I know it's asking a lot. I know you are taking time out your day and I know you are already busy. You may or may not be interested personally but either way is fine with

me. What time works best, Tuesday or Thursday? This is the Direct approach BUT I also gave them a bailout. Many people don't actually book an appointment with me because they're afraid to say NO and don't want to hurt my feelings or anything like that.

So when you go for that back-door approach – “It's okay either way but you still may be able to help me

with some referrals…” they are more likely to book the appointment with you and keep it.

Here's a modified approach:

We're going to take a blend of the Direct and Referral approach. But we're going to mash it up to give them a reason to really want to help you!

Side note: Here's what I’ve learned. If I take someone that doesn't really know me and I say I really appreciate your help, I know you may or may not be interested but either way is fine with me, at the end of the day I still don't have time to get to this Eric person who I don't really know, who is asking for my help. Sometime they’ll say yes to be nice on the phone but then they cancel right before the appointment because there's nothing in it for them. There always has to be something in it for someone - especially if you don't have a full relationship developed yet, for them to want to see what you do.

This is a two-step approach.
I'm going to be on Facebook for the first step.
This one EVERYONE can do. You’re going to be typing on Facebook, Instagram, LinkedIn, etc.

You want to pinpoint areas in the country or the world that you personally want to grow your business in.

Choose places the NMTSS is already strong in and that has excellent training set up in those areas.

Here is the 2 step approach:

Who you have been talking to – where they are from and even if you don't know them well, maybe it's someone you met today. You've been talking to them back and forth, like the vibe, see that they're in New York City, and so here’s what I'm going to say:

“Hi Sam, are you still located in New York City (I see that on their profile but I'm not sure if they

are still in NYC).
They say “yes I am, why?”

I Say: “the reason is (AND I AM TYPING THIS)

I own a successful business out here in Massachusetts. It's a web based company and I'm looking to expand in New York City…”

Because I'm close enough/or my company has the best training set up there/I have a successful company/ have done this successfully many times over…

And i'm looking for great contacts in New York City

I don't know a lot of people in that area, **but I bet you do**, and I'm looking for people that live in that area…

(I ask for help)

If you're able to help me, it's going to be mutually profitable for both of us.

When do you think you will have two to three minutes for me to give you a quick call?

Let’s go over the bullets again:

I'm looking online for an area I want to build in.
Are you still located in (whatever city you're targeting?)
The reason you're calling or what you are asking is - you're wanting to expand your successful business somewhere and now you're looking to grow in that City/town/state/country - you don't know people personally out there but you're reaching out to find some people who do have some contacts.

If you're able to help me Sam, identify one or 2 two partners to really get the groundwork started, **it would be mutually profitable and well worth your time.**

There are no scripts, just bullets because the conversations change every time.

When/How soon do you have two to three minutes and I could call you?

-okay is I locate a city I'm growing into looking to find a pod of great people

I'm targeting and area so that I have enough traffic to find some great leaders whereI'm not scattered all over the country.

I don't ask for an hour. I’m asking for two to three minutes.

**But I also told them it could be mutually profitable and it's well worth their time to hear me out.**

Every single time it's taken that eighty percent of people I've been networking with that I don't know too well and getting them to book a time to chat with me and KEEP the appointment and SHOW up!

Now they feel like I am not trying to involve them in a company. Eric is just really trying to

Start a business in another state and they happen to be there and maybe they can make some money helping this guy Eric who they just met online.

it's all true.
Its ethical.
it's right.

It gives me a chance to actually talk to them because so many people are doing these automated things online and it's all conversation that’s static. It's all this internet-based or web based, email based, on Facebook and you never ever get a chance to talk to the person.

So here's what you say:

You're going to now call them.

What is the best phone number?
I can NOW take what was just an online relationship and move it so we can get to know each other and hear each other out.

What's up? It’s Eric Henderson. How are you? I can't tell you how much I appreciate you jumping on the phone with me. I know you don't know me that well and I don't know you that well, but I figured if you would be able to help me, I really think this could be something well worth your time to do so.

Side note:

Usually ends up in small talk.

Just talk to the person a little bit.
Ask them what they do? “ By the way, I just want to ask what do you do out in New York city?

How long have you been there? Just asking a bunch of questions. It's really simple to do because when you ask more questions, you get an idea of who they arr. Are they good ethical people? Ambitious people? Well networked?

Now you go into: “I own a successful shop.com business over in Massachusetts and have developed a really great network of people. Now I'm looking to expand in New York City where we are already set up for growth. I just happened to not have started my company out there yet and now I'm

willing to do it…”

Tell them why:

“Based on what you said, you have lived out there for 10 years…you’re of a traditional business owner, you know a lot of people, etc…”

Here's what I'm thinking - If you can help take a look at what it is I do, and the type of people that work really well in building with MY company - the type of people I work really well with -

that end up being successful, I want to show you how that works and if you think you're willing to help me out, locate people, basically connect the dots, suggest people that would be a good fit based on what you've seen what I show you on the webinar, I can make sure it's mutually profitable and I'll explain on the webinar what I mean. It could be it could mean a couple hundred dollars to you

or it could be in the six figures residually too, depending on how successfulwe are working together to identify the right people.

I say that because I know if someone could lead me to 2,4,6 great partners, **I could bring them in as a silent partner and have them benefit 100 percent** meaning:
I'm going to do the work, they help me locate the people and now all the business we create can flow

through their company and earn them a residual ongoing income.

if someone says: “Hey, I want nothing to do with owning it, but I like what you have and I have several people, then what I do is I just do one profitable payout for their help meaning ‘hey, if you can lead me to the right person and they come on board and everything works out, here's what I'll give you as

a thank you for coming on here, taking a risk and giving me some of your time and being able to help connect your network with me. That to me is worth something.

Then, I always ask them if there is any other ways I can help them out in their business, company or job? “Is there anything I can do that could help you in any way, shape or form possible because I want to make sure I repay you for that favor as well!

**But here's the deal:**

I want them to see what it is I do.
Since we all own and run a company that depends on expansion, distribution - meaning past just your own hours, you are now developing distribution, you have to identify great people and 99 percent of the work is getting someone to see what it is we do. In my opinion, if you don't have the time to network and develop a relationship quickly, you have to give them a reason to care that's just above helping you out. A total stranger doesn't care about you, and you don't know them either so you have to give them a reason to meet with you.
**This is why this referral/evaluation approach WORKS so well and SO fast!**

When we get into the **Direct** approach, this is best done AFTER you have developed enough rapport with someone – or with people you have had a relationship with for a LONG time.

In my business I'm going to show them how it works, and then I'm going show them how it could be profitable for them to help me out, as well as answer any questions they have.

This also helps you help your team members!

On Facebook for example, I can see where they are located and depending on where I have great partners, that's where I want to find the network. I want to help our UFO team members build their business, so I'm going to look to build in the areas they are in and where the NMTSS is already strong and supported. Then, I simply contact them and give them an incentive to hear me out.

You basically say - I'm looking for people in that city.

Would you be willing to help me out?
I want you to see what it is I do.

It's going to be mutually profitable and well worth your time.
Can i jump on a phone call and explain?

It'll take two to three minutes…

The phone call always goes over the two to three minutes. You spend 20 minutes getting to know them, they spend the same amount of time getting to know you - and then you book the webinar.

You say: “ I want to show you how I can make this profitable for you and well worth your time but you need to see what it is we're doing so you can understand it all and I can be able to answer any questions you have. I know you're not going to refer people to me if you don't feel good about what it is we do. I also want to show you how this could either be a couple hundred dollars well with your time or multiple thousands dollars of ongoing cash flow simply for you being willing to help me expand in New York City, etc.”

You have to just do bullets. You go over the bullets and you just hit them in your own way and it's different every single time. The part I love is that you are able to type, and not feel the pressure of a phone call - **and now anyone can do it!**

**It's a two-step approach.**
Typing on Facebook you can locate someone in the city you want to expand in.

Then you say – “Hey Sam, are you located in that city still?”

Yes/No/Maybe - whatever it happens to be.
The reason is: “I have successful company looking to expand in that city.”

“I don't know people currently in that area but that's where you come in. I'm looking for people who are there that can help me network and find the right people. I don't know people but you do.

If you're available to help me identify a great partner or two to help me get it off the ground in that state/ country - whatever it happens to be, it will be well worth your time and mutually profitable.

So I gave them 2 reasons to help me!
1. Well worth your time (meaning don’t brush this off).
2. It's mutually profitable for you and I to talk.

When do you have two to three minutes where I can call and explain?

Are you still in that city?

The reason I'm calling is I don't currently know people out there.

If you can help me. It's well worth your time and mutually profitable.
When do you have a few minutes I can call and explain?
**That's one approach.**

**The Second Half Of The Approach:**

The two call approach:

When I call them, I want to get to know them.

I don't have two to three minutes. I probably have fifteen to twenty.
Ask a lot of questions.

“Hey, I really appreciate you jumping on the phone call with me. I know you don't really know me that well and that's why I wanted to call you, get to know you and touch base a little bit. By the way, how long have you been in New York city?

What do you do in New York City? Are you well connected? Who do you know?

I’m getting to know them and I'm getting to know their network, if they have a

Network - and if I think this could really work.

Then I say: “what I've done is I have developed a successful business out here in Massachusetts

and my company has a training set up to expand and succeed in New York City. That's why I'm looking for help. Obviously I can’t expect you to help me without you first understanding what it is we do so, here's what I want to do. I would like to show you what it is I do, walking through an overview and show you the type of people I’m looking for that do well and how it can be mutually profitable.

It could certainly be a few hundred dollars or it could be an ongoing tens of thousands of dollars for you

to earn residually - just for you helping me out. I can explain that on the webinar.
I then book the webinar.
What times are you most free or are the best times for you?
Now, they might ask some questions. I tell them: That's what I want to do. That's why

I want us to jump on the webinar for forty minutes and at the end of it, I say:

“You know how I said this could be mutually profitable, now let me explain that now that you've seen how my company works…”

(I go for the partner approach) meaning that:
If you end up referring me to two, four, six, eight great people and they all come on

Board - let's say two or three do, remember how my compensation plan works. We could put you in the business, you could own this business so it's not you just helping me. Now you're part of everything I do. You can be doing this part time without taking away from your full-time business, your job, etc, and I will have you place those 2 partners under your company, and I will go down and invest the time to work with those individuals. That'll generate an ongoing cash flow for you so that 100% of what we do

will flow up to you and if there's a place in time where you're ready to devote and learn how to

do what we do, and speed up that income - if you really see the benefits are coming in - then I can teach you and now we can build three four times faster!” (ninety-nine percent of people will take that option)

**The other option is this:**‘Hey listen Eric, you know I love everything you do. I get it, but I just don't want anything to do with owning

the business and I get what I'm walking away from, but I’ve got my hands in five other companies and

I’ve got kids, etc. I can’t get involved in that…’ then I will say:

“Hey listen, you did offer to help me and I appreciate that very much. I want to still compensate you. I bet you know a few people that would be worth me contacting. If any one of those works out, here's what I’m willing to do…” and I find a way to be willing to compensate them.