

# Contact and Invite

choosing your team



# Building Your Empire



recruiting greatness

*"The only difference between successful people and unsuccessful people is extraordinary determination."*

## **Congratulations! You are now ready to commence recruiting and get the ball rolling!**

This is where the rubber hits the road - where the magic happens, and where the real joy of this journey begins. This Module is all about finding people who believe what you believe and who see EcoForce Global as the vehicle that is relevant to their personal lives for whatever reason, to achieve what they hope to.

**As we walk through this Module together, I want you to keep in mind; this is all about you being your unique self while becoming a successful EcoForce Global Advocate.** All your actions from here will speak to others about what kind of person you are and how you do business. If you have put everything in place as guided up until this point, this will give you posture to move forward powerfully, confidently, and purposefully.

**With EcoForce Global, things can happen quickly.** One week is a long time in EcoForce Global, so it is important you keep on top of your game, be accountable, and ensure you use your time wisely. You are responsible for creating and sustaining momentum, empowering, and preparing Your Team, and therefore yourself, for success.

*"If one advances confidently in the direction of his dreams, and endeavours to live the life which he has imagined, he will meet with success in unexpected common hours."  
- Henry David Thoreau*

**In all your communication with everyone, always be real and authentic.** Do not try and be someone else, as that place is already taken. A huge part of being real is being the person you would like to have in your organisation! Keep your word and press forward.

### **◆ Sharpening the Saw - Prepare Yourself for Success**

*"Today I will do what others won't,  
so tomorrow I will accomplish what others don't."*

Stephen Covey in his book; *'The 7 Habits of highly Effective People'* shares about the wisdom and value of the 7th habit; *'Sharpening the Saw'*. Think about this - if you only had 6 hours to chop down a tree, then spending the first 4 hours sharpening the axe would be a wise investment of your energy to achieve the desired outcome in the time available. Imagine going straight into a chopping action with a blunt axe? A lot of energy and time could be wasted with little result. In fact, the desired result may never be achieved, and the person may even give up. Always take time to 'sharpen the saw' and be professional in all you do.

*"We must never be too busy to take time to sharpen the saw." – Stephen Covey*

Every tradesperson, and professional, knows the value of sharp, prepared tools to do their job properly and efficiently, and they invest significantly in such. The same applies to your EcoForce Global organisation. **Your greatest tool is your communication.** Communication, both internal and external, is an art that takes time to perfect. There is wisdom in *'sharpening the saw'* by investing in YOU as you prepare for the best outcome prior to 'hitting the road' as you attract and invite people into your organisation.

*"In life, you do not get what you deserve, you get what you negotiate."*

### ◆ How to Build Your Honour Roll

**Start by writing the names down of everyone that you know. We mean, EVERYONE!** With this process, do not stop to think if they would be open to Advocate with you or not, we will cover this process later in this Module. Ideally write each name below the other – we suggest you use a notepad for all the names you write down. Some people call this 'writing a list', however, we refer to it as **'Your Honour Roll'** – people that *you* choose to *honour* by sharing the EcoForce Opportunity with them. Once you have your Honour Roll and you are in the habit to keep adding to it, you're on a roll!

*"Choose to be passionate about the business of doing business!"*

**Your Honour Roll is the central place for gathering the names of potential Advocates and Customers for your EcoForce Business.** After you have a good number of names, next you want to filter all names on Your Honour Roll through the **PEARLS Process** which will transform Your Honour Roll and help create a warm list of contacts who may be open to Advocate with you. To get things moving, you want to take an intelligent and professional approach to building your organisation to attract and identify potential key Advocates who you need to get your business off the ground. The following tools will assist you to screen those on Your Honour Roll prior to contacting them, and to identify those who may be prepared to build a business with you.



*"Intention precedes decision, where action is decision with legs."*

☑ **Grab Your Note Pad and take some time to write down as many people as you can think of - this is Your Honour Roll.** Write each name on a separate line under the other. You may commence with people who are contacts on your phone - friends, associates, people you work with and have worked with, even family. This may include your plumber, accountant, your barista - even people you have only met casually. Your Christmas Card List. If you were to host a big party; who would you invite? Include those on your invite list. Do not think yet whether they would want to be involved with EcoForce Global or not at this stage, this exercise is about writing names down and then learning a simple technique, that after a short time, will become automatic for you. Keep going until you have a minimum of 100 names. If you are serious, your list should contain at least 500 names. However, 100 is a good start. The ideas are endless as you think of names to include on Your Honour Roll ... be creative.

*A vision without action is a hallucination.*



## ◆ Lessons from the Pearl

**Pearls were once the most prized of all gems.** They are also the only precious gem we get from a living organism. How you see a pearl displayed or worn, apart from drilling a hole to secure it, is often how it emerged from the oyster. In contrast, other gems often need to be cut and polished to reveal their magnificence. An oyster begins life as 'spat', and grows to maturity in a hard place, usually anchored to a rock. For an oyster to produce a pearl, it suffers significant discomfort and pain. A foreign irritant enters the oyster and gets trapped inside the shell. Without the means to remove it, this particle can become lodged within the oyster. The oyster painstakingly rolls this foreign particle around inside the shell slowly coating it with multiple layers of nacre until over time, it reaches a size where it can expel it.

The result is a natural pearl.

**Of all the oysters that can produce pearls, only a few actually do.** Of all the natural pearls found, only a very few are considered gem quality. Before the breakthrough of cultivating pearls to duplicate this natural phenomenon was discovered, which has made pearls more accessible today, to find a natural pearl of gem quality was extremely rare. Therefore, they were extremely valuable and worth pursuing above all gems.

To this day, the best pearls still achieve sales that reach into the millions. Although a single pearl can have great worth, what is interesting to note, is that a strand of pearls is often worth much more than all the single pearls on their own. It can take years to put a strand of perfectly matched pearls together, however this is worth the effort and persistence.

**The 'PEARLS' in Your organisation, are those who duplicate what you do, and will build their own organisations with you.** They are your most valuable asset - these rare gems, who although may take time to find, are worth the time and effort to seek them out and invest in. Often these 'pearls' have done the hard yards. They may have been 'spat out' in situations that were unjust, yet rather take offense; they have learnt to rise above such. Often, they have come from a 'hard place' where they have learnt that in life not every day is great, yet they look for the great in every day. They anchor to the fact that a person's true value is within and not based on the 'outer shell'. It is often the trials they have gone through that has given them the strength to persist where others have given up. They often have their own BIG reasons for wanting to succeed, with the depth of character and leadership qualities that attracts other quality people to them. They are the ones who have the potential to make it big in this business. One pearl on its own is valuable, however a strand of pearls can be priceless.

Just like a strand of pearls, it is more valuable to have a Quality Team of like-minded Advocates, than just you. As with finding quality pearls, do not be discouraged with the time it may take to find a team of 'pearls' in Your organisation; just don't stop looking! Seek and you WILL find! Once you have found them, invest in them to assist them find their 'pearls'. In so doing, you add value to every 'pearl' in Your organisation and everyone benefits.

**Success is out there - start looking for your pearls today!**

*'Treat everyone like an oyster because you'll never know when you'll find your pearl.'*

## ◆ Identifying the PEARLS in Your Honour Roll

The word **PEARLS** is an acronym for;

**Positive Enthusiastic Achievers** who deserve **Recognition**, are **Leaders** and are **Successful**.

✓ **Now, go through all the names on your Honour Roll.** Simply place the letter 'P' beside each name that represents a **Positive** Person. Continue with the letter 'E' beside those who are **Enthusiastic**, then an 'A' beside any who are **Achievers**. Continue with the rest of the acronym for the entire list of names. Those who deserve **Recognition** place an 'R', who demonstrate **Leadership** place and 'L' and those who have a desire to be **Successful** and deserve to be, place an 'S'.

**In completion, anyone who has the word PEARLS beside their name are generally the most open people to start with.** These people are the ones that have the qualities to be great for your organisation. The next step is to find out if this Opportunity is the right fit for them. This is the simple process you follow.

Once you have gone through your initial **PEARLS**, you may go back to your Honour Roll and take a second look at those with PEARL, PEAR, PEA, EAR etc. However, as you meet more people, add their names to your Honour Roll. You will begin to look at people through Your 'PEARLS' filter before inviting them to Advocate with you.

*"Selling to people who actually want to hear from you is more effective than interrupting strangers who don't." - Seth Godin*

**Although anyone can be part of the EcoForce Opportunity, not everyone will.** There are some people that will simply be the wrong fit for your organisation. Just as you would not employ every candidate that applied for a job in a traditional business, the wrong people can potentially cause harm to your business, especially if they do not align with your Core Values.

**Your most active Advocates often will be with you for life, so choose people that YOU want to be in business with - simple.** It is Your organisation so choose wisely. They need to impress you as much as you need to impress them. Be careful not to pre-judge. You cannot see a 'pearl' from the outside without getting to know what is on the inside. You may have some contacts on Your Honour Roll that you would never do business with and that is okay. Be selective - after all, it is Your organisation.

*"The quality of your associations will determine your level of prosperity."*

**Your contact with these people is an interview process to learn what their Number One Priority is.** We will teach you in this Module how to have this interview process with anyone. You want to learn about *them*. Do they impress you enough with the qualities and character you hold valuable (Core Values) to represent you and your organisation with integrity and the ability to work in unity? In essence, you are screening prospects by getting to know them to find out if they are the right fit for this Opportunity. Then, if they impress you enough, the next step is to show them the EcoForce Global Opportunity as the solution to *their* Number One Priority and if they would like to advocate with you.

### ◆ Leads are the wind in your sails

If someone only had 10 names on their Honour Roll, psychologically it puts a lot of pressure on them to find pearls amongst those 10. Some may say, "But I don't know anyone else!" I would then question their drive to be in this Opportunity. There are over 23 million people in Australia alone, and this is a global business. For most, it will require getting out of their comfort zone. If they are not prepared to do that, then your time is valuable, so love them and leave them. Work only with those who are prepared to work - the rewards are worth it.

The more people you meet, it will become a natural, almost subconscious process, to filter them through your 'PEARLS Radar'. Seek to add more names to Your Honour Roll which constantly should always be expanding. Go to relevant places, events, and seminars where you are likely to meet possible 'pearls' and simply make friends. Today, there are many networking groups, seminars and functions that attract people looking for other people to connect and do business with. You are simply building rapport with enough people to learn if they fit your criteria to offer this Opportunity with them by using your 'PEARLS Filter'.

*Once you own this Opportunity and begin to be on purpose, you will be amazed at the quality people you will meet, and the fun you will have.*

**Always keep in mind - there are people looking for opportunities every day of the year.** People invest in businesses just like people invest in houses. Look for creative ways to locate such people. You may be surprised where you find them, they could even living be next door.

**Just as every oyster has the potential to produce a pearl, not all will.** Just as anyone can register as an Advocate, not all will take the required action. For some, it may not be the 'right time'. *Some will, some won't, some do, some don't; so what, so who is next on Your Honour Role?* You may have to open many 'oysters' before you find a 'pearl' - never give up!

*"Be courageous. It is one of the only places left uncrowded."*

**With the EcoForce Global Opportunity, it is all about the quality of our relationships, not so much the quantity, and our ability to build lasting healthy relationships with those who have met along the journey.** Your EcoMastery Success Program will teach you how to be great at building intentional healthy lasting relationships that will ultimately build your organisation and contribute to everyone's success ... including yours.

*"Don't dream it - do it!"*

### ◆ The Power of a Simple Invitation

**Never underestimate the power of a simple, authentic invitation to an event where the information has the potential to change their lives.** However, unless we have established any relevance of the event to their world, they may attend out of courtesy. People are always tuned into WII.FM – *What's In It For Me?* So how do we create relevance? We will address this in this Module with a simple tool.

*"There is POWER in the invitation." – Bobbie Houston*

## ◆ Using Your Honour Roll and contacting Your PEARLS to grow Your EcoForce Business

**Everyone on your Honour Roll is a potential Customer of your EcoForce business.** It makes sense to invite everyone on your Honour Roll to purchase a tree to assist you with your Tree Planting Goals. There are many different ways you can do this that are unpacked in your EcoMastery Success Program; *'Preparing the Soil'* Module 1.5 *Success Systems*. There may even be some people that you had not identified as one of your 'PEARLS' that may surprise you and run with this Opportunity, so at the very least, invite everyone to buy a tree and be part of the solution to help heal our planet. What they do with the Opportunity is up to them.

**There are many ways to have a conversation with your PEARLS to share with them the EcoForce Opportunity to learn if they would like to Advocate with you to build a business.** We will be unpacking many simple ways you can do this throughout the *'Preparing the Soil'* Modules of your EcoMastery Success Program. You simply choose the methods that work best for you and learn to do them well.

## ◆ Tips when sharing the EcoForce Opportunity

**Firstly, always remember to KEEP IT SIMPLE.** EcoForce Global has made this Opportunity very simple for us. People already need what you have to offer whether they realise it or not – the planet needs what you have to offer! It is not like we are promoting spare parts for an ocean liner, so do not complicate the process.

**Secondly, DON'T DUMP THE TRUCKLOAD!** Too often when people talk to someone about this Opportunity, they share too much! We call this dumping the truck load. You want to craft your communication so that you share just enough to get them interested enough for them to be asking, if not begging, you for more. You can talk people into, and out of, this Opportunity if you are not professional in your communication with them about this remarkable Opportunity. You do not have to convince anyone, the information does that for you. You are simply offering a little bit of bait to see if they will bite. Then reel them in gently, respectfully and with deliberate action and concise details.

Your goal is not to register them with you in your first conversation, as is often promoted in other programs. Your goal is to move them to the next step, which may simply be another conversation at another time. Learn the art of great conversation – direct the conversation yet be respectful of the process and allow people to make their own minds up and not be pressured into doing so. This takes the pressure off you and off them.

**Thirdly, ENJOY!** This really is a fun Opportunity! You are proactively helping the planet, you are making money, you are pursuing your dreams and turning your dreams into reality. Few people can say that! Walk the talk. Therefore, think as an entrepreneur, dress appropriately, look sharp and be proactive to improve your health (there is nothing to be gained by being wealthy and sick). Let it show in all you do. Have a grateful heart for all that is in your life, be confident with no ego, expect greatness and expect people to register with you as Advocates. There may never be another opportunity like it!

*"Care more than others think wise. Risk more than others think safe. Dream more than others think practical. Expect more than others think possible." - Claude T Bissell*



## ◆ Crafting Your QUESTIONS to get a Commitment

✓ **Build Rapport.** This is paramount. Keep in mind; *'people do not care how much you know, until they know how much you care.'* It does not matter how great your opportunity is, if you have yet to find common ground and established rapport and trust, you will be wasting your time and creating distance and resistance. Rapport can take time to achieve.

*"Great communication begins with connection."  
– Oprah Winfrey*

✓ **Create a Need - gather the Facts.** A person's *WHY* for doing this must be big enough for them to have any success and to keep pressing forward when the going gets tough. If we have not uncovered and established the Number One Priority (Dominant Buying Motive) for our Prospect for them to do what is required, offering the Opportunity will have little relevance to their world. We discover their Number One Priority simply by asking great questions and digging deeper. To get permission to dig deep, you must have built rapport and trust.

**Keep in mind that for some people, to share about the pain in their world may be difficult.** Not everyone will be open about what is really going on in their world - even with their friends and family, especially when it comes to health, finances, and even relationships, so establishing trust can take time. Some information they share with you may be confidential ... respect the process, respect the person.

## ◆ Crafting Your COMMUNICATION

**Often the biggest mistake a new Advocate can make is that they are over enthusiastic.** Many people when they catch the lure of this Opportunity, as soon as they register, want to tell everyone. There is nothing wrong with this passion; however, without proper preparation in *how* they share, they soon discover that not everyone shares their enthusiasm, and this can be very disheartening. This is where most give up.

**The Advocate can get so excited, they sell the business and then because of their enthusiasm, they buy it right back.** This is like *'dumping the truckload'* by sharing too much this does not promote the business in a way that brings relevance to the Prospect. People who do this often get the reputation of *'here comes THAT person who is always pushing THAT thing.'* ... and people avoid them as a result. No one really wants that reputation, nor do you need to if you are crafting your communication to share the EcoForce Opportunity in a respectful way to your Prospects.

**If we do not take the time to learn *what is important* to our Prospect, it is challenging to grow a business on enthusiasm alone.** Enthusiasm has its place; when presenting the EcoForce Presentation, it is here where people need to see your passion and commitment to the EcoForce Mission. However, to get a Prospect to WANT to view the Presentation, we must find out WHAT is important to them. This is all about THEM, not you. We need to say very little and listen carefully and save our enthusiasm to when it is most appropriate.



**By asking specific questions and using minimal encourages and prompters, we can learn what is important to them.** If we do this well, then it is a simple segue to show them the EcoForce Presentation as a solution to their identified needs, that they told you. This is far more effective, far easier to do, less intrusive, and maintains your reputation. If you have followed this simple technique, often the Prospect will be keen to view the EcoForce Presentation.



**If there is ever a time for coaching a recruit, it is prior to them talking to anyone.**

Contacting and inviting for the first time requires tact, sensitivity, respect, and good communication skills. Therefore, all Advocates should seek coaching in this process to build confidence, sensitivity to people, and prepare them for success.

#### ◆ **A Common Resistance Challenge from Prospects**

**Once a Prospect knows you have something to offer, there is often a natural resistance to anything you may say, as they often will think they are going to be sold something.** Therefore, we need to get the Prospect to talk; if *they tell us* what *they want*, they will always *believe* what *they say* over what *you say*. If they say it, it is *true*. If you say it, even if it is exactly the same thing they say, they will often raise an objection or be skeptical. Therefore, let *them tell you* that it is true, not you tell them.

#### ◆ **HOW TO discover a person's NUMBER ONE PRIORITY**

**To get the Prospect to talk, it all comes down to the questions you ask to get the answers you are looking for.** This process consists of simply showing a Prospect the 9 Key Points to learn what their Number One Priority is, we then follow this step by asking 5 Key Questions.

**The 9 Points are included on the EcoForce Global Business Cards.** Accompanied with the 5 Questions, this process allows you to have an easy conversation in any setting based on which of the 9 Points your Prospect told you was **their Number One Priority**. This process connects their need to the solutions on offer with the EcoForce Opportunity.

**The 9 Points are as follows.** You start by showing a Prospect the following **9 Points** and ask them the first Question; **'Which one is Your Number One Priority.'**

- 1) Extra Income
- 2) Financial Freedom
- 3) Have Own Business
- 4) More Spare Time
- 5) Personal Development
- 6) Helping Others
- 7) Meeting New People
- 8) Retirement
- 9) Leave a Legacy

*'No one is busy in this world.  
It is all about priorities.'*

The **5 Questions** to ask that accompany these 9 Points are as follows:

- 1) *What is Your NUMBER ONE priority?*
- 2) *Why did You pick THAT ONE?*
- 3) *Why is that IMPORTANT to You?*
- 4) *What are the CONSEQUENCES of not having that opportunity?*
- 5) *Why would that WORRY you?*

You start by showing a Prospect the **9 Points** listed above and ask them the first Question; *'Which one is Your Number One Priority.'*



It is important that you learn the 5 Questions and that you ask them in the same order as listed above.

Often a Prospect may select more than one Point from the list above; however, what you are looking for is their **Number One Priority**. When you ask each Question, listen intently to what they say. Should you get to the step where you are showing them the EcoForce Opportunity, which may be on different date to when this conversation has taken place, you will be focusing on the *solutions* EcoForce offers to the points *they raised* – so take note to remember what they said. After the conversation we suggest you write down notes on what they shared to remind you of what was said before you show them the EcoForce Opportunity Presentation. This is important because what **THEY** share with you is **IMPORTANT** to **THEM**. If you can repeat these points to them during the Presentation, this demonstrates you were listening. This also demonstrates to them that you care, and they will feel respected.

**Prior to sharing the EcoForce Opportunity, if we have not uncovered what is the Number One Priority for the Prospect, chances are what we have to offer will not have any relevance to them.** It is not uncommon for an Advocate to focus only on the smorgasbord of solutions that EcoForce offer, rather than taking the time to learn what the **Number One Priority** (Dominant Buying Motive) is for the Prospect to match the solution relevant to the Prospect, and therefore wonder why the Prospect has no interest in the Opportunity.

*“Since in order to speak, one must first listen,  
learn to speak by listening.”*

*– Rumi*

#### ◆ **Using Minimal Encouragers and Prompters**

**Minimal encouragers and prompters encourage the Prospect to provide you with more information on a key point they raise.** Do not talk once you have asked each question, rather by using minimal encouragers and prompters when they mention key words or phrases, this encourages them to share more information on what **THEY** are saying.

One method is to simply agree with their key points by saying, *'That's right'*, and nod (no more than 3 nods at a time or this can come across as insincere). If they say it, it is true for them. Agreeing by nodding and saying, *'That's right'* also confirms to them they are right.

When they mention a key point or phrase, you may simply say; *“Meaning?”* – this prompt asks them to share more on what they mentioned. For example, they may say; *“Financial freedom is really important to me.”* You may prompt them to share more on why financial freedom is important to them by responding with; *“Meaning?”*.

You could also simply repeat a word or phrase they said and follow with; *“[insert word] being?”* For example, as a consequence of not having their Number One Priority, they may say; *“If this happened to me, I would be in big trouble.”* You then respond; *“Big trouble being?”* – again this prompt encourages them to give you more information.

**Once you have covered the 5 Questions on what they have then told you is their Number One Priority and why this is so important to them, they are often open to learn about what solutions you have to offer.** You can segue the chat by simply saying; *“If I could show you a way that provides a solution to [insert what they told you was their Number One Priority], would you give me 30 minutes of your time to show you what we can offer you with EcoForce Global?”* You then tailor the Presentation to reflect the solutions to their Number One Priority, repeating back to them what they told you.

**Chances are, THEIR Number One Priority may be DIFFERENT to yours.** Many Advocates often find it hard to recruit others, because they are only enthusiastic about what it is that is *their* Number One Priority and promote that, rather than taking the time to learn what their Prospect’s Number One Priority is. Enthusiasm is important when sharing the EcoForce Opportunity, however if an Advocate is only enthusiastic about their Number One Priority and has not taken the time to learn what entices their Prospect, the Prospect will rarely share their enthusiasm. Rather, they will be happy that the Advocate has found something that works for them, rather than seeing any relevance in the Opportunity for themselves.

**This is also why it is important for all Advocates to learn the EcoForce Opportunity Presentation if they want to grow their business.** They can emphasise points in the Presentation to reflect what their Prospect shared as their Number One Dominant Buying Motive. The EcoForce Opportunity is not a ‘one size fits all’ business, as everyone will have different reasons for getting involved.

Keep in mind that you may be the ONLY person who has ever asked them what is IMPORTANT to THEM; who has actually listened to them and then provided a solution, so respect this by following the process above which in turn respects the Prospect.

#### ◆ Using the Option Approach with the 9 Points and 5 Questions

**The ‘Option Approach’ has many applications that we will refer to throughout this Program and is a great tool you can use when conducting business.** You may use the *Option Approach* once you have established the Prospect’s Number One Buying Motive through sharing the 9 Points with them and asking the accompanying 5 Questions. This is to encourage them to attend a presentation of the EcoForce Opportunity with a possible solution to their need. Keep in mind that for the Prospect, they do not know *how important* this Opportunity is yet, so the Option Approach does not allow the Prospect to say ‘No’ at this stage and allows you to book in an appointment with them, respectfully. You want to present the whole story for them to make an informed decision.



For example. After you have asked the 5 Questions and the Prospect has shared with you their Number One Priority, if you said, *'Would Thursday work for you to watch the EcoForce Presentation?'* If they say *'no'*, then you end up in a guessing game to learn what will work for them. If they say *'no'* too often, chances are they will end up saying *'no'* to the Presentation even before they have seen it.

**By using the Option Approach, this does not allow the other person to reply with a *'no'* or a *'yes'*, rather you are respectfully helping them decide on what will work for them.** People generally appreciate this approach as no one likes to be dictated to. You may offer this option; *'Would a weekend or weekday work best for you for you?'* Whatever they respond with, you can continue with the Option Approach to narrow it down to an exact date and time that will work for them. They may reply with; *'A weekend'*. You may respond with, *'Great! Would you prefer a Saturday or a Sunday?'* To which they may reply; *'Saturday.'* You reply; *'Great! Would you prefer a morning or afternoon?'* ... you can keep going using options to secure a time and location that will work best FOR THEM. They are also more likely to show up because in effect, THEY made the appointment with you.

#### ◆ **The GOLD in learning the EcoForce Global Opportunity Presentation**

**Should an Advocate not know the EcoForce Presentation to share this on their own yet, they may ask their Referring Advocate to give the Presentation with them present, which also will help them learn.** However, it is far more powerful for the Advocate who has built the rapport and who has done all the work to get to this point, to complete the whole journey with the Prospect, so learning the EcoForce Presentation as soon as possible is a wise business decision to make. The other person has yet to build rapport with this Prospect, so if this is not achieved, then the work you have done to get to this point may be lost.

**Should an Advocate rely solely on corporate presentations of the EcoForce Opportunity, the limited times this is presented may not work for their Prospect.** Those who do this may find it challenging to build a business. Business ownership is just that – the Advocate *owning* every behaviour that gets results. Should there be too much time between the initial conversation and the Prospect viewing the Presentation, the significance of what was discussed may be lost. Knowing how to Present the EcoForce Opportunity allows an Advocate to work around the schedule of their Prospect and focus on the solutions relevant to their Prospect that reflects their most dominant buying motive. This also assists to gain momentum in the Advocate's business as they are not relying on someone else to do the presenting for them.

*'As an owner you are, by default, a leader.'*

▶ **You can access the EcoForce Global Opportunity Presentation on the EcoForce website through the Advocate Portal.** We suggest you print off the accompanying **Advocate Notes**, and watch others present this Presentation to get ideas on how to present on your own. You do not have to learn this word for word yet learning it enough to share with others is recommended for all Advocates who are keen to build a business with the EcoForce Opportunity. This also allows you to present the relevant solutions to your Prospect that reflect their Number One Priority.

### ◆ The 'If I, Would You?' Approach

The 'If I, Would You' approach also has many applications that we will refer to throughout this Program and is a great tool you can use when conducting business. Never confuse courtesy with consent. Some people may share their Number One Buying motive with you, however, for whatever reason, may not be keen to do with business with you, or anyone, at this time. As much as you want to grow your business, you want to learn up front the level of commitment from your Prospect as you will be investing your time and resources to help them get established.

**The 'If I, Would You?' (Or 'If I, Will You?') Approach is a simple way to learn of the Prospects level of commitment.** After you have learned their Number One Dominant Buying Motive and asked the 5 accompanying Questions, you may segue by using this approach to learn if they are keen to move forward to discuss solutions to their needs.

For example. You could say, *'If I was to invite you to an EcoForce Presentation which present solutions to what you have just shared with me, would you come as my Guest?'* Their response will tell you a lot about their level of interest at this time. However, also keep in mind that they do not know how important this information is yet. After viewing the Presentation with them, you may use this same approach to take this to the next level to learn where their commitment is. Their actions will always speak louder than words.

**Some people are simply hard work.** Over time they will either step up or step out – unlike a traditional business where people are fired for lack of action, in this opportunity people fire themselves.

**Your behaviour toward ALL your Advocates is; You are responsible to, not responsible for.** We are all responsible for the actions we take, or don't take, and we rally cannot blame anyone else except ourselves.

*"Have no fear of perfection – you'll never reach it." – Salvador Dali*

### ◆ Always Follow Up

**We mention the importance of Follow Up a lot during this Program because so few people do this well, yet this is where the gold is.** All the work that is done asking the 5 Questions from the 9 Points, then showing the Prospect the Presentation, yet if we never follow up, ideally within 48 hours, then so much can be lost. If an Advocate does not see this as important, chances are neither will the Prospect. God gives every bird a worm yet does not drop it into its nest – it has to go after it, or it will starve. Advocates who follow up effectively often have the healthiest businesses and incomes. Choose to be great at Following Up ... it's the discipline of Champions. This is unpacked in greater detail in your EcoMastery Success Program, 'Sowing and Reaping' Module 2.4 *Fortune in the Follow Up.*

*"Diligent follow-up and follow-through will set you apart from the crowd and communicate excellence."  
– John C Maxwell*

## ◆ The Power of F.O.R.M.

**F.O.R.M. is another powerful tool to uncover what is important to a Prospect.** Often a person has many needs, yet they do not always open up these needs to everyone. By using F.O.R.M to help craft a conversation assists to build rapport and establish trust at the same time. This simple process allows you to identify their most pressing needs – the dominant ones that drive their behaviour to seek out a solution. **F.O.R.M.** is an acronym for **F**amily, **O**ccupation, **R**ecreation, **M**otivation. **R** also represents **R**elationship, and **M** also represents **M**oney. Motivation is often supported by the level of desperation to make a difference in an area that is important to them. This may include their health, their relationships, the planet, or extra dollars to survive.

*Conversations are something people have lost the art of doing,  
so learn to be great at having great conversations.*

**Simply by asking Open Ended Questions using the 4 points in FORM as prompters for conversation starters, presents the platform to open the door for an intentional conversation to be had.** Open Ended Questions are thoughtful questions that invite a more detailed response rather than a Closed Question, which simply require a 'yes' or a 'no' response. An open-ended question example: *"Tell me about the work that you currently do?"*

**Practice Open Ended questions as these are your friend to drawing out information.** Intentional conversations assist you to uncover what motivates them, which in turn opens the door to create relevance of what you are yet to offer. This in turn takes them on a journey to make the logical connection to the solutions your Opportunity has to offer to the most pressing needs identified in their world.

*"Do not despise the days of small beginnings."*

## ◆ Three Possible Outcomes

**Whenever you are sharing the EcoForce Opportunity, there really is just 3 possible outcomes from the Prospect: Yes, No, or Maybe.**

**When we get a 'Yes' – then we take things from there.** Over time their actions will reflect their level of commitment. This is why it is important to learn what their Number One Priority is (their 'why') so you can encourage them on this journey. Getting started will have its rocky and bumpy times, so be there for each other.

**'No' or 'Maybe' may simply mean 'Not now'.** We rarely will ever know everything that is going on in the life of someone else, so respect the process. Often when someone says 'No', they are saying 'No' to the Opportunity, not to you. Depending on the level of rapport you have with the person, it is often okay to ask what their reasons are – feedback is something we all benefit from. This Opportunity may simply not be right for them, however they may know others who this Opportunity may benefit, so always ask for referrals. Ask them if it is okay for you to send them information from time to time on anything that may help them with their Number One Priority. This keeps the door open – should things change, which they often do, then you can take things from there.



**Most importantly, do not be attached.** The two most powerful emotions humans can experience are love and rejection. If we attach our business interactions with these emotions, we can fall into the trap of finding it all too hard when we get a 'No' or find ourselves selling our souls to get a 'Yes'. If you are respectful and follow the process consistently, then you will eventually find those who are keen to join you. You only need a handful of key Advocates to make this business a success – it is all part of the journey.

*'You can't turn a 'no' into a 'yes' without a 'maybe' in between.'*

◆ **A 'No' from a Prospect is all part of the journey**

*"Many of the best decisions in life start with a "Yes!"*

**Contacting and inviting people to join you is a bit like asking someone on a date.** You really want them to say 'yes'. You hope they do not say 'no', as we generally do not want to hear the response 'no' to anything we ask for at the best of times. Some people give up on the first or second 'no' in this Opportunity, yet the reality is, there is no opportunity out there that EVERYONE says 'yes' to. No matter how awesome and attractive the offer may be!

Marketing companies are acutely aware of this fact. A company wanting to promote a product or service will literally pay thousands of dollars to create an advertisement that they hope is crafted in a way that will bring in many customers. Even an advertisement that is screened many times through a football match in front of thousands of spectators (potential customers), only a very small, almost miniscule number, will invest in what is being offered. **It is all about the numbers and exposure.** They know that even 1% of a million is a great result. It is important to understand this when sharing the EcoForce Opportunity, that not everyone will say "yes", and that is okay. In fact, the "no's" are preparation for you to attract those who will say "YES!"

**The question is, are YOU prepared to get the "no's" in order to find the "yes's"?** Think about this, the Advocates with the largest organisations in EcoForce Global have had the most "no's" ... so I guess you could say; *the person with the most "no's" wins!* Interesting thought.

◆ **So, how do I get the best chance of a "YES!" from those I talk to?**

**Great question! If you are counting on a "yes" from everyone you talk to, then you will soon be disappointed.** It would be like getting on an aeroplane only if the airline could guarantee there would be no turbulence. No airline can promise that unless they never got off the ground - some things are beyond our control, and that is okay.

**It is all about our mindset towards something that is unavoidable, yet to press on regardless.** Just like with the right knowledge we can learn that turbulence is part of flying and that planes are designed to fly in turbulence, therefore with this knowledge we can learn to enjoy the flight rather than fear it. We too must learn that a "no" is all part of the process in this profession. We too can learn, with knowledge, to power on through the "no's" to get to the destination of the "yes's" and enjoy the journey this vehicle has to offer, rather than fear the "no's". Let us ensure that our team, and you, do not abort the journey mid-stream and miss out on the rewards that the destination promises!

**This Module is all about assisting you to craft your communication so that you maximise your chances of getting a “yes” (your conversion rate), and to minimise your chances of getting a “no”.**

*“Contrary to popular belief, what you don’t know WILL hurt you.”*

In doing this, we need to get the **right mindset** about a “no” to bullet proof ourselves, and our teams, so we are not attached when someone does say “no” to this Opportunity. If you can do this, you will master this important part of your business, and in so doing, assist others in your Team to do the same. You will enjoy the journey far more too!

**If there is going to be an area of ‘fear’ in this business, it is with this Step. So let us explore simple practical solutions to conquer this fear!** Remember ‘fear’ is simply False Evidence Appearing Real - fear is overcome by knowledge. So, let us give you the knowledge to conquer this fear and press on! You can do this.

**I also want you to get this important point; it is one thing to get people into your EcoForce Organisation, it is another thing to keep them.** (We will unpack this skill in greater depth in later Modules). As we look at ways of getting a “yes” in this Module, let us also keep in mind how we are going to keep them on board. Make sure you really digest what is being shared here – you will be glad you did, and your results will reflect this.

*“The abundant life does not come to those who have had a lot of obstacles removed from their path by others. It develops from within and is rooted in strong mental and moral fibre.”*

#### ◆ **Why am I so attached to people saying “No”?**

**Let us unpack this on a deep emotional level.** The two strongest emotions a person can experience are *love* and *rejection*. This is why sales roles have one of the highest turnovers of staff for any profession. They experience more rejection than anyone! Someone failed to teach them what you are learning in this Module - how to respond to ‘rejection’ while focusing on finding those who want to join us on this Mission and amazing Opportunity.

**It is encouraging to know, there are many ways to manage this, so you and your team do not ‘feel’ rejection. We need to view a “no” as simply part of the process for finding a “yes”.**

**FACT: Most people who say “no”, are saying “no” to the opportunity, rather than saying “no” to you.** So, do not fall for the trap of taking it personally. They may not see it as relevant to their world just now, and that is okay.

**FACT: Many people who say “no” to you now, will often say “yes” to you later.** Research has shown that most people require 5 to 7 points of contact BEFORE even considering saying “yes” to anything! (The fortune is in the ‘Follow Up’ and why we have a ‘Drip File’.)

**Do not make it hard.** If someone hints that they want to say “no”, let them. Look to who is next on Your Honour Roll and enjoy the journey. *Waiting for people will slow you down, and Procrastination is a delay in your results.*

**Have you ever worked in sales and had a customer come in and know exactly what they want and buy from you without much effort from you to secure the sale?** Chances are, someone else did all the groundwork. Their 'soil was ready' - they were prepared to buy even before you met them, you just happened to be there - right place, right time. You want to make sure those that you do the groundwork with, know your name and contact details so that they contact you *when they are ready* - this is not always *when you are ready*.

#### ◆ **The Law of Sowing and Reaping**

**Every Farmer knows you do not reap in the same season you sow - they also know that you must sow, or you will never reap.** You have excellent seed, and you are always in the habit of sowing; however, it is not always clear when it comes time to reap. A Farmer also knows that they ALWAYS reap more than they sow, so be a hearty cheerful sower and nurture your seed! A Farmer also knows that not all seed will bear fruit. Some seed will fall on rocky ground, some seed is consumed by weeds, others are stolen by birds, however, in time, some seed will fall on prepared fertile ground - *here is where the harvest lies*.

*'Everything you need is in the seed you sow.'*

#### ◆ **The Moral of the Story**

Some of your people will be like rocks; they are the ones who find everything 'too hard' and rarely bear fruit. Some will sprout initially, yet life (the little cares of this world) get in the way and sadly replaces the dreams they once had. Others get involved, only to change their mind and follow the next thing that comes along - they get picked up by the 'birds'. Yet those that fall on fertile ground, these are the ones that will 'bear fruit' and grow a great organisation, in turn, growing yours. Some will yield 40-fold, 60-fold, some 100-fold ... we simply do not know in advance. The moral of the story is - **keep sowing**. You will soon see who falls into which category.

If someone leaves your organisation even though you have done everything within your power to support them, simply say; *"It was the birds!"* There is not much you can do about that. Also, avoid trying to make a 40-fold person a 100-fold person, as this simply will not happen. Simply help each achieve what they are able to and celebrate what they achieve. **Nurture those who keep their word and stand by you.**

*Momentum is created when enough people are thinking the same,  
talking the same and doing the same.*

**FACT: On average, out of ten people, you may get nine "no's" to one "yes".** If we look at it from another point of view, for every "no" we get, then based on the Law of Average, get excited. We need to get through the "no's" to get the "yes's"! By the 7th, 8th, or 9th "no", you should be excited, because a "YES" is on its way! Imagine giving up on the 9th "no" when the very next "yes" was waiting with the next person? That would be crazy - however this is also common. Let that not be you. In the words of H Jackson Brown Jnr; 'Let perseverance be your engine and hope be your fuel.'

*"Wherever there is a human being, there is an opportunity for kindness."*



## ◆ Turn a Setback into a Comeback

*“Overnight success is often the result of years of preparation.”*

**I often am inspired reading the personal journeys of remarkable people, whatever their profession.** Although their success is always impressive, often the challenges they encountered and how they overcame them on their journey to success is where the inspiration is. What were their mindsets to be victorious where others may have given up? What were the obstacles they had to overcome (many personal), how they did it, and what can I learn from their challenges? Such stories are so inspiring! I encourage you to do the same to develop a victorious mindset. Often success is underpinned by being victorious in areas where others have accepted defeat.

*“When I thought I could not go on, I forced myself to keep going.  
My success is based on persistence, not luck.” – Estée Lauder*

**I read such an article of a young entrepreneur in Melbourne, Australia, who had an idea for a business that he believed would work.** It had not been done before the way he had in mind; however, his personal belief and determination were so strong, he quit his job and followed his dream. The journalist captured his story. This entrepreneur began his new career by door knocking on businesses to find someone prepared to invest in his product. He recalls that he did not get his first customer until he had spoken to 74 people! His first “yes” was the 75th person he spoke to!

The journalist was impressed with his tenacity and asked him; *“Most people would have given up after the 10th “no” or even the 20th person, saying “no” to your offer. I bet you wish you had met the 75th person in your first 10!”*

To which the entrepreneur insightfully responded; *“Actually, in hindsight, I’m really glad I didn’t meet that customer in the first 10. You see, every time someone said “no”, I didn’t take it personally - I was not attached to their response as I had total belief in what I was offering, so a “no” did not phase me. What I did do, was review what I had said to the last potential client and think what I needed to change in My Presentation for the next person to learn what was missing. I met regularly with a business coach who kept me on track. She helped to tweak and change my communication so that people ‘got’ me and could see my heart. I learnt that when the Client got me, they got what I was offering. It did not matter if they said yes or no, what mattered was that I gave them the full picture for them to decide.”*

***“I always knew I would find someone soon, because I believed in what I was doing.”***

*“If I had met that 75th customer early on, if I am honest with you, they may not have invested what they did, or at all. I know I became a different person than when I first started. My first 74, I viewed them all as simply preparation for my game, like a basketballer shoots hoops to prepare for his game. It may sound crazy, but I needed the 74 “misses” to prepare me for the 75th person. That customer invested over \$16,000 with me, and I was able to move forward from there. I would be lying to you if I said it was easy. Yes, there were times I did wonder if I was totally crazy, however, it was at those times I revisited my dreams and visioned the day that things would take off. I am glad that I did not give up.”*

**This entrepreneur had learnt the value of *determination and persistence*, which is one of our Core Values.** He now runs a successful personal development company that is worth millions. Dreams do come true; however, it is the actions that makes them so.

*“If we look at those who are the most successful in the world, persistence is the common denominator.” – Justin Sachs*

**Who knows when your first person will say “yes” to you?** However, to have a team of thousands, what you will learn and who will you become before that first “yes” will all be worth it! Now remember, you are not in this game to find thousands personally. Your goal is to find the ‘PEARLS’; those rare gems that you will invite into your inner circle that will duplicate what you do. Not every oyster has a pearl, so do not give up on the first oyster! If you do, Your WHY for doing this is not BIG enough. I would suggest reading ‘Your Goals and Dreams’ in your ‘Nourish Modules’ of your EcoMastery Success Program, then complete the exercises to find Your BIG enough reason to do this, or you will be simply wasting your time.

#### ◆ **The Rewards are there for the Determined and Persistent**

This Module is all about taking intelligent steps to finding your ‘PEARLS’ for your business. Rarely would you need to speak to 74 people to find your first Advocate if you are applying all that is in your EcoMastery Success Program and taking the advice of your Referring Advocate and EcoForce Leaders. So much is in place for you already and people want what you have to offer (whether they see it or not). However, do YOU believe in yourself enough to keep going if it meant going through 74 people to find the first person who says “Yes”?

*“A river cuts through rock, not because of its power, rather because of its persistence.” - Jim Watkins*

**If you are finding your progress slow from your efforts, then we suggest tapping into some personal coaching.** There is nothing to be concerned about if you are open to coaching. Be totally honest with your coach and yourself where you feel tweaking is required. Failure is not a destination; it is an event. How you get through that event may very well be the testimony that inspires others in your team. So welcome challenges - they are solutions disguised in work clothes.

*“If there is something you are not doing as well as you hoped to, then there is simply something you don’t know yet.”*

There is a great story about a Sales Lady in your EcoMastery Success Program in the ‘Nourish’ Modules on ‘Belief’ within your EcoMastery Success Program. Her personal breakthrough resulted in being the number one sales professional for the entire company! She just needed to know HOW. She never thought at the time she could, now she is unstoppable! Your breakthrough might just be a roadblock, that once cleared, paves the way for unprecedented success for you. So, do not give up - we know it can be tough. That is why we are here for you. The mountain always appears highest from the valley, yet the view from the top is worth the climb. Mountain tops allow you to see other peaks worth conquering that were not visible from the valley. It is all about the journey. It is all about you being the best ‘YOU’ possible, therefore, your best days are yet to happen!

## ◆ Refining Your Message - the GOLD in ROLE PLAYING

**As you prepare to talk with others about this opportunity, it is a great practice to role play with your Referring Advocate or Coach.** Some people shy away from role playing; however, I would rather get it 'wrong' with someone who can help me get better, than to crash and burn through the contacts on my Honour Roll. A suggestion is to ask a close friend if they would not mind being a 'guinea pig' for you. Ensure you tell them up front you are not doing this to get them involved, you are simply seeking their valued feedback. (Do not be surprised if they do get involved and register as an Advocate!)

**There is something powerful about being raw, real, and rough - yet authentic.** However, I would suggest you do role playing with your Referring Advocate or Coach first, simply because they will guide you in what to say and what not to say, and how to say it. There is an art and science to this; this is a profession. Not all your close friends can offer constructive advice for this profession, so learn from your Referring Advocate or Upline Support. Others provide you with practice, and practice makes perfect.

## ◆ Your Gift

Consider this, if you had a valuable gift and offered it to someone yet they refused to accept it, has this reduced the value of the gift? Of course not. You simply keep the gift, and the gift retains its value - nothing has changed. You continue to offer this gift to others until you find someone who can see the value of that gift and receives it. This is how you share the Opportunity that EcoForce Global offers – it is the gift that keeps on giving. Keep sharing!

## ◆ CONSISTENT ACTION equals RESULTS

**Something to keep in mind; as a rule, if Advocates are not making an income within 3 months of starting with EcoForce Global, there is a chance they may give up.**

In the early days, getting numbers in Level 1 boosts the income of a new Advocate, which is a good thing and has its benefits. It assists a new Advocate to craft and tweak their message with every person they talk to and gives them posture as they gain confidence and see their income increasing. The trap for some Advocates is they see the money coming in from their First Level and forget that the big rewards from the Advocate Rewards Program come from duplication from many levels deep. There is a danger they stay in this 'master recruiter' mode, only focusing on finding First Level recruits. The focus of every Advocate is to help all their Advocates build to 3 Levels deep to promote duplication.

**We must focus on our team's success, rather than looking at our own income.** A mentor of mine, John Smart, who has since passed on, would often declare; *"Forget the money truck; love the people."* Remember we are not in retail or sales, which often relies on a once-only transaction. We are all about sharing a unique Opportunity that relies on teams of people sharing the EcoForce Global Opportunity with many others. The financial rewards from the Advocate Rewards Program relies on duplication which in turn brings the multiplication. This is where leverage in your organisation generates your income, and others in your Team. Therefore, look for Advocates who want to create a career income and work with them to assist them achieve the success they desire by doing the same.



**Not all businesses are profitable.** EcoForce Global however presents a unique profitable business opportunity! When people know you are in business, they may be more open to learn what you have to offer than you may think. Learn to be comfortable with this and let your communication reflect who you are.

#### ◆ Using RESOURCES to learn of a Prospect's level of interest

**There are many simple cost-efficient tools that you can share with others to arouse interest to open a conversation to share about the EcoForce Global Opportunity.** Such resources will do much of the work for you and something you can easily discuss with someone over a coffee. Learn how to use such as a filtering tool to find out whether a Prospect has any interest before going any further. Always keep something on hand in the glove box of your car, your diary, satchel, handbag or manbag. When your radar is on the lookout for talent, you will soon discover that you will find people open to joining your Team in unexpected places. Make it simple for you, and for your Prospects. **Keep in mind that a simple invitation for someone to see what you have to offer may change their lives forever.**

#### ◆ Handing Out Material

✓ **Handing out relevant Material provides the opportunity to educate and raise awareness about Your Offer.** This may be in the form of printed material such as a brochure, or a DVD, CD, etc. Respect a person's choice to say "no". Ensure the Prospect actually wants the information BEFORE handing it to them. You can often create a want in the person prior to offering the material through a few clarifying questions or enticing them with key points covered in the material that are relevant to them; this is all in the way you craft your communication with them, so have fun with this. **ALWAYS make a date and time when handing out information to retrieve such or you may never see the material again.** This allows you then to set up a conversation with the goal of presenting them the EcoForce Opportunity by having a chat about what they thought of the information and what is important to them, and the solutions offered through EcoForce Global. By scheduling a date to retrieve the information, this ensures you get the material back, and also demonstrates to you if they are really interested or not, and to learn of their personal accountability.

**It is not every day that someone gets offered an opportunity like EcoForce Global.** Use promotional material as a tool for filtering and finding potential Advocates to join your organisation. As mentioned previously, you do not want to be known as *'that person who is always pushing their thing'*. The right people will come along; it is all about the Law of Attraction. Have posture - if the person is not interested, then take back any material offered and change the subject. Simply by doing this, you may even arouse their curiosity for them to show interest as people generally do not like to miss out on anything or have things taken from them. If they do not respond, then all great. This also maintains your integrity - you demonstrate that you respect them and do not want to waste their time. This also removes any feeling from them that you may have had an undisclosed agenda in talking with them. A wise Book shares; *"Do not throw your pearls before swine."* In other words, do not give what is precious to you to those who do not value it. Have discernment as you share this extraordinary Opportunity. Although anyone can do this business, not everyone will. **It is not about quantity rather quality as you look for great Leaders.** Keep being the professional you are.

### ◆ The “If I ... Will You?” Approach when lending out material

“If I lend you this CD, **will you** listen to it?” - this simple phrase asks for commitment. If they answer “Yes”, then emphasise the importance of the information simply by mentioning that you need to get it back from them within 2 days. Make a time and date then to retrieve the material and to follow up. The follow up is best done over coffee or a quiet place.

✓ **Make a habit of recording the follow-up date and time in your diary** (or some other reliable method). What you have lent out and to whom and on what date and the date you got it back. It is easy to forget what was given out and to whom. This results in a waste of time and your resources.

✓ **Encourage them to listen to the CD/DVD or read the material.** Mention that there are some fascinating points raised in the material, and that you are interested in their thoughts on the material when you catch up.

✓ **If they say “no”, then take back the material, then say, “that’s okay” and change the subject.** By respecting their decision in return gives you respect. Never push the point. By taking the material away from them often arouses their curiosity to take a look anyway. People generally do not like to have things taken off them. Keep the person wanting or asking for more by only giving glimpses of what you have to offer. **Do not ‘dump the truckload’ with information overload.** Always assist decisions by allowing them to reach their own conclusions as with the 9 Points and 5 Questions. Your job is simply to give them the right information to make a wise, educated, informed decision about what you are offering them.

**There are many ways of prospecting - it is an art, and a profession.** Ensure you get coaching from EcoForce Global Training and your Referring Advocate to achieve the best results. Above all, enjoy yourself!

### ◆ Using The Option Approach to invite to a Prospect to view the EcoForce Opportunity

“... Jonny, I know you have been looking for ways to boost your income. I have something that you need to look at, plus I would love to catch up. When would it work for us to meet? Would a weekday or weekend work for you?”

**Always offer an option;** “... Would you prefer a weekday or weekend?” By using this approach, the person is directed to answering the question often without thinking about saying “no” to the invite. Remember, they do not know how important this is yet, so direct the conversation to create a meeting – they can then decide if this fits for them or not.

**Your Next Step.** If they respond with a weekday, simply respond with another option approach to clarify further; “Great. Would you prefer early or later in the week?” When they share their preferred day, use the same option approach again to clarify even further; “Would during the day or evening work for you.” If they respond, “during the day”, then reply; “Morning or afternoon.” Simply continue providing choices until you have secured a specific time and date for the meeting. This allows you to control the direction of the conversation, while empowering them as they are making all the decisions.

**For most however, you will not need to go through that many options to narrow a time.** You could even say up front; *“I’ve got Tuesday morning or Thursday afternoon free.”* They can choose either one of those, or they may provide you with a choice for what works for them. You are simply directing the conversation for an appointment to be made.

*People will always make time for things that are important.*

**Practice asking questions that do not allow for a “yes” or “no” response, rather crafted to lock in an appointment.** The Option Approach detailed above is an example of such. Learn to direct the conversation. Be respectful, not forceful in your communication.

### ◆ **A few simple yet Practical Steps to Make Contact**

1.  **Business Cards.** If creating your own Business Cards, be creative, professional, and simple - not cheesy. Consider the card they are printed on. Professional cards make a statement, cheap ones do too. Business Cards have their place, however not having them can also work in your favor. If we hand out a card, we then wait (and hope) for that person to contact us. If we do not have a Business Card, we can ask the Prospect for *their* Business Card. This provides you with THEIR details for you to follow them up. When handing out your Business Card, do this intentionally. Business Cards should only be offered when rapport has been established, or chances are the Prospect may discard your Business Card. Encourage your Prospect to reciprocate with their Business Card or at least their contact details.

▶ **EcoForce have provided a EcoForce Global Business Card template in the Advocate portal on the EcoForce website for your convenience.** This includes your personal QR Code to your *‘It Starts here’* web page and the 9 Points unpacked in this Module to discover someone’s Number One Priority. You will need to learn the accompanying 5 Questions.

**Simply complete the Business Card template on the EcoForce website and send that to your local printer to have them produce your Business Cards for you.** Request that your Business Cards be printed on recycled or sustainably sourced card. Your investment in Business Cards is also tax deductible.

2.  **Invest in adhesive labels with Your Contact Details on them.** This gives any material you give out a professional finish. They are often a small investment and are also tax deductible. Ensure you have the following information on your labels - the number of characters will depend on the space permitted on the labels.

- ✓ EcoForce Global Advocate (include these words on all labels)
- ✓ Your Name (and Your Partner where applicable)
- ✓ Your Contact Number
- ✓ Your Email Address

▶ If including a **postal address**, avoid including your personal residential address for your own privacy. PO Box details therefore are ideal, yet not necessary. Should you move, your labels remain relevant, and you do not have to have more printed to replace cards with outdated information.



3.  **Have Invites on hand for the next EcoForce Global Presentation.** You never know where or when you may meet PEARLS. This is also a conversation starter. Ensure any handwritten details are written in neat handwriting.

4.  ***"I've got some important information I need to share with you. When can we catch up over coffee?"*** Meeting someone for a coffee simply to catch up as you have something you would like to run past them, is easy to do. Be relaxed and flexible to work around the other person's schedule. If they ask you to share what you want to talk about, simply tell them it is something you would rather discuss in person. Be honest. Ensure the whole conversation is not about EcoForce or you! Keep it balanced as you would with a friend. You want them to think; *"I can do this!"* (Meeting in person is far more effective than other methods. If you are at ease, you also put the other person at ease. Also, keep to the point.)

5.  **Email a person with information.** EcoForce already has this in place for you. This is best followed up or preceded by a phone conversation. On average, people read only one in five emails. If they have not heard from you in a while, they may miss your email, or it may end up in their junk file so they may not realise you have reached out to them. You also want to ensure your supporting message is crafted well in your email so they 'get you' and what you have to offer.

**Do your best to convey your authentic self.** Emails saturated in marketing razzle dazzle are often dismissed, deleted, or treated as spam before reading, such emails may not get the result you are after. Subscribing to or reading blogs etc., can often provide a wealth of ideas for how to write simple emails that people will read. Use these for inspiration.

6.  **A simple phone conversation.** Be friendly, honest, and authentic. This saves time constructing an email and generally more effective. Follow up in person or by sending them some information, depending how the conversation unfolds.

7.  **It is often easier to invite someone to an event, so promote and use events to your benefit.** The event becomes the third person for you. What this means, the event does most of the work for you by enrolling, educating, and raising their awareness, to all that EcoForce do and the Opportunity on offer. You simply follow up by asking after the event, which Option fits best for them. Ideally collect them and take them with you to the venue – this also allows you the time to chat about the event and the Opportunity afterwards. Few people like arriving at events alone. If you are meeting them at the venue, advise that you will wait for them outside so they will feel relaxed and confident when they arrive. Ensure you arrive early so you are waiting for them, rather than the other way around.

**When inviting, always be up front and honest with them about what they can expect so they do not feel misled.** Always contact the person 24 hours prior to remind them of the event. Talk in a way that you have an expectation they will show up and that you are looking forward to them being there.

**Always follow up within 48 hours.** You want to learn where to from here and what your Project would like to do, then get started helping them achieve all they hope to.

► **Host Tree Parties, Coffee Chats, Table Talks** – when people of like-mindedness come together in unity, there is something powerful that creates a wonderful energy that others want to be part of. Use these methods to share the EcoForce Opportunity with friends in a relaxed environment. This works particularly well when you have one or more Advocates in your Team who can also be part of these intimate events. Each can also bring a Guest. Create a welcoming environment that reflects the community spirit of EcoForce.

In essence, whatever process or method you use to attract others into your business that works for you – works for you.

**Following are two possible examples of inviting someone to an event.** You decide which one enrolls you the most -

(i) *“Hi Mary, I’m phoning to remind you about the event tomorrow night. I understand if you cannot make it, so if you can’t make it, that’s okay. There will be other events you might like to come to.”*

(ii) *“Hi Mary, I’m really excited about the event tomorrow night. I know you will get a lot out of it. I am simply confirming that I will collect you at 6:15. I will have you home by 9 at the latest. See you then!”*

**Can you see that the second example is more enrolling than the first?** Keep in mind that the other person does not know how important this information is ... yet. The way you communicate will reflect YOUR level of belief to them, so let your conviction about what you do marinate the tone, energy, and rhythm of your communication. The first example may leave the person wondering if the person who invited them really believes in what the event has to offer. They are also giving them the chance to bail out, and chances are, they will!

**Craft your communication to reflect your passion.** If you were to invite a friend to a BBQ, I imagine that would be easy for you, so embrace a similar posture. If you are awkward, they will pick up on that. Infuse energy and enthusiasm into your invitation and keep it short and simple to arouse their curiosity. Remember, this Opportunity has the potential to change their life, your life, and the planet! That is worth getting excited about!

**Group Presentations have their place, however, also be present to the power of a one-on-one presentation.** They are easily duplicatable, especially if there are no local events to tap into in your area. The EcoForce Global Opportunity Presentation can be easily shown on most smart phones, so learn how to present this powerfully.

*“Connection brings extraordinary results.”*

**There are many ways of introducing what the EcoForce Opportunity that has to offer.** To offer someone the opportunity to make a proactive step to help heal the planet while being rewarded financially to do so, is something truly unique. Many people are seeking a back-up income or additional income, so they are often more open to learning about an opportunity than most people think. Sharing the ‘whole story’ through the EcoForce Presentation simply provides the Options on how they can get connected that they can decide which Option works best for them.

**Should they not join you now, keep in mind that you have sown a seed for the future.** They may engage later when their situation has changed or when what you have to offer is relevant to them, so keep them on your Drip File to 'water that seed' if they are open to such. If you have built enough rapport, this makes it easier to follow up with them when the timing is right for them. You are simply bringing to their awareness solutions for when and if the need arises in their world.

*Belief in the vision often precedes belief in the opportunity, so nurture this process.*

✓ **Some people will watch you first to observe your progress before engaging, so keep that in mind.** Friends and family often ask; "So, how many you got signed up now?" or "How much money are you making from that thing you're in?" Then when you are doing well, they may then say; "You were just lucky. I couldn't do what you do." In any case, keep the door open and keep pressing forward. Your success will come with or without them if you keep taking consistent intentional action.

*Remember the Law of Sowing and Reaping - there is always a time to sow, however, we never know when the time of reaping will occur. Keep sowing.*

✓ **Do not give up on those that do not do anything initially.** For some people, it takes time to get in the right head space before they start taking any action. It may simply not be the right time for them right now, or they may still be building their belief about what you are offering, or may even be asking themselves; "Can I actually do this?" Ideally you want to learn why they are not proceeding as you may be able to help them overcome their objections. However, structure your communication in such a way that keeps the door open for you to follow up with them later. (We will cover follow up in more detail in the Sowing and Reaping Module: *The Fortune is in the Follow Up.*)



## **Wrap Up - Keeping it Simple, Keeping it Real**

◆ **Always have a Grand Goal to aim for, yet break this down into achievable bite size chunks, or this dream may only ever remain a dream**

*"Eating 7 apples once a day over 7 days makes sense.  
Eating 7 apples at once is a challenge." - Jim Rohn*

**The EcoForce Global Recognition Levels and EcoGOLD provide amazing goals worth aiming for.** Most people dream of achieving the top levels, however we must break this down into daily actions that get results that take us toward our desired goals, or these dreams will never become a reality. Too many people have amazing goals yet find themselves defeated because the due date for that goal came and went without them achieving it, and they wonder why.

It is not uncommon to get caught up in the emotion of what it would feel like to own a goal, which is important for inspiration, yet little motivation was put in to taking the necessary action steps to making that goal a reality. *'The journey of 1,000 miles always begins with a single small step.'*



*“Success is the realisation of a worthy goal or ideal.” – Earl Nightingale*

**For example, I may want to lose 30kgs in 3 months.** 3 months comes and goes, however without acting on the smaller achievable steps, at the end of 3 months I may have lost nothing, or worse, put on more weight. Yet, if I focused my efforts and action on losing just 2.5kgs per week, (around 400 grams per day), I would totally achieve my goal. The actions or disciplines we embrace now become habits and habits are hard to break. It is habits that create results - desirable or undesirable. **Take deliberate measurable steps toward your goal, Rather than just dream about it, start today!**

*A mountain worth climbing is achieved step by step. Never in one giant leap.*

***What you DO TODAY, and everyday counts!  
What you DO NOT DO every day, also counts.***

### **Don't Quit**

*When things go wrong, as they sometimes will,  
When the road you're trudging seems all uphill -  
When the funds are low and the debts are high,  
And you want to smile, but you have to sigh,  
When care is pressing you down a bit;  
Rest, if you must, but don't you quit!*

*Life is strange with its twists and turns,  
As every one of us sometimes learns.  
And many a failure turns about -  
When we might have won had we stuck it out.  
Don't give up though the pace seems slow -  
You may succeed with another blow.*

*Often the goal is nearer than -  
It seems to a faint and faltering man.  
Often the struggler has given up,  
When he might have captured the victor's cup;  
And he learned too late when the night slipped down,  
How close he was to the golden crown.*

*Success is failure turned inside out -  
The silver tint of the clouds of doubt.  
And you never can tell how close you are;  
It may be near when it seems so far.  
So stick to the fight when you're hardest hit -  
It's when things seem worst that you must not quit!*

- Author Unknown

## ◆ Recommended Reading / Listening

**Allan Pease** is a maven in the art of communication. In his bestselling book; ***‘Questions are the Answers’*** he unpacks many tools we can use to have a great conversation with someone else. One of the most effective tools he shares which we have included in this Module, is the 9 Points that we show to a Prospect to learn what their Number One Priority is, and then ask them 5 Questions accompanying such. This, along with much more gold in his book, is relevant to the EcoForce Business Opportunity. We encourage you to invest in this resource which is available in many formats for your convenience.



## ◆ KEY SUCCESS POINTS

### *your personal review*

1. What is **meant** by the term, **‘sharpen the saw’**?
  
2. In your own words, what is the **purpose** of the **Honour Roll**?
  
3. a) What is the **purpose** of finding **PEARLS** in your Honour Roll  
b) What do the **letters** in the word **PEARLS** stand for?  
c) Was there anything about the story on pearls that **meant something to you**?  
If so, **what** was it?
  
4. What are the **3 Tips to remember** when sharing the EcoForce Opportunity?
  
5. a) What is the **biggest mistake** new Advocates make when they commence sharing with others?  
b) **In your own words**, explain what **‘dumping the truckload’** means.
  
6. What is the **common resistance** that many Prospects have?

7. a) What are the **9 Points** to learn of someone's **Number One Priority**?  
b) When is it **ideal** to ask these 9 Points of someone else?
8. a) What are the **5 Questions** to ask after finding out what someone has shared is their Number One Priority?  
b) Why is it **important** to ask these 5 Questions in the **same order** each and every time?  
c) After each question has been asked, what should the Advocate then do?
9. a) What is **meant** by the term **Minimal Encouragers and Prompters**?  
b) Give an **example of both**
10. How would an Advocate **use the Option Approach** after learning about the Prospect's Number One Priority and they have clarified such with the 5 Questions?
11. a) What is the **value** to the Advocate to learn the EcoForce Global Opportunity Presentation?  
b) **Where** would an Advocate find the **Advocate Notes** that accompany the EcoForce Global Opportunity Presentation?
12. **When** would an Advocate use the **'If I, Would You' Option Approach**?
13. **Why** is **following up** so important?
14. a) **What** does the **letters in F.O.R.M.** represent?  
b) **When** would an Advocate **use F.O.R.M.**?



15. What are the **three possible outcomes** after sharing the Opportunity with a Prospect?
16. a) What are the **two strongest emotions** a human can experience?  
b) How does this **relate** to sharing this Opportunity?
17. a) What is the **best way to respond** when someone says 'No' to the Opportunity after an Advocate has presented it to them?  
b) **How** is a "No" a **good thing**?
18. a) **In your own words**, what is the **Law of Sowing and Reaping**?  
b) What is the **moral** of the story about **'the birds'**?
19. What are the benefits of **role playing** for this Opportunity?
20. **Detail ways** you can use **resources** such as Business Cards and Brochures to promote the EcoForce Opportunity.
21. List at least **5 different ways** you can share the EcoForce Opportunity with someone
22. a) **What is your BIG goal** you are aiming for with the EcoForce Opportunity?  
b) **What actions can you take TODAY** that will move you toward your Big goal?