

The Art of Sharing

m a s t e r y o u r g a m e



Sharing the Good News



know your game

“There are no secrets to success. It is the result of preparation, hard work and learning from failure.” – Colin Powell

◆ KISS – Keep It Super Simple

The process of sharing the EcoForce Global Opportunity is simpler than most people realise, yet this does not mean it is easy. This Module is all about *how* we communicate. This is in addition to what was unpacked in the previous Module 2.1 *Contact and Invite*. We have included additional tools and mindsets to assist you when sharing this Opportunity to propel your success and build lasting connections.

We will unpack and explore *what you are saying and how you are being received by those around you.* We have infused an abundance of great practical advice into this Module for you, so take the time to drink it all in. With preparation and practice, you will learn *how* to share effortlessly and seamlessly this remarkable Opportunity from EcoForce Global to achieve the success you may have only dreamt about. It is important to keep in mind; *if there is something you are not doing well, then there is simply something you do not know yet.*

◆ Learning the Art of Great Communication

One of your best strategies to be successful with the EcoForce Global Opportunity, is to master HOW you communicate - both the spoken and unspoken words that *you* use.

People often sabotage their business, relationships, and their lives, often inadvertently through their communication, both internal and external. This overflows from limiting mindsets locked away in their sub-conscious. These limiting beliefs are often the result of disappointments, unresolved hurts, and challenges, that have left their residue; a wound that is yet to heal. This is one area where we may need to ‘unlearn’ a few things to move forward, as this can influence our self-confidence, self-worth and ultimately underwrites any message we communicate with others, and ourselves. Sometimes, we are not even aware of this. Investing in personal development raises awareness in areas of our lives where improvement is required ... becoming a successful EcoForce Advocate is about becoming the best you that you can be. *After all, we do not know what we do not know.*

“Do not let your past dictate your future.”

The solution may not lie in exposing past hurts to uncover the cause of a behaviour and repeating that story to others for pity or justification of our behaviour. Rather the solution often lies in forgiveness. This may include forgiving ourselves, as well as others, then taking proactive steps to move forward to be better in all that we do for a happier, healthier, and more fulfilling life. The fruit of this revelation flows through our communication, and ultimately influences who we attract into our world, and our organisation.

YOU decide to be the victor over, rather than the victim of, past experiences.

◆ A successful EcoForce Advocate attracts great results

The ones who are successful in this Opportunity are the ones who focus their energy, avoid distractions, and now enjoy the many great rewards that this profession offers. For those who have little focus and low energy, frequently achieve only short-term results.

“In business, focus is incredibly critical.” - John McGrath

With this profession, people often confuse promotion with selling. Sales has its place in the world and in our lives; however, this is a **relationship business** built on quality, long term associations, not from a one-off sales presentation. As an Advocate, you are more than just ‘selling’; rather, you are a combination of the following: a consultant, educator, promoter, and a trusted friend. You will find your task easier and have more success to position yourself as such, rather than focusing on just selling trees.

To be clear, there is nothing dishonest about being in sales, if done with integrity. For some people, the term ‘selling’ may conjure up negative sentiments of someone using clever talk to persuade or pressure someone into purchasing something they may not really want. As a result, they do not want to associate what they do has anything to do with sales. Others may avoid ‘selling’, simply because of a bad experience they had with an unscrupulous salesperson – such people give great Sales Professionals a bad reputation. However, this can also be the case for any profession. An unscrupulous Advocate can slur EcoForce Global’s reputation.

To become an effective promoter, there are many great skills you can learn from the sales profession to include in how you communicate, so keep that in mind. As with anyone who is respected in any profession, your personal integrity must stand out, so embrace habits that reflect and promote moral and ethical behaviour.

“To effectively communicate, we must realise that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.”

– Tony Robbins

◆ What language do YOU speak?

Should someone travel to a foreign country where a different language is spoken, to communicate effectively and ensure they get their message across and be understood, they will need to learn a new language. Anyone aiming to be a successful Advocate, to ensure they get their message across and avoid being misunderstood, they soon learn that their success lies fundamentally in *how well* they communicate, which is the language they are using.

Habitually, people do not give a lot of attention to what words or phrases they use when they communicate, yet the reality is we should. The words you use create an environment that will either repel or attract others to you, and your organisation. Whether we realise it or not; words create.

◆ **Aim to be a well-crafted Wordsmith in *all* your communication**

The Power of Words. Words can cause someone to laugh or move them to cry. Words can mobilise an army to war or bring peace to a volatile situation. Words can instill hope or breed hopelessness. Words can provoke feelings of hatred, or they can arouse emotions of love. Words can build someone up or tear someone down. The reality is, how we communicate is an art form that few take the time to improve or to master. Your success hinges on *your communication* and how you are being received by others. This Module is included to help you your communication supports your success, not undermines it.

You do not have to be sick to get better.

When we understand the importance and significance of the words we use when communicating with others, we soon learn that the words we choose contribute to creating an ideal platform for our message to be received. We should therefore examine *how* we connect, *how* we come across, and then put this under the microscope to explore if there are any areas for improvement. This will support you to ensure you have the best possible chance of success when sharing this Opportunity.

Effective communication is required when leading your Team and your organisation, and when interacting with anyone and everyone, especially those closest to you. Tweak words and phrases that you may be in the habit of using, consciously or unconsciously, that may be sending a negative vibe to others. Ultimately, your goal is to be confident when interacting with others, so that your communication is powerful, lands well, is received well, and leaves an impression that instills confidence and trust in you. If you achieve this, when the time comes to share the Opportunity, they will be more receptive to learn more about what you have to offer. Once you achieve this, people will want to listen to you, seek your advice and work with you – especially if they feel great after being in your presence. So, aim to become that person where your words bring life, not death ... it all *begins* with you.

“Why should I invest in improving the way I communicate?” Simply, it will take your organisation from good to great. Any skill you acquire to enhance your craft is worth the investment. *It is up to you.* You cannot short-cut your success. Your investment in you is the best investment you can make - *your success* is dependent on it.

“Take advantage of every opportunity to practice your communication skills so that when important occasions arise, you will have the gift, the style, the sharpness, the clarity, and the emotions to affect other people.”

– Jim Rohn

Something to ponder on ... a successful Advocate only does around 10% of all the talking. Therefore, when we are talking, we want to make the most of the few words we have to get our message across. A HUGE part of your communication is your ability to listen and take note of what is being said. We will unpack this later, however have you ever thought about what you say when someone asks you what *you* do? If we are not prepared, we can lose an opportunity to peak someone’s attention to want to learn more about what it is that you do. Remember, words create, so choose words that encourage a conversation about what it is that you do, this way, they may end up Advocating with you, or at least purchase a tree.

◆ What's Your Elevator Pitch?

Imagine you are in an elevator. Someone enters who you do not know and asks you what you do. You only have a brief time to interact before they exit the elevator; therefore, what you say must be succinct yet powerful enough to leave them wanting to know more. Ideally, they will be happy to exchange business cards to follow up the conversation.

Seth Godin, author of his bestselling book; *'Purple Cow – transform your business by being remarkable'* advises that we need to be prepared with a short impact statement, ideally 8 words or less, to share what we do in a powerful way that engages the other person to want to know more. Newspapers are purchased largely on the few words used in the headline alone – so what can *YOU* say about what you do that will grab someone's attention?

A Financial Advisor wondered why whenever he told his friends that he was a "Financial Advisor" that very few ever made an appointment to access his services. He totally believed he could add value to their lives, yet they rarely sought his advice or invested in his services. He took the time to write down the different services that he offered as a Financial Advisor that he felt really made a difference for his clients. He then used more descriptive wording so he could communicate his profession in a short sharp impact statement should someone ask him what he did. He was now prepared. Simply by changing his response when someone asked him what he did with a short impact statement, his results changed dramatically.

Now when anyone asks him what he does for a living, he no longer replies that he is a 'Financial Advisor'. Rather, his impact statement or 'elevator pitch' is: *"I help people achieve financial freedom before the age of retirement."* Although his statement is more than 8 words in length, it gets him results. Many of his friends and associates, who he already had established rapport and trust with, now access and invest in his services because he communicates RELEVANCE to them.

His choice of words in how he communicates his profession, bridges the gap between what services he can offer, and the financial needs of those in his sphere of influence.

Now think about what YOU say about EcoForce Global when someone asks you what YOU do. If it is too many words, you are 'dumping the truckload.' Have some fun with this. Naturally whatever you are sharing must reflect what you actually do yet be creative. I was once asked by a lady what I do, and I simply replied: *'I sell trees.'* To which the lady exclaimed; *'I love trees!'* This then opened the door for us to have a great conversation.



Take time to brainstorm ideas that you could use that are authentic to YOU.

If you are not prepared, you are not prepared. Chances are when you are put on the spot, you may say too much or something that does not create any interest for the other person, and therefore you have missed an opportunity to find the next Advocate for your business. People who do not take the time to learn how best to craft their communication for this, or any Opportunity that they are wanting to promote, often give up.

*Keep in mind; if YOU want results in life that others aren't getting,
then be prepared to do what others are not prepared to do.*

◆ The importance to Listen carefully

We have two ears and one mouth which is a good indication we should listen twice as much as we talk. When you are actively listening, you are gathering the crucial facts by asking questions about what is relevant in their world to uncover where any pain may be in their lives. Whether you are using the 9 Points to uncover their Number One Priority with the accompanying 5 Questions, or F.O.R.M (as unpacked in the previous Module 2.1 *Contact and invite*), ensure that you take mental notes of where they have a need that the EcoForce Opportunity may have a solution to. If there is enough emotion connected to their pain, this is a good indication that they are open to a solution, and more likely to take the required action. If you have established enough relevance in their world, they will often make the connection on their own with what the EcoForce Opportunity presents as the solution to what they have been searching for.

“Hearing is listening to what is said. Listening is hearing what isn’t said.”
– Simon Sinek

◆ Client / Prospect Focus

Client focused companies consistently outperform the competition. The same is true for how you carry out your business with EcoForce Global. This means shifting the focus from your agenda to someone else’s agenda. This also means adjusting to focus on your prospect’s needs and wants rather than your own wants and needs.

If you are to build a solid relationship where someone trusts you and values your advice and direction, focus on the person rather than yourself or on your business. By using FORM, this is a ‘needs analysis’ process which can be a powerful way to build that trust and respect. The Prospect will not trust you if you do not understand and respect their wants and needs.

Promotion is not about you. Persuading or influencing someone means involving them.

☑ **Discover if they have any solutions already in place.** Before you start sharing any solutions to their identified challenges in their world, you want to learn if they already have a plan or strategy in place. If they do, then simply ask them, *“How is that working for you?”* Their response will tell you if they have this under control or if they are still looking for a solution. Should they not have a plan in place, they will often be more open to the solutions you have to offer.

Think of it like this; we go to a doctor because we have a health challenge that we are unable to treat ourselves, or other remedies are not working. Once the doctor identifies what the challenge is, then we are far more open to any solution they can offer if we trust them. It would be pointless saying, *‘Take this medication’*, if the doctor has yet to establish a need for the medication in the first place. It would also be appropriate for the doctor to explain how the medication will help them if they follow the directions to get the best results.

This is the same with sharing the EcoForce Opportunity. Firstly, establish if there is a big enough need driving them to find a solution to their identified challenges. Then direct the conversation to learn if they are open to what you have to offer.

✓ **Agree, Relate, Educate.** Once you have established and isolated a pressing need and created some clarity about the emotion surrounding that need through additional questioning; now is the time to *agree, relate* and *educate*. *Agreeing* may be expressed by communicating authentic sincere empathy. You then relate how that would you feel if you were in the same position, and finally, *educate* them on the Opportunity to bring relevance to their world. It is all about you being authentic and respectful.

✓ **Build Curiosity.** Use the phrase, “*If I ... would you ...*” as this gets a pledge, raises their curiosity, and moves the person closer toward a commitment. As you have already established a need, if the need is motivating enough, they are now more open to considering a solution. Ideally you want to deliver this invitation in a short, even direct, impact statement. This may go something like this; “*If I could show you a way to earn an extra \$500 per week, would you be open to that?*” Just as you need to establish trust with them to ask this question, you also want to learn of their authenticity as well. If they are open, then proceed to the next step.

▶ **Something to note.** There are some people who will openly, and repeatedly, share their problems with others more to attract sympathy, yet have no intention of finding a solution, even if one was presented. Others may string you along, sometimes just to be polite, yet there may not be enough trust established for them to be open to a solution at this point, or you have yet to uncover a need big enough that they are prepared to act upon. Do not mistake courtesy for consent. The statement “*If I ... would you ...*” asks for action, and their response tells you where to take things from here. **Their response also lets you know how committed they are to exploring a solution.**

Up until this point, they may be simply sharing with you what is happening in their world to engage in a conversation with you, yet happy to stay in that pain and not really open to a solution at all. While others are only looking for that ‘*magic bullet*’ to their problems, and not prepared to put in any effort to act. Such as placing more hope in winning the lotto than taking proactive proven steps to create wealth or hoping to take a pill to improve their health rather than take proactive steps to change their diet or include regular exercise. Chasing pipedreams often cloud a person’s vision to identify a practical solution to their problems even when one has been presented to them on a platter, as a result, they dismiss opportunities when, and if, they come along.

✓ **Introduce the Opportunity.** This is a short statement that is a hook for them to want to learn more. Again, relate this to their need. This may be simply inviting them to the next Presentation or relevant Event. Again, you may choose to use the ‘*If I, would you*’ process and say something like this; “*If I was to show you a way that may provide a solution to [list the challenges they shared], would you be open to that?*” If they agree, then proceed to the next step.

✓ **Establish their current knowledge/opinion of Affiliate Marketing.** Unless we establish their current perception of a home business or Affiliate Marketing, which is what the EcoForce Global Opportunity Rewards Program is based on, then we will not know if they are open to the next step, or if they are a closed book. As the educator, if you need to stop and educate them about what we do to remove any objections, they will thank you for it should they decide to jump on board. Always remember, *opinions can be swayed*.

It is important (and respectful) to get them on the same page by overcoming any objections at this step, or you may lose them in the rest of your conversation. You may start the conversation here by using this open-ended question; *“Tell me what your thoughts are about home-based business.”* This clarifies and leads them to where you are heading next.

✔ **Show the Presentation.** Whether you take them to a live EcoForce Global Presentation or show them the Opportunity in person, you can simply use the phrase, *“To do the right thing by you, I have brief presentation that will show you what is possible ... I can show you now [or] I would like to invite you to as my Guest.”* You simply take things from here.

▶ It is important to keep it simple as we also want them to think, *“I can do this.”* If the solutions provided by the EcoForce Opportunity resonates with their needs, they will often begin to think of others they know in their world who could benefit by what EcoForce Global has to offer. People are always tuned into WII.FM (*What’s In It For Me?*) Relate the Opportunity to where their greatest need is. This is generally their Number One Priority.

✔ **Introduce Leverage.** Simply by asking, *“Who do you know who ... is concerned for the planet | could use some extra cash right now | is open to taking control of their financial future”* - this gets them thinking. You want them to understand that by simply sharing EcoForce Global with others, that there are many benefits with this Opportunity.

✔ **Create Relevance - Get Agreement.** You can do this by simply saying; *“Simply by sharing this with 5 others who get started on the 5 Tree Club or higher, who each in turn share with 5 others who do the same, you can be earning an additional \$120 - \$300 a month as a back-up income. Would that help you right now?”* Again, this is emphasizing what we have to offer – not only can they help rescue and restore the planet, but they can also be rewarded financially as an Advocate. The more times you can get someone to nod and say *“yes”* in a presentation/conversation, the higher the chance they will say *“yes”* to your offer.

✔ **Lead the Way - Get Commitment.** It is important you lead the way here. Sadly, many put all the work in to get this far, yet never ask for commitment for fear of rejection. If you have done a great job to arrive at this point, there is nothing to fear. Often, *they* are waiting for and wanting you to show them the next step. You may say, *“The next step for you to get started is to register with EcoForce Global. Would you be open to getting started and making this happen now?”* We then proceed from here to get them started – make this process as quick and simple as possible. If you make it hard, it will also be hard for them.

✔ **'Closing reluctance' is common.** A common reason for closing reluctance, is the fear that the person might say *‘no’*. Many opportunities are lost simply because the Prospect was never asked to make a purchase. Asking someone to register and invest in trees to save the planet does not require any manipulative techniques, rather a simple, direct invitation. Long term, profitable relationships are built on trust that must be earned.

“Ask and ye shall receive.”

Consistent success is the result of consistently being professional; consistently following the steps, and consistently asking someone to register, purchase trees and act. The more people you ask, the greater chance of finding those who will say ‘yes’ and join your team. The key to closing successfully is being direct, keeping it simple and saying little. There is power in the invitation.

If you have done a good job of the needs analysis and shown a solution that makes sense and meets their needs, closing will be the next natural step. *“It sounds like we have covered all the details. If you are comfortable, I will start the ball rolling by walking you through what is required for you to register with EcoForce Global and get you started with your first tree.”*

Be courageous! It is one of the few places left uncrowded.

(i) Ask what they are prepared to Invest. Never assume this. You may simply ask, *“So, how many trees would you be prepared to invest in to get started?”* From here, you guide them as to the best decision for them and go from there. As the people they introduce will duplicate what they do, there is wisdom to them investing in more than just one tree for their first order, so you may need to educate them on this. However, be respectful for what will work for them to get started. (Refer to the Module 2.1 ‘Registration Process’.)

(ii) Congratulate them on their Decision. This is important as it confirms their decision and is a time to welcome them on board. If they have joined to create a career income, then make a time to go through their Game Plan within the next few days. This is also a great opportunity to share more of the great things that EcoForce Global is doing, and the inspiring movement they are now part of.

(iii) Promote the Support available. EcoForce Global has put everything in place to support each Advocate to achieve the success they are seeking that is possible with the Opportunity. The EcoMastery Success Program has been created specifically for the EcoForce Global Community. Together with empowering Events, all you need to make this possible is in your hands ... the rest is up to you.

From here, you simply direct the conversation depending on where they are at. We encourage you to practice with your Referring Advocate, or a friend who will support you on this journey.



It is always great to role play with your Referring Advocate different ways to share the EcoForce Opportunity. There are many ways you can promote this opportunity with others; however, it is about finding what works best for you. Always measure your results so you can identify any areas you may need to improve. Ultimately, keep it simple. The more relaxed you are, the more fun you have, the more you will feel comfortable sharing with others.

Always remember;
a Professional practices between performances, where an amateur simply shows up.

You are not learning a script, rather understanding the flow of the steps and using the language that is authentic to YOU. We encourage you to role play often - the more natural it feels to you, the more it will flow effortlessly. You are simply guiding the conversation for the other person to make an informed and educated decision about your Opportunity.

If Role Playing with your Referring Advocate or someone in your team, take turns role playing different scenarios and give each other feedback. Aim to be as close to a real-life conversation as possible. Have fun with this, explore solutions to unexpected questions and discuss suitable responses to prepare you for any situation you may face.

► **NOTE:** The more you practice role playing, you will become present to the phrases and words that give 'punch' to your conversation. Also, your use of tone, pauses, body language and your general posture convey confidence and conviction in what you are offering. Learn to direct the conversation with your questioning and avoid sharing too much. Naturally every chat is different to the previous one. Learn the key points and flow so it comes naturally, keeping it relevant by active listening, and enjoy the process!

◆ **Transfer of Belief**

Your success in promoting comes down to how well you *transfer your belief* to someone else through your communication, so they in turn share your belief.

Whether we realise it or not, we promote all the time, often unconsciously. Whether it be sharing about a movie we enjoyed or a restaurant that impressed us, even when inviting someone to a barbeque. In essence, who we are and the words we use, will either promote or discourage someone from participating in what we are sharing. So be conscious in *how* you promote – your success is simply measured by how many participate in what you promote.

To build depth to your belief, reflect on what it was that captured YOUR attention to join the EcoForce Global Opportunity and community initially. Feed this belief by making it a regular discipline to view documentaries, read supporting material and evidence that will add to your own level of awareness and personal conviction. Your personal belief and conviction of your soul will unconsciously marinate the words you use when sharing with others. Your delivery includes the words you choose, your supporting body language, and the rhythm in your speech ... all these combine to engage others and transfer your belief. This explains why scripts will only work for part of your communication, and why an unscripted message from the heart can capture the attention of a nation. *Authenticity* is the rest. When your conviction is pure and with the right motives, often you cannot say the wrong thing to the right person.

◆ **Your Story**

There is nothing like a powerful personal testimony that inspires others to take action in their own lives, and even join you on your mission to repair the planet.

Your Story is your *positioning statement*, which forms the basis of your value proposition - this provides clarity about the benefits that you can offer. Your story, or your testimony, often triggers a response in others that helps prospects understand your value proposition.

By observing their response to your story, if there is interest or something they can relate to, this allows you to open up a conversation. Include relevant questions in your conversation that will ideally provide you with the required information that is relevant to the prospect's needs. You then educate by showcasing how you can provide tangible and practical solutions to your prospect's challenges. Be clear on what Your Story is. Be prepared to share this at any time in a clear, concise, and confident way.

The way you share your personal EcoForce Global story or testimony, is a powerful tool for transferring your belief, educating, and promoting all that you do as an Advocate. Invest the time to practice how you communicate and promote, as this will become the fabric of who you are and will happen effortlessly over time. Often less is more. You are not wanting to convince, rather you want to whet their appetite for them to want to learn more about what you have to offer. Their questions will reflect if this has been achieved.

There is no need to 'fake it til you make it' - be real and authentic. Grow, learn, and become the person you were created to become. That will take time, belief, commitment, and investment - yet the rewards are worth it!

◆ **You might ask yourself, 'Why would anyone listen to me anyway?'**

The reality is, most people dream of a better life – better relationships, better health, better wealth, even a better planet, yet only a few take the required action, often simple steps, to improve their lives, and the world they live in. People are looking for a solution, they just need someone to show them a way, lead the way, and help them with each step – they also need a big enough reason to do something about it. You have a unique Opportunity that delivers in many of these areas. Connecting this Opportunity to what is deeply important to others hinges on your communication. Communication is an art. Therefore, we encourage you to invest time to practice improving the way you connect with others through your communication.

Some people only put value on something once it is gone. The phrase: *"If only ..."* is overused when daydreaming about areas in their lives that need improving, while they dismiss opportunities simply because they are disguised differently to what they imagined a great *'opportunity'* should look like or require them do something about it. People may even dismiss the EcoForce Global Opportunity while waiting for that *'something else'* to come along. For those *without* a big enough reason to stick at something, should they finally give something a go, such as signing up for a gym membership, they give up at the first resistance and declare; *'It is all too hard.'*

The truth is, it is easy to stay where we are, yet the reality is, it is often just as easy to take the required action to achieve extraordinary results. All we need it a little dose of courage. When we do take intentional action and make those actions a habit, then such habits we continue to do without giving it much thought. Habits are hard to break. A healthy question to ask ourselves is *'Are my habits moving me toward my goals, or are they keeping my goals out of reach?'* **We prepare ourselves to identify opportunities that we act upon.** *No one was ever celebrated for tiptoeing through life to get safely to death.*

"Success is about taking advantage of an opportunity." – Mike Ditka

◆ **Are you a BIG picture thinker, or limited by thinking small?**

Should we not act upon opportunities that will lead to a better future, life inevitably brings us to a crisis point where we are either forced to act, or risk losing something important to us. This could be in our health, finances, relationships ... or even our planet. It is at this point we realise that to move forward often requires us to do something we may have not done before, and this can be confronting. Should someone lose their job they may find themselves declaring; *“But there is nothing else I can do!”* That may be true in one sense if they have only ever learnt one skill, however, anyone can learn something new if they have the courage and discipline to learn and seek out the necessary education and receive the tuition required.

*There was once a time not long after we were born, where we had never walked before ...
and somehow, through perseverance we succeeded.
If you learnt to walk, you can learn to do this.*

Since when is ANYONE unable to learn anything new? However, with the right coaching, combined with the right attitude of the individual, then nothing should stop that individual from learning and becoming great at a new task or skill. Everything we currently do required at one time or other, someone taking the time to teach us, and our preparedness to learn and practice that skill until we could do it well.

“If something is worth doing, then it is worth making mistakes to learn how to do it well.”

We therefore encourage you to let your motives for a better life and planet be the anchor for your soul to move forward and commit to taking daily action ... together we can make a difference, and we need you to join us on this mission to change the planet, one person, one tree at a time.

◆ **Your role as an EcoForce Advocate, includes being a Consultant, Promoter and Educator**

Advocate – a person who actively supports, represents, and aligns with the mission of EcoForce Global to contribute to restore balance to our planet.

Consultant – a person who provides expert advice on all the facets of the EcoForce Global Opportunity and our Projects that support our Mission.

Promoter – a person who endorses EcoForce in a positive way that encourages others to seek to learn more.

Educator – a person who provides instruction and education on any matter relating to the EcoForce Global Mission and Opportunity to allow others to make an informed decision.

A common slogan we have shared previously in this Program; *“Some will, some won’t, so what, who’s next?”* has its place. However, let us put this in another context, as this is not always a healthy attitude to have.

This phrase can remind us to not be emotionally attached to the outcome. However, should you get to the end of the list of prospects on your Honour Roll and no-one has joined you, then this phrase will offer little comfort. Especially if you have not identified the reasons your prospects are saying ‘no’, which often reflects *how* you are communicating.

Should someone say “no” because of the way you presented the Opportunity, this is not the time to be hard on yourself and compile a list of all the reasons to give up. Rather a healthy question to ask yourself is, ‘what can you learn from the experience, so you do not repeat the same error?’ A sales professional always reviews every sales presentation, whether it led to a sale or not. They do this to identify what worked, what did not, and to explore areas where they can tweak and ultimately improve. What they learn now becomes the fabric in how they communicate in future conversations ... because their income depends on it. The reality is, your income depends on this too, so embrace the same behaviour ... and enjoy the process.

Key Points –

1. **Follow the process of being the advocate, consultant, promoter, and educator, and manage yourself within those boundaries.** As a result, EVERYONE in your circle of influence is being educated in what you do respectfully and subtly. Look for ways to include in your communication ways to promote and educate to bring exposure and awareness to the Opportunity you have to offer.
2. **Create favourable conditions that leaves the other person wanting more.** With a thread of orchestrated connections, expose a person respectfully to the Opportunity.

The best time to plant a tree was 20 years ago. The next best time is now. Get planting!

◆ **When was the last time YOU did something for the first time?**

Recently I went to a restaurant that I had never been to before ... and loved it! The delicious food, the breath-taking location, the amazing view, and the memorable service - all made the 50-minute drive to get there worth the effort. However, I had intended to go to this same restaurant with a friend about 3 years prior yet never went, we had even made a reservation. On the day of the reservation, someone told me of *their* bad experience at this restaurant, so I cancelled the reservation based on *their* advice. The lady I was with also had never been there, so based on what we were told, we dined somewhere else. We never gave the first restaurant a second thought. As a result, if anyone ever asked me about the restaurant *that I had never been to*, I would share with them *someone else’s* experience, so they never went either. It was only by chance that I decided to go to this restaurant, despite what I had been told. To my surprise, my experience was wonderful as described. The friends I was with, they too were impressed. Now we all share a *different story* about this same restaurant to others. How often we rob ourselves of great experiences by relying solely on the report of others?

Consistency is a non-negotiable behaviour of being a Professional.

Now, I am not saying the initial bad report was not warranted – restaurants can have their bad days depending on many variables, however lack of consistency resulted in unknown missed business for this restaurant. We all can think of places we have never gone back to because of one bad experience.

*‘Remember that reputation and integrity are your most valuable assets
– and can be lost in a heartbeat.’ – Charlie Munger*

◆ Your reputation is important

Others are entitled to their opinion; however, this does not mean *their opinion* is always right. What we can do is aim to be professional in *all* we do, accept responsibility for things that do not go to plan, and always right wrongs. Make it your intention that anyone who interacts with you is left with a ‘Wow’ experience.

So, when was the last time you did something for the first time? Let not someone else’s experience be your reason for not trying something new - be prepared to experience things for yourself to draw your own conclusions. That does not mean we do not heed someone else’s advice, as this is wise. However, have discernment; be mindful of who and what advice you are listening to. It is no secret that even media promote untruths or biases about something, or someone, so do not let someone else’s negative experience be the tone for your excuse to avoid a new experience all together – your success may depend on it.

Above all, do not let your past dictate your future. Approach anything new with an open mind. Like with the restaurant, you may just be pleasantly surprised.

“A parachute is like the mind - it only works when it is open.”

◆ Lesson: Opinions can be swayed

When talking to a prospect, they may already have a pre-conceived opinion about a rewards program – this may be from someone else’s bad experience, or even from their own negative experience. Some people give up here and avoid sharing anymore about the Opportunity with this prospect. However, this is where *you* can be the catalyst to sway their opinion, so do not let their past *dictate your ability* to change their future.

There are those who dislike France, while others find it the most romantic city in the world. Some like things cold; others prefer it hot - we all have opinions. Be courageous enough to draw your own conclusions, rather than adopt others.

Some people dislike the idea of having a home business, yet others have found it to be the ultimate vehicle for their personal freedom. When you unpack other business models, the EcoForce Global Opportunity provides a tangible viable alternative to be in business compared to most other options, with minimal risk and maximum return. However, this does require focused effort and consistent work to achieve such. Some people have a phobia about learning another profession and limit their life by only staying with what they already know. The truth is, *anyone* can learn new skills if they are simply prepared and have a big enough reason to do so, yet sadly not everyone will. *Attitude* plays a big role in determining one’s *altitude* in life.

“Don’t let another’s luggage dictate your travels.”

◆ Additional tips to add value to your chats with Prospects

Ensure you get the other person to talk more than you. During your Presentation, if you are doing all the talking, you are telling not promoting or listening to what is important to your prospect. As a result, often people will decide not to join your organisation.

What people are really looking for at the end of your presentation is some leadership.

Great questions are your key to a great decision. Never end a presentation asking; “*What do you think?*” This immediately invites the person to think critically about what you have shared and invites them to respond analytically - even if they were prepared to register. In contrast, always ask; “*What did you LIKE MOST about what you just heard?*” This is a positive way to get them talking, and for you to learn what is relevant to them and where to guide them from here.

ALWAYS leave a presentation or meeting by setting up a time and date for the next catch up. This may be as simple as inviting them to an event. It is much easier to do this *at the meeting* PRIOR to leaving the appointment than after. It is all about giving them exposure to this Opportunity for them to make an educated informed decision about where they see themselves fitting in. If you make this your habit, you will inevitably create a thread of communication that focuses on building relationship.

Connection brings extraordinary results. Here are a few tips on building rapport and connecting with your Prospects.

- ✓ Find areas of mutual interest where you and your prospect can begin building the relationship.
- ✓ A smile will take you far.
- ✓ Always be straight and authentic. Offer compliments only if they are natural and appropriate.

Body Language:

- ✓ Look into their eyes as much as possible.
- ✓ Demonstrate openness through positioning and posture.
- ✓ Mirror the other person - gestures, breathing, tone.

Food for thought...

Not every great relationship or connection you make in life or along this journey will want to be in business with you or share your passion and enthusiasm for what you do, and that is okay. Although anyone can do this Opportunity, not everyone will, yet everyone needs great friends. Someone once said that *true wealth is found in great relationships*. Aim to have great relationships as you search for the right people to be in your organisation. Great friends are often your best source of referrals, as they often promote you to others. Respect them and they will respect you. Many in your Team often will become some of your closest friends.

◆ 10 Step Checklist to guide you in the Presentation Process

- (i) **Greet and introduce**
 - *To promote your Opportunity is never to just talk about it, always ask questions. If you do not value the other person, you will never have any chance of recruiting them.*
- (ii) **Establish rapport**
 - *Find common threads. Unless you establish rapport and a need for your Opportunity, you will get a 'no'. You must earn the right to ask for commitment.*
- (iii) **Establish a need**
 - *'What can I do to assist you?'*
 - *Summarise and confirm their needs. Never offer the Opportunity until you have absolutely confirmed the need.*
- (iv) **Know your Opportunity well to become a successful EcoForce Global Advocate**
 - *People want to invest in people who are professionals; those who are ahead in their game. Be professional in all you do, and you will attract others to you.*
- (v) **Establish relevance**
 - *People will consider the offer if they see the relevance of what is on offer that meets their current needs. What is in it for them?*
- (vi) **Ask clarifying questions - trial close**
 - *You could simply ask, "Where do you see yourself fitting in?" after the presentation*
 - *This gives them opportunity to convince themselves on the offer, rather than feeling they have been 'sold' something*
 - *Confirm their reason for getting involved and why that is important to them.*
 - *Use questions to uncover any objections yet to be dealt with and answer honestly.*
- (vii) **Make sure you and they are clear on what is on offer**
 - *What they want from the offer*
 - *The strategy and support to make that happen and get them connected (Game Plan, Events, EcoMastery Success Program, etc.).*
 - *Summarise, if need be, getting a 'yes' or 'nod' on each point.*
- (viii) **Invite them to join you - close**
 - *Clarify what is on offer and your commitment to them*
 - *This is your organisation, be selective about who you have in your team*
- (ix) **Direct them to making a commitment - confirm close**
 - *The next step is to register with EcoForce Global, so guide them through that process*
- (x) **Congratulate them on their decision and, depending on their reason for joining, schedule a follow up with them for the next step, which often is their Game Plan**
 - *Organise a time to go through with them how to get the most the EcoForce Opportunity with a tailored Game Plan, also advise of upcoming relevant events.*

- Should they wish to create an income from the EcoForce Global Opportunity, their next step is to commence the EcoMastery Success Program for their education.
- Ask them to start their Honour Roll with a list of at least 100 people. Make a time to follow up, ideally within 48 hours. Create urgency, however, work with their schedule
- The next step is to assist them to find their PEARLS and help them to introduce their first person to the Opportunity

◆ 4 Great Questions to learn of a Prospect's level of commitment

Great questions may be scripted to a point, however what happens next all depends on what responses you get, so you need to prepare yourself for such. This Program is all about getting you prepared. What questions you ask, including how and when all depends on the rapport you have built.

Practice the questions below so they become comfortable and natural to you. Just as we may learn a phrase in another language to a level where it is natural and communicates clearly what we want to say. The more at ease you are with asking these questions, your cadence (rhythm) and flow will help you communicate the EcoForce Opportunity more effectively.

1. Based upon what you just saw, if you were to get started in this Opportunity on a part-time basis, approximately how much would you need to earn per month to make this worth your time?

Wait for their answer. You do not tell them what is possible for them; let them tell you what would be exciting for them. Whatever the amount is, this is not so important. It will be different for everyone.

2. Approximately how many hours per week do you think you could dedicate to building your Organisation, to develop that income per month?

Again, wait for their answer. Whatever they tell you is *their* answer; it will be different for everyone.

3. About how many months would you be willing to work those hours a week to develop a passive residual income of (insert whatever amount they answered in Question 1)?

Again, wait for the answer. Whatever they answer may be reasonable, depending on what is possible. If their answer is unreasonable; for example, they want \$20,000 per month, and only prepared to invest 5 hours per week and will only give it 3 months, then you need to step in as a consultant. You may say,

“Let us be honest here, to be upfront with you that is an unrealistic expectation. To achieve \$20,000 per month with just 5 hours per week commitment over 3 months, in a brand-new home-business is unlikely. However, if you are willing to change one of the 3 numbers, then we can get you there. If you were willing to change the amount, the hours, or the months, then we can make that possible, and I can show you how. If you are not prepared to do that, then this probably is not for you. You may have other things that you can do?”

By answering such a question this way, you remain in control of the conversation, and maintain your integrity. Some people have unrealistic expectations. Never judge them on this; they simply do not know what is possible yet. You are here to show them a possible way if they are open to such. You can coach them on having realistic expectations, based on those 3 things.

You will gain more credibility by going down this path, than if you said, “Okay great, then let’s get you registered.” Even if they do sign up.

If their answer is reasonable,

4. Look, if I could show you how to earn that income, working the hours a week that you mentioned, these would need to be focused hours, and you were coachable over the course of the next 6 months, is there anything else you need to know to get started?

Again, wait for their answer. Most of the time, if they have been honest with you, they will be ready to get started. By asking questions, you have let them create a reality that they can get excited about - something they can get their head around. Some people may surprise you. You know they can earn \$5,000+ per month, yet all they want now is \$500.

Rather than ‘selling’ them something that they may not want to buy into, ask them what they want to invest in. If this is reasonable within the EcoForce Global Opportunity, then you can help them make that happen.

Here you are their consultant, educator, and friend. If what they are asking is unreasonable, then it is up to you to let them know that this Opportunity is not for them. If it does fit into the Opportunity and they want to get started, then you simply create a Game Plan to make that happen.

◆ **Creating a Game Plan with your New Advocates**

One of the most powerful and supportive ways of empowering a new Advocate and establishing your role in the process of them create a career income and become a successful EcoForce Global Advocate is to have a **Game Plan interview**.

Game Plans assist your new Advocate to get started right, clarifies expectations, sets boundaries, and details what support is available, and how that support is best delivered.

Many people put so much effort into recruiting, that they often forget to put a similar effort into the new Advocate to point them the right direction. To minimise people leaving your organisation, Game Plan Interviews establish important foundations for a great future.

Game Plan interviews are like a new employee starting a job - it communicates and sets expectations. It is part of your role as a Referring Advocate to do the right thing by them to let them know about all these things. It establishes clear and honest communication from day one, and lets them know where they stand with you, your role, and that it really is up to them to create the success they desire.

A thoughtful, tailored Game Plan with each of your new Advocates, lays a solid foundation for clear expectations to be set, assists with achieving some quick results, and continues to guide the Advocates through the many phases of this profession.

A great resource we recommend here - Go Pro book by Eric Worre. Although this book is for the Network Marketing Profession, this book includes some great advice that you can apply as an EcoForce Advocate. Chapter 9 in this book details the steps to create a Game Plan seamlessly and provides helpful guidelines on how you may go about this. You may choose to use his scripts, yet ideally you want to ensure the words that you use are your own, so you come across as sincere. You also want to ensure this is kept simple and duplicatable, so use the scripts as a guide while mastering what works for you.

NOTE: There is an **Advocate Game Plan Interview Action Form** with your EcoMastery Success Program to get them started and keep them going for the first 90 days.

◆ **How Your Game Plan Interview should be structured**

1. **Validate Their Decision.** You do this by congratulating them on their decision to confirm that they have, in fact, made a wise choice to become a EcoForce Global Advocate.
2. **Set Expectations.** This allows the new Advocate to take ownership of their success and their organisation. They should aim to become independent of you as quickly as possible. This assists with the duplication process, so they can do the same with their Advocates, and so on. This business is not about you, rather about them. Making yourself 'redundant' simply means their training no longer is reliant on you. It frees up your time to recruit more Advocates and encourages them to become a leader. The more this is duplicated within your organisation, the greater everyone benefits. This does not mean you have nothing to do with them once they are on their way. Quite the contrary. Your role will shift to a place of leadership and support – leaders need support and encouragement too.
3. **Getting Started Checklist.** This is to ensure your Advocates are prepared to commence creating a career income and building their organisation. This may include.
 - (i) **Your Advocate has registered with EcoForce Global.** This includes their **tree goal**, their **'why'**, their **tree purchase**, they have received their **Personal Link** and have a tailored **Game Plan** in place that they agree to.
 - (ii) **The Advocate is set up with the appropriate tools.** This includes the EcoForce Global website tools, the EcoMastery Success Program, share links, and relevant material. They know how to achieve 30 Points per month to qualify for Advocate Rewards
 - (iii) **Ensure your Advocate gets connected.** This may be through events, relevant websites, webinars, Advocate training, and other relevant tools.
 - (iv) **Ensure your Advocate has a basic understanding of the Advocate Rewards Program.** This includes duplication and multiplication, what levels there are to aim for, how to achieve each level, and the benefits of each.

- (v) **Ensure your Advocate has a sound grasp of how to invite prospects and share this Opportunity.** This is important or you may set them up to fail. Contacting and inviting is where the rubber hits the road in this profession to create success. Their education, training and support in this process is paramount to their success and yours.
4. **Educate your new Advocate.** This includes the financial benefits of recruiting in the first 30 days. Investing in their education with EcoForce Global is really an investment in themselves, their business, the planet, and their journey to achieve the income they desire as an EcoForce Advocate. This is where you need to be prepared to work with your new Advocate to assist them to get started and get them connected. **Having a 30-Day to 90-Day Massive Action Plan is one of the best ways to help your new Advocate get traction and sets the foundation for success and longevity.**
5. **Set Simple Assignments for New Advocates to get them up to speed.** This may be reading over specific Modules of the EcoMastery Success Program, listening to relevant material and resources. Also request timelines or dates for these to be completed by to help create momentum.

Ensure that Your Team duplicate Game Plans with their Advocates. This will be a powerful habit that will grow everyone's businesses rapidly and professionally.

Needs Analysis - keep it simple. You are simply helping them identify and be clear on what they want/do not want, and what they must do. From there, you can show them how.

The following questions may help as a guide:

- What are your most important priorities?*
- In 12 months', if we are sitting here again, what do you want to see change?*
- What key challenges must be addressed to reach your priorities?*
- If they are not met, what is going to happen?*
- What are the key obstacles standing in your way?*
- If you could solve those challenges, what difference would that make?*

From the **questions** above, be clear on the following **important decision-making** points.

- ✓ *what are their current priorities/goals?*
- ✓ *what is their current situation?*
- ✓ *what is in the way for them achieving what they want?*
- ✓ *and what will happen if they do nothing about it?*

There is much to learn, and often there are things you have yet to perfect. Embrace the process - refuse to let any fears hold you back from the breakthroughs that are all part of the journey to becoming a successful EcoForce Global Advocate. We are here to help and support you any way we can. When we detach any emotion attached to a limiting mindset, we prepare ourselves for growth and to move forward. When we are coachable and open to learning new things, which may include some unlearning, then *anything is possible*.

"Success is where preparation and opportunity meet" – Bobby Unser

◆ Three-Way Calls

3-Way Calling is an effective tool in your Advocate's Toolbox.

A 3-Way Phone Call (or conference call) is when a Advocate brings their Prospect on the line with their Referring Advocate to hear more about the EcoForce Global Opportunity, the company, and what is in it for them. These calls provide third-party validation of the Opportunity, and support what has already begun in the filtering process with the Prospect. For new Advocates, such calls are often invaluable. It allows them to get off to a fast start, deepens their belief and knowledge, and they also learn the value of following up with a 3-Way Call, where their Referring Advocate can help answer questions, objections, and close.

◆ 3-Way Calls can assist in fast tracking a new Advocate

3-Way Calls permit new Advocates to leverage the experience of the Referring Advocate, encouraging them to get off to a fast start while they are still learning/perfecting their story. This also helps them develop their language, skill, and knowledge base. It allows the new Advocate to learn how to answer questions and handle objections. These calls can assist to foster quick duplication in your organisation. Leaders use these calls too, as it allows their prospect to hear a different perspective and provides further validation of the EcoForce Global Opportunity. Third party validation is very powerful. Many companies use this in the form of testimonials. To have a prospect hear firsthand from a third party, is often the icing on the cake for you that gets them on board to confirm their decision to join EcoForce Global and get involved.

◆ When to use 3-Way Calls?

After talking with a prospect, they have expressed some interest, and you may feel that having a third person validating the Opportunity would assist the Prospect in their decision making. Their prospect may have listened to a presentation, attended an event, or reviewed material and are open to learning more. You then invite the prospect to a 3-Way Call with your Referring Advocate, or an EcoForce Leader.

◆ How to do Effective 3-Way Calls

There are several Apps that can assist with 3-Way Calls, yet simply find the one that works for all parties. Avoid complicating the process, remember you want to keep it simple and duplicatable. You may have to Google 'how to do a 3-Way call' on your specific smart phone or chat to your Referring Advocate if you are unfamiliar with what to do. We strongly suggest that you practice dialing in two other people before you make your actual call. Role playing with your Referring Advocate is paramount *prior* to having a 3-Way Call. This allows you to structure the call. Such calls, in essence, is all about edification, being brief, to the point, and respectful of all parties. You want to make the Prospect feel valued and respected, not pressured or feel backed into a corner, nor keep them on the phone for hours. Well-structured 3-Way Calls can be a very powerful tool in your toolbox, however, like any tool, if misused can cause more harm than good.

◆ Scheduling the 3-Way Call

If you are new, you may simply say to your Prospect; *“I would like to share more with you, however, I am new and just, getting started. To do the right thing by you, can I introduce you to my Referring Advocate? This way, you will get all your questions answered, and this will help me to learn more as well!”*

If you are not new, you may say; *“I have access to a top leader in the company and I would love to introduce them to you. You will enjoy, hearing their story and I think, you both would get along well. We can get them on the phone for a quick introduction.”*

Continue sharing with them, edify your Referring Advocate, share their success story to provide further validation of the EcoForce Global Opportunity, and what is possible. This builds expectation and respect for when they do get to speak to your Referring Advocate - either with the 3-Way Call or in person.

In either scenario, when they agree, schedule the time with your Referring Advocate, or EcoForce Leader, so everyone is available at the time of the call, and ensure you call at the exact time scheduled, or a minute earlier ... not a minute later.

◆ Checklist on How to Do a 3 Way Call

1. Set up a time that works for each party.
2. Choose a quiet place away from noise and distractions for the call. Ideally, phone your Referring Advocate first, have a brief chat about the structure of the call and background on the Prospect prior to phoning the Prospect and including them on the call.
3. You then phone the Prospect by conference call. Advise them that you have your Referring Advocate on the call, and then introduce your Referring Advocate in an edifying and respectful way, to the Prospect.
4. Your Referring Advocate then takes over the conversation - you say very little unless required to do so. The Referring Advocate must build rapport with the Prospect. The best way to do this, is getting the Prospect to talk using open-ended questions. This may simply be achieved by asking the following question after introductions; *“Before I get started, I would love to hear what intrigues you most about the EcoForce Global Opportunity.”*
5. The Referring Advocate should take notes while the Prospect is sharing to ensure their conversation is relevant to the Prospect before they share. The Referring Advocate then shares briefly what their *‘why’* is for joining the Opportunity, what is in it for the Prospect, and then offer the EcoForce Global Opportunity for any questions to be answered.
6. After all questions have been answered, the Referring Advocate then simply asks them to act. This may be done by asking; *“Based on what you have heard, what did you like most?”* or *“Where do you see yourself, fitting in?”*

NOTE: Use the Prospect’s name as much as possible during the conversation. The Referring Advocate should make it a habit to have the Prospect’s name written in front of them. This is professional to do so in addition to any notes they are taking during the call and assists in building rapport and making the Prospect feel valued and respected. To ask for their name again because they have forgotten it can be damaging to the value of a 3-Way Call or meeting. *The most beautiful sound to a person’s ear is their name.*

7. The outcome will either have the Prospect buy a tree as a Customer, register as an Advocate and purchase trees, or they may decide this is not for them at this time. Whatever the outcome, it is then up to the Advocate who organised the 3-Way Call to follow up with the Prospect. If they are registering, depending on the confidence of the Advocate, the Advocate's Referring Advocate may be there to assist with the registration process. This can also be done over the phone, and even in the same phone call. Having the Referring Advocate present during the registration process can be powerful as it promotes building relationship and cements the Prospect's decision. This also guides the new Advocate in what to do. It is also a great time to let everyone know what support is available to them through EcoForce Global and upcoming events.
8. Always ask for referrals should the person say 'no'
9. For those who do say 'no', a great habit to get into, is to send them a follow up 'thank you' email or text message. You want them to feel great about the experience, and this assists in the process. From there, make it a habit to keep in contact for no other reason, rather than to stay connected. Too often people forget about those who say 'no'. What this tells the other person, is that you were only interested in them to be in business for you, rather than any benefit to them. This is not a good habit, and not good for your reputation or your authenticity. You never know when their circumstances may change, as they may join you later. However, great friends are also your greatest wealth. Invest in them as you would any other worthy investment.
10. ... Finally, just be you!

"It doesn't matter which side of the fence you get off on sometimes. What matters most is getting off. You cannot make progress without making decisions." - Jim Rohn

◆ Your personal Checklist to keep on track when sharing the EcoForce Global Opportunity

- See yourself as a trusted Advocate, who is also a competent consultant, promoter, educator ... and friend.
- Avoid asking questions that you are not comfortable with asking or answering yourself. If it is an obstacle for you, chances are it will be an obstacle for others you talk to.
- Be transparent.
- Understand what is important to someone else. Avoid assuming what is important to them.
- What value can you add to them?
- What value can they add to you?
- Be simple and clear. Do not speak too much. Use open-ended questions as these encourage them to talk and direct the conversation.
- Be empathetic – as this shows understanding. Empathising is not sympathising or necessarily agreeing.

*The EcoForce Global Opportunity is a Relationship Business.
Building a business relationship is the same as building a personal relationship.
The quality of a great relationship is directly proportional to the effort you put in to build it.*

Earn the right to ask difficult or sensitive questions. Keep in mind that a person must earn the right to speak into someone else's life, or their advice will be dismissed, or even resented.

◆ Additional helpful tips to keep in mind

Things to avoid:

- ✓ *Do not* harass the person with a barrage of questions.
- ✓ *Do not* present a solution about your Opportunity to someone who has not yet recognised a need or want (you will come across as pushy).
- ✓ *Do not* ask the prospect to register before they are ready to do so.

Always remember that the process is simply a series of conversations

- ✓ The purpose is to assist potential prospects, not to just 'sell' the Opportunity on offer. Each person is more likely to believe what *they* say, not what you say. **If you say it, you own it; if they say it, they own it.**
- ✓ **Talk less and listen more.** The best results are when you concentrate on getting information from the person, adding additional information to educate them, and then providing them with choices.
- ✓ **Be comfortable with silence.** Let them be the first to speak.
- ✓ **The whole process should not be complicated.** Everyone is in promotion whether they realise it or not.

Deep conversations with the right people are priceless.

◆ Dealing with Objections

Objections are a natural part of the process when sharing any opportunity. They are a natural part of sharing anything new with someone else. Embrace them and solve them together with the prospect. Understand, people are often not saying 'no' to you; they are saying 'no' to the Opportunity or the timing. There may even be some misunderstanding, and they may even fear risk or failure.

Objections are a good thing. Unfortunately, many people fear objections and as a result become defensive. However, if you understand this is simply part of the process, you can view it as an opportunity to advance the conversation. Keep in mind, you are offering an Opportunity that delivers what most people need ... and want. Seek to have a conversation about any objection raised ... chances are, opinions can be swayed.

- ✓ Once you can identify '*what*' and '*why*' they have an objection, be the consultant and talk them through it.
- ✓ You can use an objection as an opportunity to educate the prospect. Objections are to be expected. It is normal for a Prospect to have doubts and concerns as they are a natural part of the consultative process. Agree ⇨ Relate ⇨ Educate.

"Treat objections as requests for further information" – Brian Tracy

◆ Tips on getting commitment

Summarise what the Prospect's wants, and needs are, and then tailor the benefits of the EcoForce Global Opportunity and the solutions provided. A summary paints a picture of exactly what the prospect said they want from you, and from EcoForce Global. It will show them that you have listened, and you that you understand.

- ✓ Be Direct and Transparent.
- ✓ Ask for their Commitment - register with EcoForce Global.
- ✓ Close with Confidence.
- ✓ Behave as if you expect the prospect to register.
- ✓ Understand that silence is okay.

Once you have asked for a decision, be quiet. Wait for their response. By remaining quiet, you encourage them to respond. Some people need time to think about where they see themselves fitting in. Be patient, do not rush the person, and wait quietly for their response.

- ✓ Confirm the Prospect's decision to invest.

A lot of people get 'buyer's remorse', and this is natural. They may doubt their decision. However, by you affirming what they have decided upon, this helps alleviate those feelings. Your reassurance shows them they have made the right decision. You know that they have made the right decision because you know what is possible.

Remember, registration is just the beginning. Help all your Advocates get started.



Wrap up

What is holding YOU back from experiencing Break Through?

Our hope is that everyone who invests time to complete the EcoMastery Success Program will be humble enough to identify areas where they will require coaching and seek help – and that is a good thing. Be open to learning something new, prepared to recognise limiting mindsets and replace such with empowering ones. Do what it will take to be successful and committed enough to become a successful Advocate. EcoForce Global are here for you. We applaud those who are courageous enough to embrace a new way of thinking, humble enough to be coachable, and bold enough to press forward into new territory. Learning new skills to master anything takes practice, patience, and perseverance. **This is where Your breakthrough takes place.**

Often the biggest battles we face in life, are not with each other or things external, rather the battles that take place in the battlefield of our mind.

FEAR is a battle we often face which can become a roadblock to move forward ... if we let it. Always remember that f.e.a.r stands for 'False Evidence Appearing Real'. Therefore, we need to reframe how we approach a fear. Begin by embracing the fear – rather than allowing it to take hold of us, we learn to take hold of it. There is always gold to gain when conquering a

fear, so let that motivate you, not the fear itself. A great question to ask yourself is, “*What is the worst that can happen here?*” Often the ‘worst’ is not that bad at all. When we look back over our lives at fears we had, often the worst only existed in our imagination.

We can therefore choose to view ‘fears’ differently. We simply learn to approach them unemotionally and logically. This healthy approach turns potential roadblocks into mere speed humps. With this attitude, we see fear as just a liar running out of breath.

Fears have hidden profound lessons for us to learn from.

What we learn from overcoming our own fears inspires others who are facing similar fears. Our sub-conscious is programmed to believe whatever we tell it – this explains why some people fear heights, yet others thrive in high places. The antidote to fear is knowledge, so when you find yourself fearing something, ask yourself; *what are you yet to learn to replace that fear with knowledge?* Interestingly, we are born with only two fears: the fear of falling, and the fear of loud noises. Every other fear we learn, therefore we can un-learn them with the right tools. The process of unlearning can be just as important as learning. This is where we all need to be humble enough to seek and receive the appropriate coaching. Recognise that sometimes the truth can be a bit painful, yet why let a lie get in the way of truth? *‘The truth shall set you free’.*

The journey of this Opportunity often brings much to the surface ... and this is a good thing. Take courage that when you ‘hit a wall’ or you identify an area you need to deal with, that you are not alone. This is a healthy platform to get breakthrough, and we are here to help. You ultimately decide who and what you will allow to influence you - or not. This is a powerful step to take ownership, accountability, and responsibility for your life. The authority to conquer and have victory over limiting beliefs is in your hands. Conquering areas in your life that once controlled you in a negative way, can often mean the difference between mediocre and amazing results. **It all starts and ends with you.**

Everyone has had their share of challenges. Often the lessons we learn from challenges provide the wisdom, discernment, and the motivation to move forward - if we let them. There will come a time where we need to decide not to let our past dictate our future. **Learn from the past to create a better future.** We must have the maturity to let go and replace limiting thoughts with a better way of thinking to be our guiding light which ultimately determines our future. *The power to achieve that is already within you.*

“Hardships often prepare ordinary people for an extraordinary destiny.”
– CS Lewis

Your EcoMastery Success Program is not about making someone wrong, rather empowering them to do this Opportunity right. No one expects you to get everything right at first, nor should anyone try to bluff their way through and think they have got it ‘all together’. There is no reward for ego, only great things to aim for. *The rewards are there for those who learn, act, and go for it!*

◆ Recommended Reading and Viewing

We recommend you watch a short talk by **Simon Sinek** on www.ted.com, author of *'Start with Why'*. You can also find him on YouTube under the title: *'How Great Leaders Inspire Action.'* You will learn how a simple mindset and shift in our communication can significantly impact results. Simon cites examples in history, and the present, how this has worked. In essence, *people do not buy what you do, they buy why you do it.* We need to first learn how to communicate our *'why'*, then follow with the *'what'* and *'how'* to create relevance when sharing with others.

We also recommend the *'You Were Born Rich'* Program by **Bob Proctor**. This profound and timeless seminar/workshop unlocks secrets to one's subconscious behaviours, providing them with practical powerful tools to move forward. This Program has been embraced by many great organisations around the world, empowering many individuals to go from good to great. It has given many the tools and the courage for many people, just like you, to face their fears and achieve phenomenal success.



◆ KEY SUCCESS POINTS

your personal review

1. What is **KISS** an acronym for, and why is this important for this Profession?
2. a) **What** is internal communication, and
b) How **important** is this in how we communicate externally?
3. **Create a 'elevator pitch'** that you could use when asked what you do
4. Explain **'transfer of belief'** in **your own words**.
5. Explain in **your own words** what it means to be an advocate, consultant, educator, and promoter for this Opportunity.
6. Why is it **important** to always keep in mind that opinions can be swayed?

7. Keeping in mind that we can't say the 'wrong' thing to the right person, **why** then would we want to invest in improving how we communicate?
8. After practicing the Role Play in this Module with another person, what are **3 things** that **YOU** personally learnt from the role play exercise?
9. Explain the **Golden Circles** Simon Sinek shares in this talk, 'Why Great Leaders Inspire Action.'
10. a) List the **8 Points** from the Checklist for maintaining Your personal integrity.
b) Beside each, write briefly what each **means to YOU**.
11. What is **one area** in your communication that you have identified you need coaching to improve?
12. What are **2 ways** **YOU** could use to build rapport with someone?
13. List **3 ways** **YOUR** body language can assist with building rapport?
14. What are **2 mindsets** to have when dealing with objections?
15. a) In **your own words**, what is meant by 'closing', and
b) What are **5 things** to remember when 'closing' with someone?
16. a) What are the **4 Great Questions** to assist you to close and get a response?
b) **How** can this benefit **YOU**?

17. a) Explain the **benefits** of a 3 Way Call, and
b) Where would YOU **use** such?

18. a) What is a **Game Plan** interview?
b) List the **5 points** of a great Game Plan.

19. Briefly list and comment on **the 5 top things** that stood out **most to you** from this Module that you believe will help you achieve what you hope to with the EcoForce Global Opportunity