



# *The Art of Sharing*

master your game

EcoMastery Success Program  
~ Sowing and Reaping Module 2.4

# Our Core Values

**C**ommunication

**A**ttitude

**P**roactive

**E**xtra mile

**D**etermined

**F**un

**R**espect

**O**thers

**G**rowth

**H**onour





# ***Our Rules of Play***

- 1. People Will Do What You Do**
- 2. Your Past Does Not Equal Your Future**
- 3. Be Honest with Yourself**
- 4. If You Need Help, then Ask**
- 5. Challenges Go Up, Praise Goes Down**
- 6. If You Throw Dirt, You Lose Ground**
- 7. Always Praise in Public and Critique in Private**
- 8. Punctuality for All Meetings and Events**



# *Your Checklist for this **Module***

- ✓ You have read the Module 2.1 **Contact and Invite** and Module 2.2 **Fortune in the Follow Up** and Module 2.3 **Registration Process** from your EcoMastery Success Program
- ✓ This Module unpacks;
- ✓ How we **communicate**
- ✓ The **roles** of an EcoForce Advocate
- ✓ **Steps** to direct a conversation about the Opportunity
- ✓ 4 Great Questions to get **commitment**
- ✓ The Game Plan **interview**
- ✓ How to have a **3-Way Call**
- ✓ Dealing with **objections**



# ***KISS***

## ***Keep It Super Simple***

**Do not over-complicate your message**

- ✓ **Speak with conviction**
- ✓ **Internal and external communication**
- ✓ **Be the victor not the victim**
- ✓ **Focus - your energy and avoid distractions**
- ✓ **Promotion is all about relationship**





*Speak less  
and listen  
more*

A successful Advocate only does  
around 10% of all the talking

Be a well crafted word-smith

- ✓ Choose empowering language
- ✓ Speak to be understood
- ✓ Use language that is easy to understand
- ✓ Avoid jargon



# *Transfer of belief*

‘Selling’ is ultimately about the transfer of *your belief*

- ✓ What’s YOUR story?
- ✓ Speak from the heart
- ✓ People are looking for an opportunity that *they* can do
- ✓ Think BIG
- ✓ Be prepared to learn something new



# *The roles of an **EcoForce Advocate***

## You wear different hats

- ✓ **Advocate** – you actively support, represent and align with the EcoForce Global Mission
- ✓ **Consultant** – you provide expert advice
- ✓ **Promoter** – endorse and promote what we do
- ✓ **Educator** – provide instruction and education to help others learn





# *Opinions can be **swayed***

- ✓ **Your reputation is important**
- ✓ **Craft your questions to get a commitment**
- ✓ **Build rapport**
- ✓ **Create a need – gather the facts**

*Create  
favourable  
conditions that  
leave the other  
person wanting  
more*



# *The Power of FORM*

- ✓ **F**amily
- ✓ **O**ccupation
- ✓ **R**elationship
- ✓ **M**oney / **M**otivation

## **Discover what is important to THEM**

- ✓ **U**se Open Ended Questions
- ✓ **L**isten carefully
- ✓ **P**rospect focus – shift the focus from your agenda to the other person





# *Learn what motivates **Your Prospect***

- ✓ Any solutions already in place?
- ✓ Agree, Relate, Educate
- ✓ Build curiosity
- ✓ Introduce the Opportunity
- ✓ Establish current knowledge
- ✓ Show the Presentation
- ✓ Introduce leverage
- ✓ Create leverage – get agreement
- ✓ Lead the way – get commitment
- ✓ Manage ‘closing reluctance’





# *When they say **YES!***

- ✓ Ask what they are prepared to **invest** (Tree Club Options)
- ✓ Congratulate them on their **decision** (Follow the Registration Process)
- ✓ Promote the **support** available
- ✓ Always leave a presentation by **scheduling a time and date** for the next catch up



# 4 great **Questions**

## After sharing the EcoForce Opportunity

**Question 1:** *Based on what you have seen, if you were to get started with EcoForce Global 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
- ✓ Do not tell them what is possible for them; let them tell you what would be exciting for them
- ✓ Whatever the amount, this is not important
- ✓ It will be different for everyone



# 4 great **Questions**

**Question 2:** *Approximately how many hours could you commit to each week to develop that income per month?*

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





# 4 great **Questions**

**Question 3:** *How many months would you work those hours to develop that kind of income?*

- ✓ Again, wait for their answer
- ✓ Whatever they answer may be reasonable, depending on what is possible
- ✓ If their answer is unreasonable, then you need to step in as a consultant



# *If their response is **unreasonable***

For example, should they want \$20,000 per month, and only prepared to invest 5 hours per week and will only give it 3 months. 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 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 this way, you remain in control of the conversation, and you maintain your integrity

✓ Some people have unrealistic expectations. Never judge – rather show them what is possible



# 4 great **Questions**

If their response is reasonable

**Question 4:** *If I could show you how to develop an income of (their answer to question #1) per month, working (their answer to question #2) hours a week over the course of (their answer to question #3) months, would you be ready to get started?*

- ✓ Again, wait for their answer – if they have been honest with you, they are ready to get started
- ✓ You have created a reality that they can get excited about
- ✓ Be the consultant, educator, and friend
- ✓ Proceed to create a **Game Plan** with them







## *The Game Plan interview*

- ✓ Validates decision
- ✓ Communicates expectations
- ✓ Assists to get quick results



# *The Game Plan* **interview**

## **Step 1: Validate their decision**

- ✓ Congratulate them on becoming an Advocate

## **Step 2: Set expectations**

- ✓ They will create their own success or failure
- ✓ Help them become independent as quickly as possible
- ✓ Be up front about times of highs and lows and how they would like you to handle those times

## **Step 2: Advocate Checklist**

- ✓ Ensure they are set up with the appropriate tools
- ✓ Ensure your Advocate gets connected

## **★ Use the Advocate Game Plan Interview Action Form**





# Three-Way Calls

**Third party validation assists with building belief**

- ✓ Set up a time that works for everyone
- ✓ Choose a quiet place – phone your Referrer first
- ✓ You then phone your prospect – introduce your Referrer in an edifying and respectful way
- ✓ Your Referrer takes over the conversation – you talk only when asked
- ✓ Referrer asks open-ended questions, takes notes and asks for commitment
- ✓ Always ask for referrals should Prospect say ‘no’
- ✓ Be real and authentic





# *Personal Checklist*

- ✓ See yourself as a trusted Advocate, Consultant, Promoter, Educator and friend
- ✓ Ask questions you are comfortable with
- ✓ Be transparent
- ✓ Learn what is important to someone else
- ✓ What value can you add to them?
- ✓ What value can they add to you?
- ✓ Be simple and clear
- ✓ Be empathetic – show understanding



# *Personal Checklist*

- ✓ Do not harass with a barrage of questions
- ✓ Do not present a solution unless you have identified a need
- ✓ Do not ask for a decision until they are ready
- ✓ Earn the right to ask difficult or sensitive questions

## **The process is a series of conversations**

- ✓ If you say it, you own it; if they say it, they own it
- ✓ Talk less and listen more
- ✓ Be comfortable with silence
- ✓ Keep the whole process simple





# Dealing with **objections**

- ✓ Objections are a natural part of the process
- ✓ Objections are a good thing
- ✓ Once you have identified the 'what' and 'why' of the objection, be the **consultant** and talk them through it
- ✓ Use the objection as an opportunity to **educate** the prospect

**Agree ⇒ Relate ⇒ Educate**





# *Tips on getting **commitment***

- ✓ Be direct and transparent
- ✓ Ask for commitment
- ✓ Close with confidence
- ✓ Behave as if you expect the Prospect to register
- ✓ Understand that silence is okay
- ✓ Confirm Prospect's decision to invest



# *Your Review*

- ◆ Keep your communication **simple**
- ◆ Unpack how you **communicate** and take steps to **improve**
- ◆ Speak less and listen **more**
- ◆ It is all about your transfer of **belief**
- ◆ Your roles include; **Advocate, Consultant, Promoter and Educator**
- ◆ Opinions can be **swayed**
- ◆ Use **F.O.R.M** to direct a conversation
- ◆ Learn what **motivates** your Prospect



# Your *Review*

- ◆ Use the 4 Questions to show what is possible and close
- ◆ Have a Game Plan interview with every Advocate
- ◆ Use Three-way calls – third party validation
- ◆ Review your Personal Checklist often
- ◆ Objections are a good thing
- ◆ Your results will reflect your communication skills
- ◆ You do not have to be sick to get better
- ◆ Remember, registration is just the beginning

**Register | Buy | Share**  
**... repeat**





If this was the last tree on Earth  
there would be no tomorrow

**One person** can change the world  
Imagine what a **tribe of us** could do

**Share EcoForce**

*and help save our planet*

**... one tree at a time!**

It's time to #BuyaTree

