



The 4 Action Steps will help you be productive and effective. Getting yourself and others off to a successful start will attract others to your business.

This system is simple, teachable, and, most importantly, it can be easily duplicated. Remember, your level of success will be tied directly to your willingness and ability to help others reach their dreams and goals.

THE 4 ACTION STEPS

1. Build a List
2. Contact & Invite
3. STP (Show the Plan - Share the Products)
4. Follow-up

1. BUILD A LIST:

Remember, to start; you're just looking for two – one left and one right. That's our incredibly successful business model. We then teach those two how to duplicate the effort and repeat – that's it!

According to The New York Times, the average person knows 600 people. Not that you are interacting with all 600 simultaneously, but everything you need to build a dynamic, thriving, and lucrative business is contained in the contact lists on your phone, your Facebook friends list, your business accounts, and your social circles.

The true power of the number of people you touch is when you start multiplying your lists with the lists of the people who join you to build a business of their own.

All you need to do is find two people who want something more out of life, then help them find two people to start building their teams and repeat the process. That's it; find two, help them, and then repeat – that's it!

Tip: Use a Memory Jogger to help you in this process.

2. CONTACT & INVITE:

Everyone you meet, everywhere you go, and everyone you talk to is a potential business partner. 95% of people, no matter what their current occupation, are dissatisfied with at least one of the following: their job, their boss, their income, what they are doing, the amount of time they spend doing it, their current lifestyle, their standard of living, their health and/or their current level of personal development.



People are also keenly interested in at least one or more of the following: their health, their nutrition, their fitness level, their skincare, their appearance, their vitality and their simple enjoyment of life.

We can offer them an opportunity to have a better life, so let's do it!

- Call and invite them within your first 72 hours – (speed & excitement are so important!) 2 in 72 is the magic number – keep that number in front of you – 2/72!
- 90% of a successful invitation is your natural excitement and your sense of urgency; talk to them with enthusiasm and a smile in your voice.
- Your invite should last only one to two minutes (don't explain, don't elaborate; let our system do the work for you). Always remember: you're not trying to talk someone into anything; you're not trying to sell to or convince them.

Basics Rules of a Fast Start.

1. You are not selling the business. You are promoting a Zoom call or event.
2. You are looking for the FASTEST yes'.
3. Have a sense of urgency on the call (get on - promote - get off).
4. Decide that this is your season!

Sample Invitation Scripts for Opportunity Zoom Calls:

As you go forward, please remember that you are simply sharing a message about a great product, company, and opportunity. Enjoy this part of the process. The more you do, the better you become. Practice does make perfect...so practice. Embrace this part of the building process, and have fun!

What to Say

"(Their NAME), the other day you mentioned that you needed more (time)...(money)... (tired of work). I think I might have found a solution. Can you listen to a Zoom call (Night and Time)? If you are interested afterwards, we'll talk more. If not, no big deal."

"(Their NAME), I have a business project that I'm working on, and I think I have a way for us to make some money together. Can you listen to a Zoom call (Night and Time)? If you are interested afterwards, we'll talk more. If not, no big deal."

"(Their NAME), I am working with a global team of entrepreneurs. I have access to some amazing product technology, and you & I have an opportunity to make some money launching this market. Can you listen to a Zoom call (Night and Time)? If you are interested afterwards, we'll talk more. If not, no big deal."

"(Their NAME), What are you doing Monday night besides watching TV? You have to get on a call with me. I think I found a way you and I can make some money together. Can you listen to a Zoom call (Night and Time)? If you are interested afterwards, we'll talk more. If not, no big deal."



Sample Invitation Scripts for 1-1's or Home Meetings:

Opportunity:

"(Their NAME), the other day you mentioned that you needed more (time)...(money)...I think I might have found a solution. I am having a few people over (Day and Time) to discuss some ideas. I will reserve you a spot. Afterwards, If you are interested, great. If not, no big deal."

"(Their NAME), I am working with a global team of entrepreneurs. I have access to some amazing product technology and an opportunity to make significant money launching this market along with some key people I hand-pick. I am having a meeting at my house on (Day and Time). Come on over, and I will explain the details. Afterwards, if you are interested, great. If not, no big deal."

Product:

"(Their NAME), have you wondered if the supplements you are taking daily are actually working for you? How would you like to know for sure? I have found a test that does exactly that, and the results are shocking. Let's get together, and I will show you what I'm talking about. I'm having a get-together at my house (Day and Time). Come see what I'm talking about."

What is it?

Two responses:

Have you ever heard of a company called Zinzino?

It's a publicly-listed company based in Sweden that sells its Test-based nutritional solutions products in over 140 countries. I am connected with some of their key leaders. This can be huge for you and me. We need to get together fast.

or

Have you ever heard of The Team?

It's a business development organisation I'm working with. We are launching a company in (their COUNTRY) that sells its test-based nutritional solutions products in over 140 countries. I am hooked up with some of their key leaders. This can be huge for you and me. We need to get together fast.

How to Meet New People and add them to your list

You: *Excuse me, can you help me?* My name is (YOUR NAME). Are you from (name the town you are in)

Joe: Yes

You: Fantastic, maybe you can help me out. I am in the process of expanding a business in the area and I'm looking for a go-getter type. Someone who would not be opposed to making an



extra 2 to 3 thousand (dollars/pounds/euros/rands) a month or more. Do you know anyone like that? (During the last question, I reached into my pocket and took out a business card.)

You will now hear one of several answers. They include:

- No.
 - Your answer: Great, thanks for your time.

- I might be interested, depending on what it is.
 - Your answer: That's great. I am in a hurry right now, but write your name and number on the back of my card, and I will call you when I can.

- Yes, I know someone.
 - Your answer: That's great. I am in a hurry right now, but write their name and number on the back of my card, and I will call them when I can. By the way, who can I say referred them?

- No thanks, I am not interested.
 - Your answer: *That's okay, I wasn't talking about you. Do you know anyone like that? BE KIND AND MAINTAIN POSTURE :)*

Another powerful question is: *Could I ask you a shot-in-the-dark question?*

Call them back in 3 days:

You: Mary, this is (YOUR NAME). You may not remember me, but we met a few days ago (tell them where), and I was telling you about a business I was expanding, and you asked me to call you. I am in a hurry right now, but I wanted to get back to you. I was checking my calendar, and I have some time available on Wednesday or Thursday. What's best for you?

Mary: What is it?

You: (See previous answers for this question - They are all you need to know)

If Mary presses, you simply say: Mary, let me ask you a question: what kind of marketing experience do you have? (regardless of the answer) Well, that's not a prerequisite, but I'll give you the details when we get together. What's best, Wednesday or Thursday?



(If she does not respond or asks more questions, be kind and polite)

Mary, like I said, I am in a hurry. This may not work out right now, but I'll hold on to your card and give you a buzz if things change.

3. STP (Show the Plan - Share the Products)

If you are sharing the Opportunity, it is crucial that you begin the process by identifying why they would engage in owning a business of their own.

Relate what you saw in this. Make sure to focus on the aspects of time, security, and freedom.

2 Qualifying questions:

1. *Now, clearly, we will be looking at a business, and I know you don't know anything about it yet, but hypothetically, if this had to work for you, what are you looking for? A supplemental source of income, a primary source of income or something bigger than that?*

- No matter what they answer, your response is: *Awesome, what are you looking to do?*
- This will give you an idea of what they want to achieve and indicate their level of interest. (i.e. Take the family on holiday, bring a spouse home from work, provide wealth for retirement, buy a new home, pay off debt, put their kids in a better school)

2. *If what I will show you now could get you (Whatever they mentioned as what they were looking to do with that income), would you be willing to make time available in an already busy schedule?*

- If they say *Yes*, great, show them the plan.
- If they say *No*, then you say: This may not work out right now, but I'll hold on to your card and give you a buzz to see if things have changed.

Make sure you conduct a 3-way call with your mentor ASAP. Set up follow-up within 24-48 hours: Home Meeting, Zoom call, etc.

Methods of Sharing

- Your Upline
- One-on-One's (Using the The Team STP Tool - The Business Overview)
- Home Meetings
- Business Preview Opportunity Events
- Recorded Opportunity Video
- Opportunity Zoom Calls
- 3-Way Calls
- Products/Catalog

Learn how to connect people without attempting to have all the answers.



4. Follow-up

When you go back to see them, bring a brochure (travel agency, etc.) or something related to what they said they want from this.

You: Mary and Bob, I was thinking about you today, and I stopped by a travel agency and picked up a brochure for Scotland. When you talked about taking your family there, I thought I'd pick this up for you. What a beautiful place. I am sure you have some questions about what to do next. What can I answer?

Be sincere with people. If they are hesitant, it is usually because they are unsure if this will work for them. Ask them questions like:

"What did you like best about the business...the video...the meeting, etc?" "How do you see yourself getting started with us?"

"If you wrote down your monthly income and added a PLUS sign after it...what would the amount you would add to it be that would impact your month positively?"

Dealing with Objections:

You may encounter some objections in the follow-up meeting or on the follow-up call like:

- We have chatted about it, but we don't have the time.
- I have friends who said it wouldn't work.
- I can't afford it.
- I don't know if I can do it.

Your answer: That's ok, I understand about (insert objection here). We've got a program for that, but more importantly, when we sat down together you said (Whatever they mentioned as what they were looking to do with that income) were important to you, did you mean that? You also said that you were prepared to make time available in an already busy schedule. What's changed?

The follow-up is the secret to success. Stay focused and continue to get your guests to the NEXT meeting.



5. Additional Tools

Piquing Customer interest:

Hey (**Prospect Name**)

It was great to catch up with you and share a little about the vision of Zinzino and their test-based nutrition.

I mentioned a few links and believe you'll find them very informative.

1. The Balance Oil Concept

All about the product and why we need it:

<https://www.zinzino.tv/videos/4d9ed4bf1d1cefc8c4/balance-concept-short?>

2. The Health Protocol - 3 Simple steps to optimal health:

<https://www.zinzino.tv/videos/4d9fdcb11c1aefc8c4/health-protocol-concept-en>

3. A step-by-step tutorial as to how the test is taken:

<https://www.zinzino.tv/videos/4d9fd5b91e1ee1c1c4/how-to-take-the-zinzino-balancetest>

4. Dr Colin Robertson - Why Zinzino Stands apart

<https://www.zinzino.tv/videos/449fd8b81b1dedcacd/why-test-based-nutrition-with-chief-product-officer-dr-colin-robertson>

Let's get another time (**If you have arranged a time - then reconfirm**) where we can handle any questions and take a look at how's best for you to get started if on your health journey

Regards for now,

(Your Name)

Piquing Business interest:

Hi (**Prospect Name**)

It was great to catch up and hear what's been going on with you.

As we touched on, it would be great to introduce you to (**Put the name of the partner you are working with**) and arrange a time when we can explore further.

I mentioned a couple of short videos. I believe that these will give you an overview of why the project is an exciting one and a possibility for us to do something together to impact many others with their health:

- <https://www.zinzino.tv/videos/1190d3b41216e3cf98/zinzino-unlock-your-potential>

- <https://www.zinzino.tv/videos/799fd5bc191fe4c3f0/what-sets-zinzino-apart>



Check them out, and then, as we discussed, it would be great to connect us all via a WhatsApp chat - where we can introduce ourselves and select a suitable date from the calendar.

Let's chat again on ***(Put in the day and time that you would have agreed to during your first call with them)***

Cheers 4 now ***(End in the way you would usually end)***
(Your Name)

Business Follow-Up:

Hi ***(Prospect Name)***

It was great to catch up with you and share a little about Zinzino's vision and test-based nutrition.

Here are a few links that we mentioned. I believe you'll find them informative and helpful.

1. Orjan Saele - Mega Trends

<https://www.zinzino.tv/videos?q=Megatrends>

2. Review The Team Business Preview

(Select your preference from The Team Business Preview Library and edify the speaker)

<https://www.theteam.support/UKBPDI.html>

Let's book another time ***(if you have arranged a time - then reconfirm)*** where we can handle any questions and take a look at your options when you decide to partner with The Team.

Regards for now
(Your Name)

