



### Survey From Take Action Now Group

When you chose to build a Worth Unlimited business, was your objective to:

1. Supplement your existing income with an extra \$500 to \$1000 per month referring people to Worth for a savings analysis?
2. Replace your existing income?
3. Build a team and a large Worth Unlimited business?

TWO THIRDS OF GROUP WANTED NUMBER 2 OR 3

### The Disconnect

THAT SAME GROUP OF AGENTS THAT WANTED TO REPLACE THEIR INCOME AND / OR BUILD A LARGE TEAM ADMITTED THEY WERE NOT TALKING TO ENOUGH PEOPLE

30 SECOND TRAINING – TALK TO MORE PEOPLE

THIS BUSINESS IS NOT COMPLEX BUT IT'S NOT NECESSARILY EASY... UNTIL YOU FIND YOUR VOICE

### Are you afraid of rejection?

- Change your mental model of success and failure
- Success - You - Failure
- You - Failure - Success

### Perspective

- Wisdom from Yogi Bera – a.k.a. Yogi-isms
- Ninety percent of this game is half mental.
- If you don't know where you're going, chances are you will end up somewhere else.
- It was hard to have a conversation with anyone - there were too many people talking.

### Perspective

- Wisdom from Albert Einstein
- Great spirits have always encountered violent opposition from mediocre minds.
- **Insanity:** doing the same thing over and over again and expecting different results.
- Compound interest is the eighth wonder of the world. He who understands it, earns it ... he who doesn't ... pays it.

## Mindset

Definition:

- **1.** A fixed mental attitude or disposition that predetermines a person's responses to and interpretations of situations.
- **2.** An inclination or a habit.

## Mindset

- George Zalucki
- Former college dean, basketball coach, professor of Psychology, Sociology and counselor.
- Independent Representative for 33 years, rising to the top of several companies.
- Built large organizational sales teams of over 150,000 distributors in 21 countries. His sales volume has exceeded \$20 million per month, while earning millions of dollars in Network Marketing.

## Mindset

- George Zalucki
- Original Profile Of A Champion - A concise analysis of who wins in life and why!
- "Focus of your thoughts and mastery of your emotions are the keys to all winning."
- "Commitment is doing the thing you said you would do, long after the mood you said it in has left you!"

## Mindset

- "People don't buy what you do, they buy why you do it." Simon Sinek – Start With Why
- "People accept the lives they live and do the things they do not because they have to but because no one ever showed them an alternative." Ron Bruder

## Understanding Resistance

Resistance is not a single reaction. There are three separate forms of resistance, three kinds of resistance that have different aims and concerns

- Reactance
- Skepticism
- Inertia

– Dr. Eric Knowles

## Reactance

Reactance is resistance against the persuasion process itself. It is the resistance that says, in effect, "Stop pushing on me." To the persuader, it feels like the client is being hostile, contrary, and oppositional. This form of resistance has little to do with the proposal or offer, it is directed against the persuader and the persuasion. The easiest way to deal with reactance is to avoid it in the first place.

### Skepticism

Skepticism is resistance directed against the offer or proposal. It is the resistance that says, "I'm not sure this is the best alternative for me."

### Inertia

The third form of resistance is Inertia, the reluctance to change.

It is an attachment to the status quo

In many ways it is the most difficult to deal with because it has little to do with the offer, the product, or the persuader.

The client isn't reacting to the persuader or the offer, but to their own reluctance to change.

### Understanding Resistance

To survive, each organism (people) seek out the opportunities in its environment while avoiding the dangers.

From the earliest life forms, evolution has programmed two separate neuro-chemical systems in the brain:

- one devoted to detecting, assessing, and approaching the opportunities
- the other devoted to sensing, evaluating, and avoiding the dangers and hazards.

### Understanding Resistance

This basic brain structure implies that there are two separate pathways to persuasion.

- Alpha path - emphasizes and increases the benefits in a product or service
- Omega path - remove or neutralizes the natural resistance that a person feels

### Why Most People Fail to Influence

Because people are constantly trying to find the right words to say to someone

They ignore something that is 100 times bigger than the exact words, they ignore **CONTEXT**

Context frames the story - think context first and message second

Dr. Kevin Hogan

### It's Not What You Say, It's How You Say It

When I look into your eyes time stands still

### It's Not What You Say, It's How You Say It

Your face could stop a clock

### Never Run Out of Your Warm Market

- Do you know anyone that may be interested in making some extra money, part time or full time?
- Depending on the prospect, you may want to insert "with a professional opportunity"

### How to get instant trust, influence and rapport – Big Al Schreiter

- Tell the prospect a fact that you both can agree upon
- Pacing speed of your prospect
- Smile
- Most People
- Everybody knows
- Everybody says
- Well you know how

### Ice Breakers - Big Al Schreiter

- I show people how to get out of debt fast, and have sparkling credit
- I show people how to save for retirement without ruining their monthly budget
- I show people how to save money on their taxes so they can enjoy more of life instead of less

### Ice Breakers - Big Al Schreiter

Well you know how... problem  
Well, what I do is... solution

### How to get instant trust, influence and rapport - Big Al Schreiter

- There is an old saying
- What would you like to know first
- Sincere compliment
- Get your prospect to do the talking

## Resources

[www.GoForNo.com](http://www.GoForNo.com)

<http://www.georgezalucki.com>

[www.drknowles.com](http://www.drknowles.com)

<http://www.kevinhogan.com>

<http://www.bigalbooks.com>