

WAYMAKERS PRESENTATION OUTLINE

Critical Aspects of a meeting:

1. Hours before the meeting, set up a “Wrap-Up” call with an Upline person
 2. Text the sender a note “Spinning...” once the RTFF Video starts playing (be discreet).
 3. Dress for Success and watch the videos like it’s the first time you have seen them with excitement.
 4. Do NOT fiddle and/or use your cell phone during the meeting, or get up unless it’s an emergency.
 5. Avoid TN Lingo like “I’m Spinning the RTFF here for my friend”, they don’t know what that means.
 6. Get kiddos, pets, and/or any other possible distractions out of the way before and during the meeting
 7. Aim to hold off questions until the meeting is over -> Keep the meeting on track & on schedule
 8. Be sure to have copies of the membership, IMD and disclosure documents.
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I. INTRODUCTION

A. Welcome Everyone and Introduce Yourself with a Smile

1. Create excitement by stating how excited you are to introduce a business that has the ability to change people’s lives. This is HUGE!!

It’s not what you say, but the music you play!!! Nothing happens until someone gets excited!!!

2. Introduce the presenter or begin with part B if presenting by yourself.

B. Introduce the Waymakers **Cycle of Significance** by giving a handout or drawing it out. Explain that the vehicle that the Waymakers use to help people Financially and Relationally is called Team National.

C. Explain your personal reason for why Team National is going to be or already has been a great way to move through the Cycle of Significance in different areas of your life. At this point introduce the **Primary Motivating Factors**, on the back of your handout or you can write them or show the business card that has them on it. The purpose of this is for them to see that everything we are about to show them is really about their story, not ours or Team National’s.

II. SUCCESS STORIES

- A. Show one or two success stories (depending on time) from the DVD or USB or Website.

III. ROAD TO FINANCIAL FREEDOM

A. Show the Road to Financial Freedom video and explain that it’s a “birds-eye view” explanation of how the company works and what the company is all about. You can choose whether you prefer the standard or the extended version. If you choose the extended version then the remaining steps would be places you would pause the video to insert commentary. If you play the extended version all the way through without pausing just be sure to call a wrap-up caller at the end to answer any questions and help you with a call to action.

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IV. **SAVINGS**

A. The RTFF does a good job in explaining the details of how the Savings work, therefore at this point in the presentation, provide a quick review of the Savings categories.

Savings are broken into three categories:

1. **Direct Discounts** off of goods and services like furniture, cars, cell phone plans, insurance, and travel.
Compare this category to *Black Friday*.
 - a. Share a quick savings story on this category.
(personal, team member, or meeting member to share saving story)
2. **Rebates** from over 600 retailers like target, Walmart, home depot, and best buy on things we are already buying.
Compare this category to *Tax Free Weekend*.
 - a. Share a quick savings story on this category.
(personal, team member, or meeting member to share saving story)
3. **Local Business Exchange** allows businesses to advertise to loyal members and allows to save on everyday things at local businesses like plumbers, roofers, dentists, and restaurants.
 - a. Share a quick savings story on this category.
(personal, team member, or meeting member to share saving story)

V. **MAKE A WRAP-UP-CALL**

A. Before the meeting, coordinate with an Up-Line person to provide a Wrap-Up Call at this portion of the meeting. The call should not sound staged, when the person answers give a normal greeting and then ask if they have a moment to share what TN has done for them. The purpose is to give 3rd party credibility and it also allows the caller to ask the question of whether people are more interested in Savings or Earnings or Both, this then gives you major insight on where people stand. It also allows the caller to Edify you in front of your guests because they are really joining you.

1. Inform the Wrap Up Caller by texting them the word (spinning...) as you start the Road To Financial Freedom video. This informs the caller and prepares them the call will be made in 15-20 minutes.
2. ALWAYS utilize a cup to increase the sound of the call. The purpose of utilizing a cup is that it is always DUPLICATABLE. (It may not be the best speaker system, but it is always DUPLICATABLE). A *plastic "solo" cup brand has produced the best sound.*
3. Ask the caller to share their story about Team National.
 - a) *If the upline person does not answer, cannot be heard or loses service...either play another success story video and/or just move on. Try and never miss a beat. Missing the "Cup Call" is ok. Adapt and overcome!!*

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VI. EXPLAIN THE CASH FLOW QUADRANT (Optional)

- A. At this point of the presentation, a shift is made from the savings to the income earning potential. This would require a pause in either version of the Road To Financial Freedom Video, and some talking points as follows.

Cashflow Quadrant Highlights:

- a. Employees (E) & Self Employed (S) trade time for money (Left side of quadrant)
- b. Left side of quadrant is 95% of working population; Yet control only 5% of the wealth
- c. Investors (I) & Business Owners (B) have systems in place that create income while they are not at work (Right side of quadrant)
- d. Right side of quadrant contains only 5% of the population; Yet controls 95% of the wealth

VII. COMPENSATION RECAP Video

- A. Show the Team National compensation plan which is called “Compensation Recap”.
- a. If you are comfortable, pause the video just a few times to review and elaborate on highlights you want to explain. The most important things to discuss here are:
SAVE AND EARN MORE PROGRAM: We MUST promote the PRODUCTS!
BUSINESS CENTERS: People have to see that SERIOUS income is possible.
1/1 Launching Bonus for Lifetime Members (Huge Advantage)
POSITIONING: Nothing creates more urgency than this illustration.

CALL TO ACTION - Place a paper membership agreement in every guest’s hands.

1. When the Presentation ends, provide a closing statement that casts the vision of Waymakers. With conviction, let your audience know that by helping people to save and make money with Team National, you can impact people financially, but that this Community is about **Changing The World** in all FOUR areas discussed in the **C.O.S.**
2. Do NOT keep talking or trying to “sell” TN. The guests need time to process and think and come up with questions to potentially make a decision.
3. You can ask the audience to tell the person that invited them where they stand from 1 to 10 (1= not a fit to 10 = ready to join). This will give you a gauge whether to stay and ask questions OR to thank the guest for coming and walking them out.
4. After asking the guests where they rank, tell the guests the meeting is over and that you are grabbing a snack or drink. Make sure to break the meeting up and let them know that you are available to stay and answer any questions the guests have, but avoid starting a Q&A in front of the room or one negative person could ruin everyone’s excitement.

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FOLLOW-UP

1. If the prospect(s) does not sign up at the end of the presentation, then schedule a follow-up call (appointment).
2. The purpose in setting up a “follow up” call is paramount for various reasons:
 - a. Recasts the vision of the opportunity to “help others” or “change the world”
 - b. Provides another story to the prospect
 - c. Answers questions the prospect may have
3. It is important to schedule the follow up call between 24 and 48 hours from the time the prospect viewed the presentation.
4. If the person asks for more info provide them with the www.waymakers.info and explain how all of what you showed them is there plus more videos and the digital savings guide.

KEY POINTS TO REMEMBER

1. Do NOT be the Magic of the presentation. Your goal is to make the presentation **DUPLICATABLE** so that anyone on your team can feel comfortable doing what you just did.
2. If you don't have excitement and confidence, then don't present Team National. You must show excitement!!
3. Don't worry about presenting perfectly! There is NO perfect presentation. We would rather see you present and mess things up than worry that you are not ready to present.

END