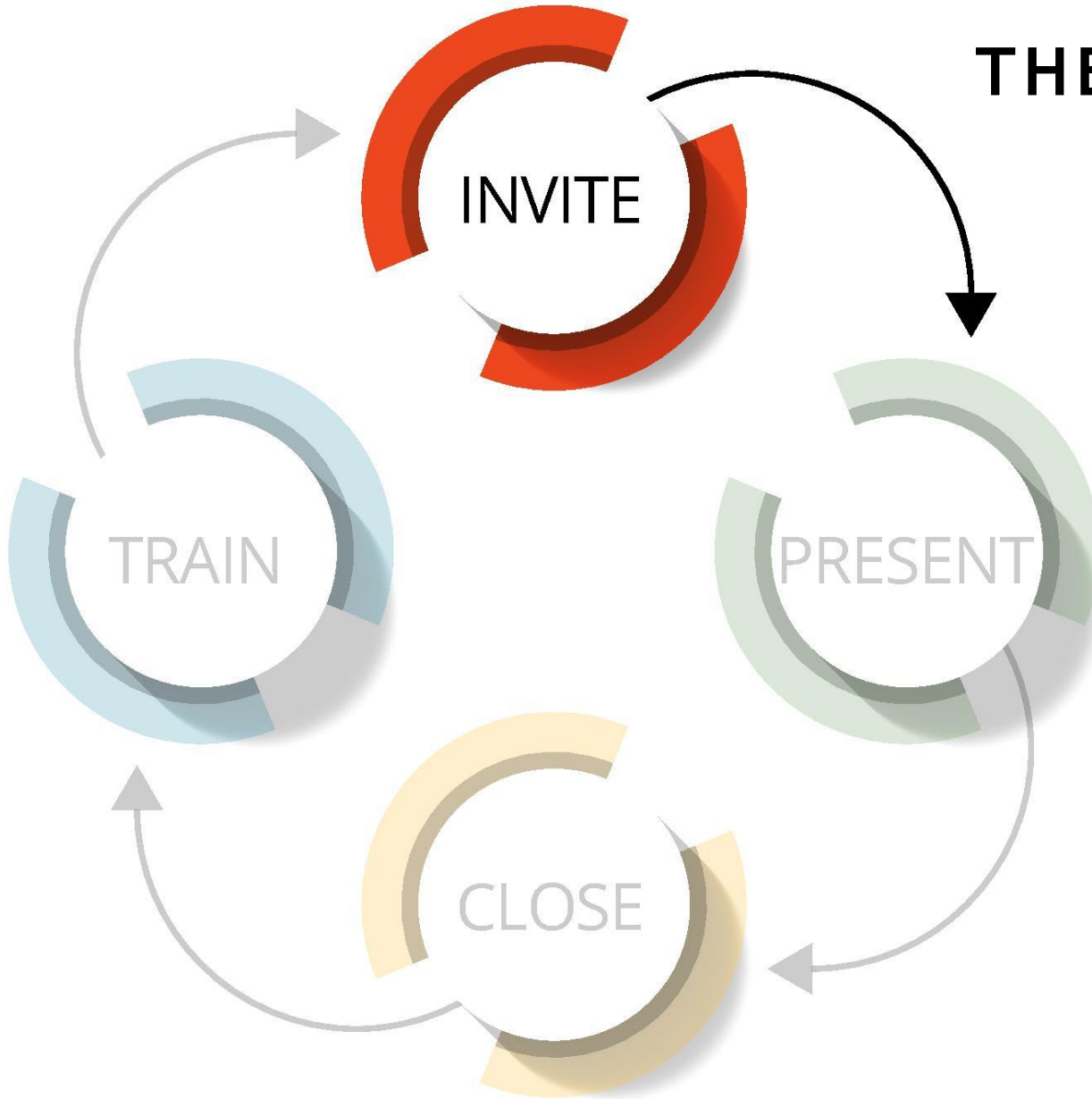


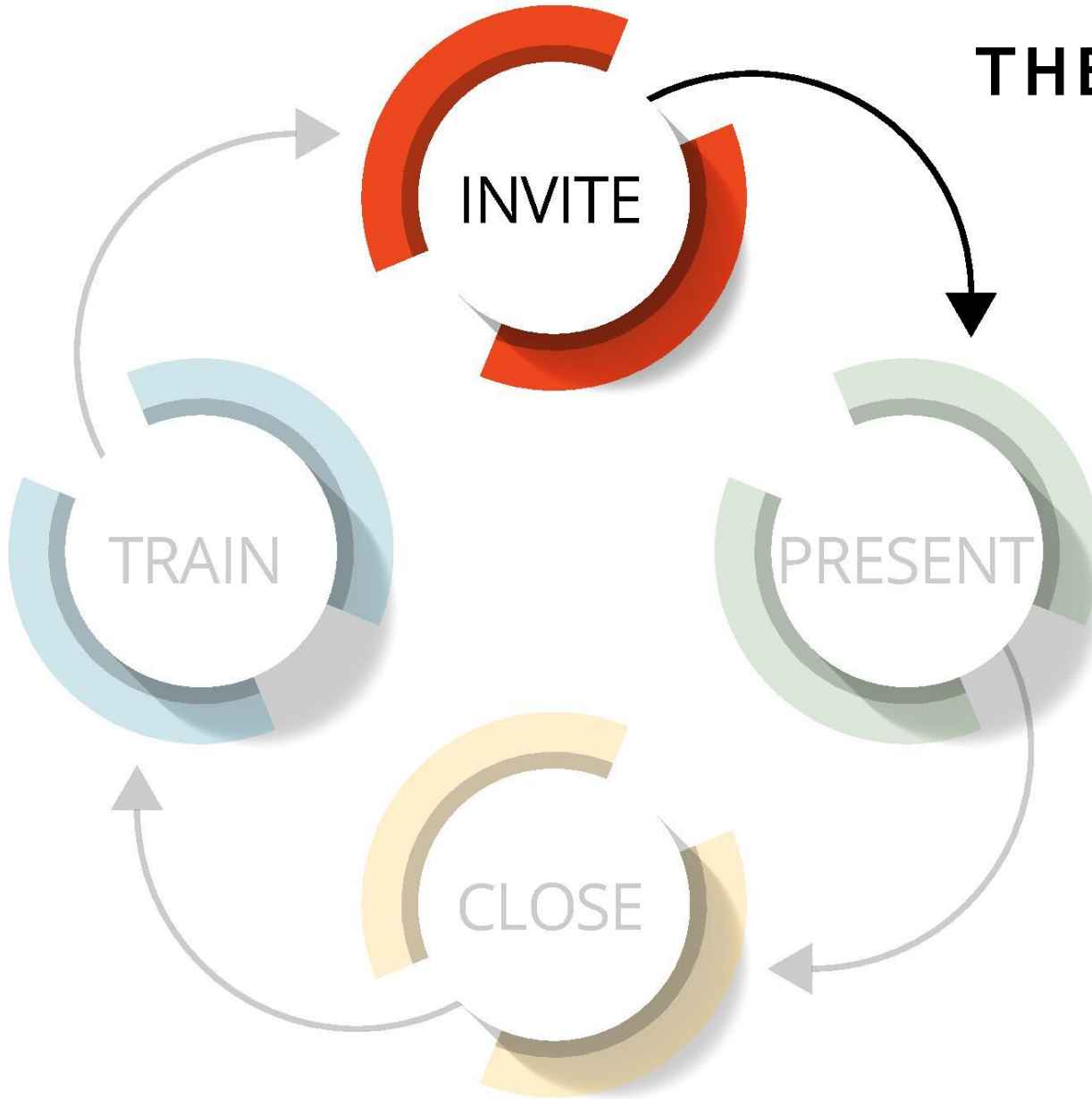
THE CYCLE OF SUCCESS

THE CYCLE OF SUCCESS | INVITE



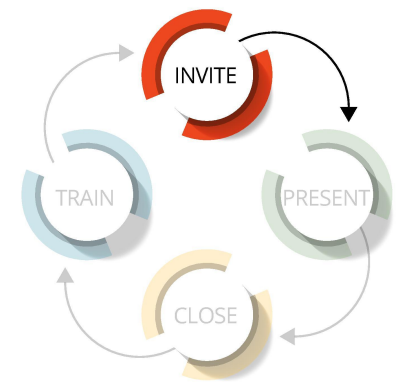
- Of these 4 things, the most important is the INVITE
- It is the most important skill
- Become an expert in inviting people to see the business

THE CYCLE OF SUCCESS | INVITE



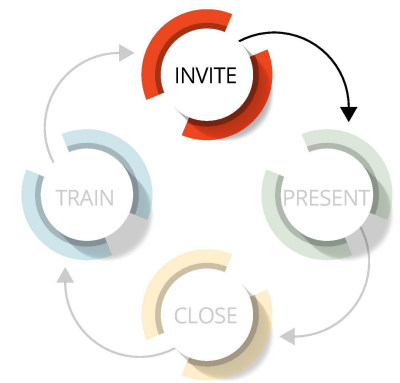
- The invitation should not take more than 45 seconds
- The less you say, the more you do

THE CYCLE OF SUCCESS | INVITE



- You should never confuse an invitation with a presentation. The less you say, the more you do
- Never explain the business over the phone: remember this; "It would be like trying to get a haircut over the phone, it's impossible"
- Don't email the presentation or video: If you send it to them without a strategy, they will almost never watch it, much less will they join
- Don't post the presentations or video on Facebook either – people are tired of it. People are being bombarded with it.
- The right way that always works is... call the person and schedule an IN-PERSON appointment or a ZOOM CALL

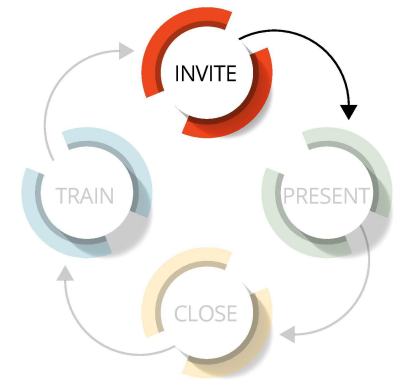
THE CYCLE OF SUCCESS | **INVITE**



HOW TO SHARE THE VIDEO EFFECTIVELY

- The **Surge365 Video Presentation** is the main tool for building your business
- It should not be shared just to be shared.
- It's important that there's an effective strategy behind it when sharing it.
- Before sharing the video with someone, you should always ask about the person's time availability at that time.
- If the person has the time available at that time, then share the video, otherwise, ask what time they will be available.

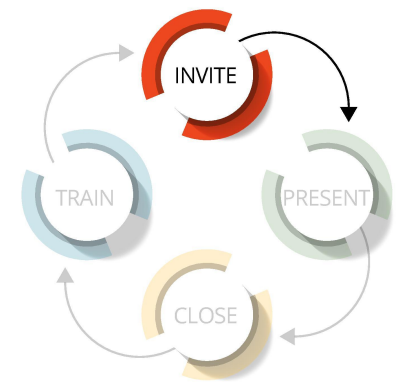
THE CYCLE OF SUCCESS | INVITE



Telephone - 4 steps:

1. You should always establish that you are in a hurry
2. Neutralize the date
3. Always mention “I have something important to share with you”
4. Confirm the date, time, and location

THE CYCLE OF SUCCESS | INVITE BY PHONE



HOW TO SHARE THE VIDEO

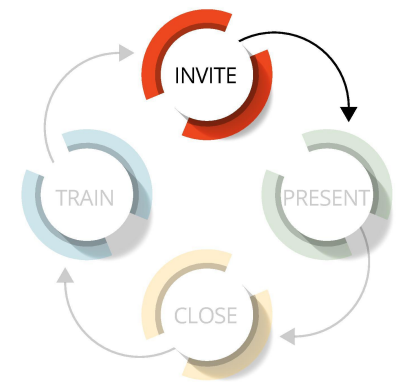
Example #1:

You: Hi _____, do you have 10 minutes available now? I want you to see something that's important to me.

Prospect: Yes, of course I do.

You: Great! I'm going to send you a video that is 10 minutes long, please watch it entirety and I'll call you back in 15 minutes, okay?

THE CYCLE OF SUCCESS | INVITE BY PHONE



Example #2:

You: Hi _____, do you have 10 minutes available now? I want you to see something that's important to me.

Prospect: Sorry, not right now.

You: I understand. When will you have 10 minutes today?

Prospect: Today at 7:30 PM I will have time.

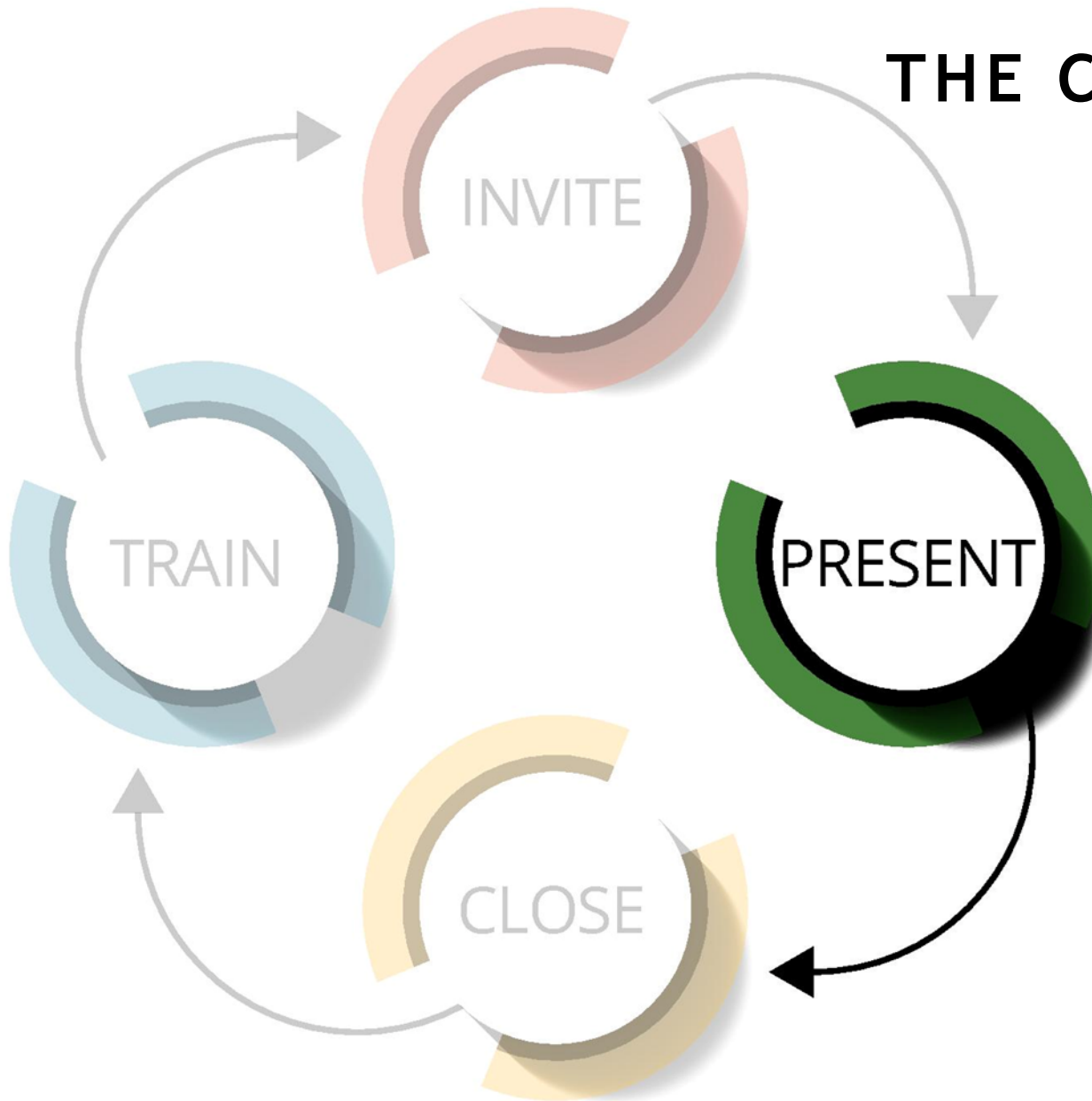
You: Perfect, I'll call you at 7:30 pm. Thank you very much.

❖ At 7:30 PM you'll call the person and say...

I'm going to send you the video now, it's 10 minutes long, please it's important to me that you watch it entirety. I'll call you back in 15 minutes, okay?

❖ It's that simple, there's no reason to complicate the invitation.

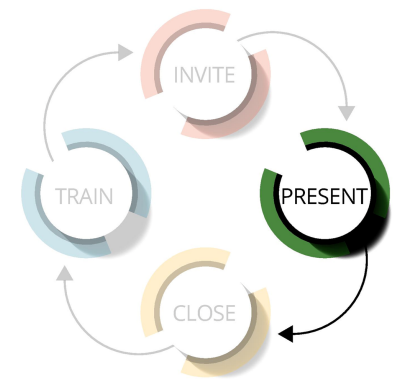
THE CYCLE OF SUCCESS | PRESENT



Let something or someone do the presentation for you

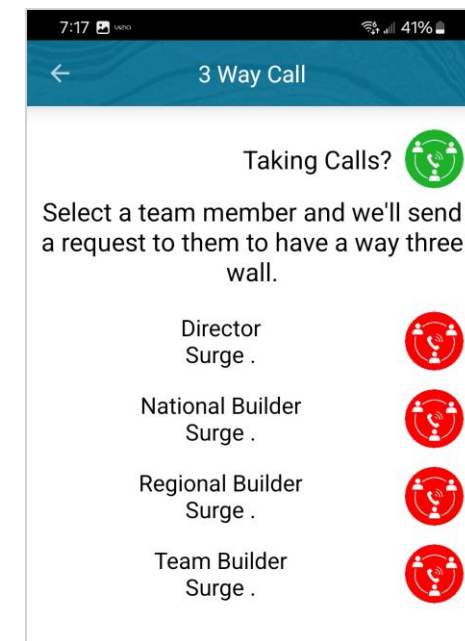
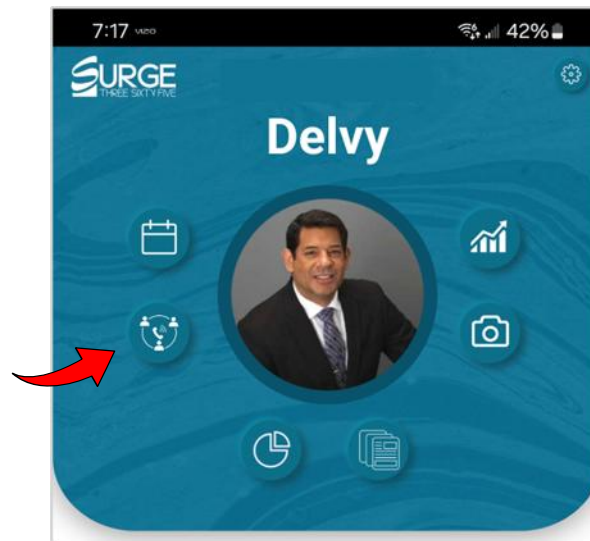
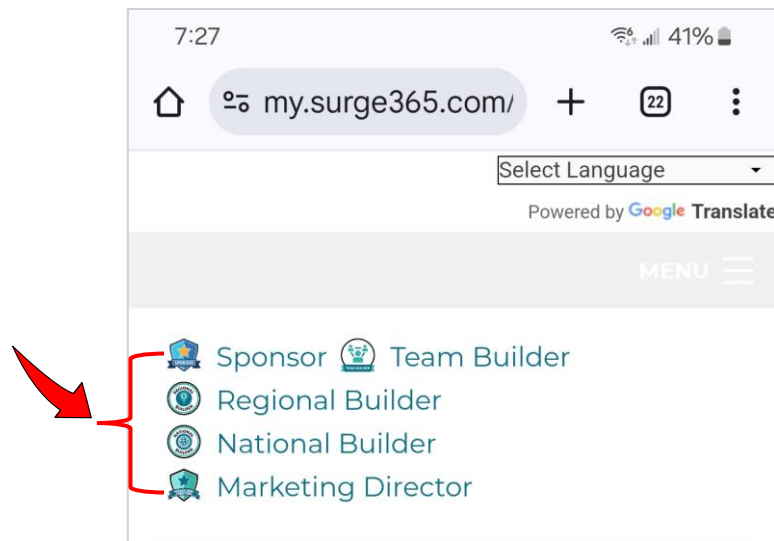
- Send Video Presentation
 - Let the video work for you
- Zoom Meetings
 - Let your leader work for you

THE CYCLE OF SUCCESS | PRESENT

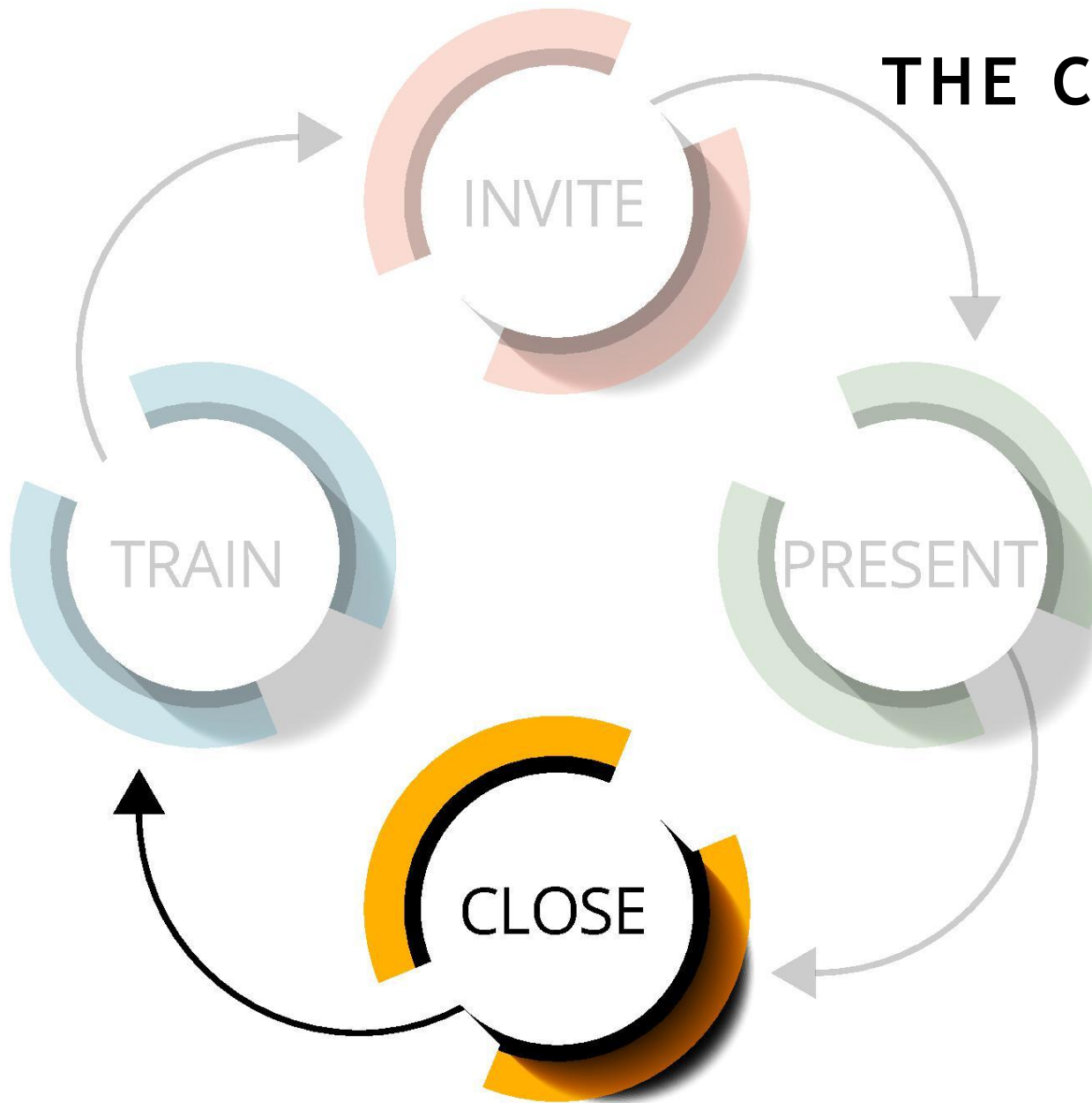


While they watch the video

- You are going to call your Team Builder Leader or those above to let them know that you have a person watching the video

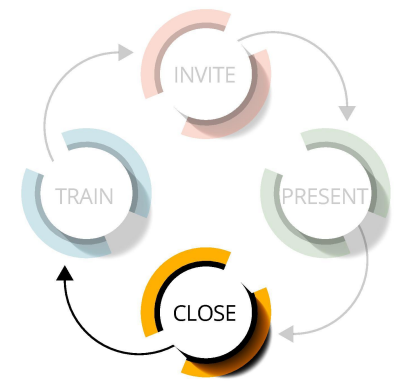


THE CYCLE OF SUCCESS | **CLOSE**



- Closing is easier than you think
- People do not join because they are not invited to join
- **INVITE THEM TO JOIN!**
- Ask open questions, let them talk and don't interrupt them

THE CYCLE OF SUCCESS | **CLOSE**

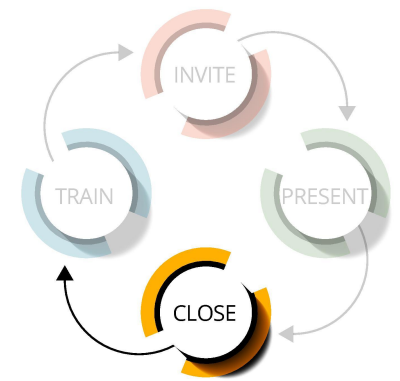


INVITE THEM TO JOIN!

Ask 3 simple questions

- The purpose of the questions is to open the door for them to tell you that they are not interested in your business.

THE CYCLE OF SUCCESS | CLOSE

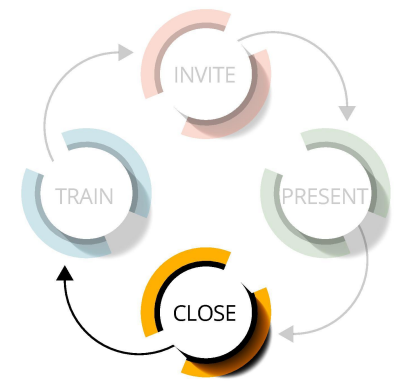


ASK 3 SIMPLE QUESTIONS

- What did you like most about what you saw?
 - Always agree with them
- Did you see an opportunity with us?
- Is there anything stopping you from starting with us right now?

You gave them 3 opportunities to say no. If they answer the questions, there should be no reason in this world for not to sign the person up right away.

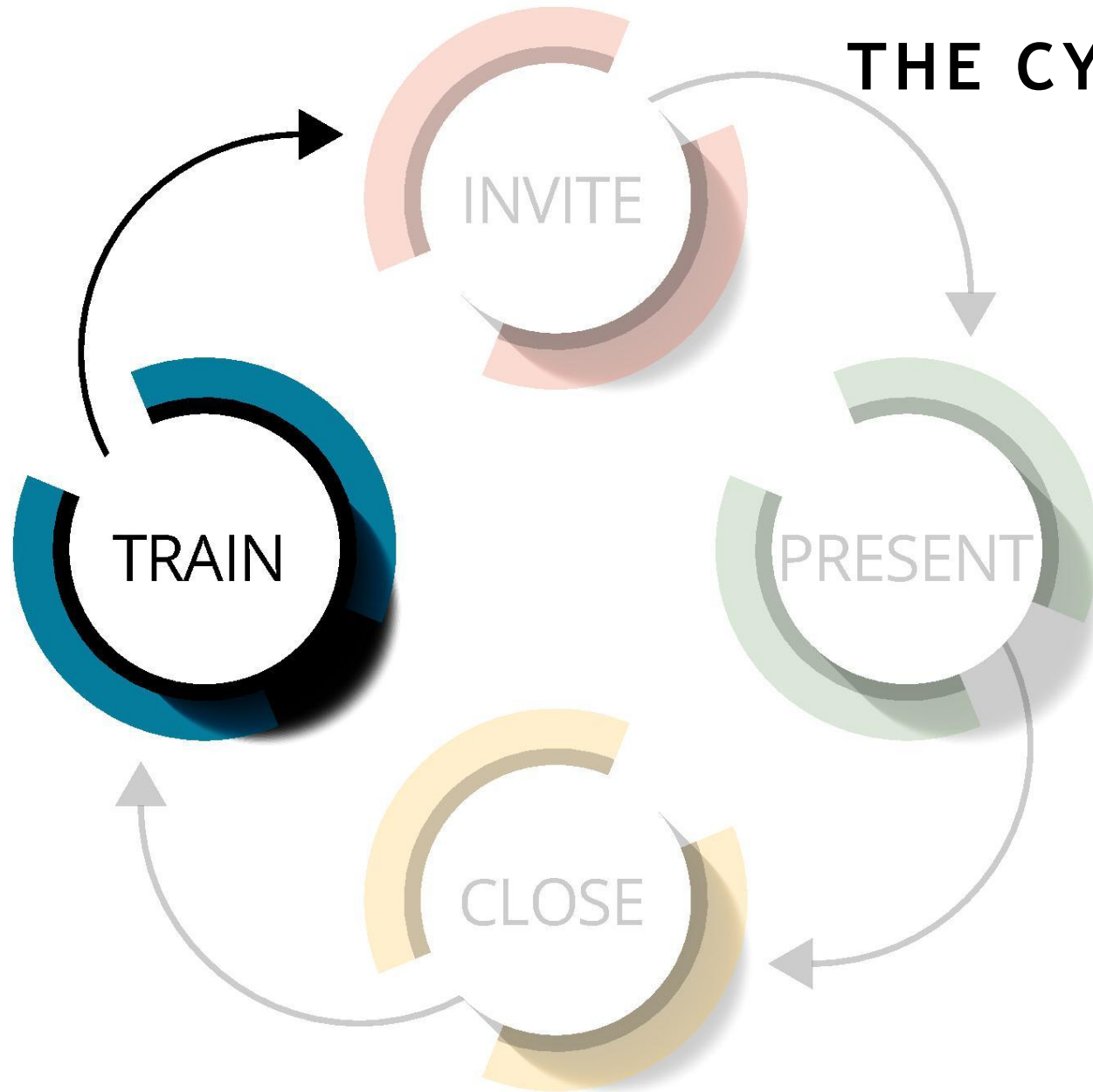
THE CYCLE OF SUCCESS | **CLOSE**



IF THEY HAVE QUESTIONS

- Call your leader
 - Make a 3-way call
- Edify your leader, not your prospect
- Let them talk and you remain silent, never interrupt

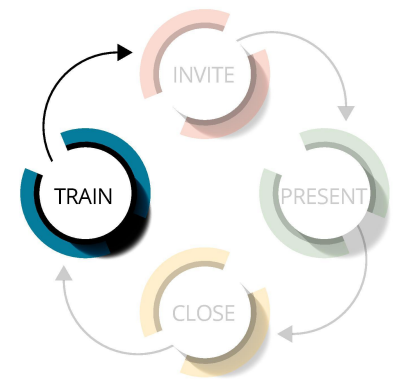
THE CYCLE OF SUCCESS | TRAIN



I'm not asking you to train them,...

I'm asking you to pass on the information

THE CYCLE OF SUCCESS | TRAIN



PLUG THEM INTO THE SYSTEM

- Become an expert at inviting people to events
 - Live events
 - Zoom calls
- Direct them to where they can get the information in the back office

THEY JOIN

NOW WHAT?

FAST DUPLICATION

“SCORE IN 24”

Enrol someone within **24** hours of enrolling

FAST DUPLICATION | “SCORE IN 24”

MAKE SURE YOUR NEW MEMBER “SCORE IN 24”

- Always schedule the first appointment to introduce the business with your new SBA as soon as they sign up. Ideally within 24 hours.
- Schedule the day
- Give a quota (2 guests minimum)

FAST DUPLICATION | “SCORE IN 24”

DON'T KNOW WHO TO CALL?

- Ask each new SBA to make their first call in the first 24 hours.
- “If you get sent to jail, you need \$499 bail and you only have ONE phone call, who are you going to call?”

“SCORE IN 24”

"SCORE" in 24



**One each in their
first 24 hours**



"SCORE" in 24



**It will soon be 10
a day**



This is 300 people a month

HOW TO QUALIFY THE PEOPLE ON YOUR LIST?

NAME	CONFIDENCE LEVEL	PHONE	LEADER?	TRAVEL?	BUSINESS?	HAVE THE MONEY?	TECHNOLOGICAL?
1. John	10	???		X	X	X	X
2. Mary	9		X	X	X		X
3. Ashley	8		X	X	X	X	X
4. Ray	7		X	X		X	
5. Jenn	6		X	X	X		X
6. Dave	5		X	X			X
7. Mickey	4		X		X		X
8. Lilly	3			X	X		X
9. Rose	2			X			X
10. Jimmy	1						X

Extreme confidence **8 - 10**

Confidence **5 - 7**

Little confidence **3 - 4**

You barely know them **1**

THIS IS THE VISION

- Travel industry = \$10 Trillion = The largest in the world!
- Larger than the #2, #3 y #4 combined!

THIS IS THE VISION

- The Coffee Industry = approx. **\$200 Billion/Annual**
Starbucks has captured approx. **16%** of the market
\$32 Billion company per year!
- Weight Management Industry = approx. **\$142.58 Billion/Annual**
Herbalife has captured approx **4%** of the market
\$5 Billion company per year
- Cosmetics Industry = approx. **\$374.18 Billion/Annual.**
L'Oréal has captured approx **12%** of the market.
\$44.53 Billion company per year!

THIS IS THE VISION

- If Surge365 captures the 12% of the market as L'Oréal...
 - *\$1.2 Trillion company per year!*
- If Surge365 captures only the 0.5% of the market...
 - *\$50 Billion company per year!*
- *We would be by far the largest travel company in the world.*

THE CYCLE OF SUCCESS

It's as simple as learning
the art of...

...**INVITE**

LEARN, TEACH, REPEAT

