

Introduction To Business.

Hand Book

Prepared for

Prepared By Strong Chain.
Linking People Purpose & Prosperity.

Copyright © Joan & Jeff Hocking.
All rights reserved. Unauthorised copying prohibited.

Strong Chain - Linking People Purpose & Prosperity.
Phone: 08 9398 8120 **Fax:** 08 9398 8129
E mail strongchain@yahoo.com
Web Page strongchain.tripod.com

Introduction.

This hand book contains a summary of information from the leaders “How To” training manual. Successful application of the methods will produce professional results in your Mutual Support Marketing business.

Should decide to build a successful business obtain a “How To” manual for yourself and work with an active up-line so you can become a successful teacher of the simple successful methods that have been used by leaders for years.

Use only the “How To” manual to teach others as this hand book covers only “What To Do” aspects of business building! Successful distributors learn the business from successful distributors. Ring your up - line and arrange to be part of the “one on one” training program using the “How To” system.

Ask your up - line for a preview of the “How To” system. The manual contains “How to cards, these simplify some of the important aspects of the business and will help you with many important communication and personal development challenges of your growing business.

Mutual Support Marketing.

Mutual support marketing is a method of ON THE JOB TRAINING that equips ordinary people to become successful distributors. This success is duplicated effectively by using the “How To” system to equip others to do exactly the same simple things as you will be trained to do.

Duplication.

The 3 most important aspects of M.S.M. are :-

- 1/ Duplication.
- 2/ Duplication.
- 3/ Duplication.

Who Teaches Who?

You have the responsibility to teach new distributors. (initially with the help of your “up line”). Then your new distributors teach their new distributors. This is Mutual Support Marketing.

You must learn to duplicate the proven methods used by successful distributors for years. Contact your up-line for help, these proven methods will work for you !!!

The power of duplication

How the money grows. *This is a theoretical example only.*

If you had one cent at the beginning of the month and you had the ability to double it on the second day you would have 2 cents. By the third day 4 cents, on the seventh day \$1.28. By the end of 2 weeks \$81.92. At month end you would have more than \$5.368 million. You will see from this example that the reward is slow at first but grows very rapidly after 21 days.

7 Step Success Process.

1st Think about why.

Make a list of the reasons **WHY** you joined Neways, be creative think broadly and carefully. Knowing **why** is more important and more motivating than knowing how to implement activity. Write down your **why** and discuss it with your active up - line. Learn to dream and set goals.

2nd Lock into the system. - Develop your self and your business.

Use the “How To” system. Read the books, listen to the tapes, go to the weekly meetings. Do something effective every day from steps 3 to 6 in the 7 Step Success Process and contact your up-line daily but most of all contact more people!

3rd Start the Everybody I Know List 100.

Make a list of 100 people you know. You know at least 400 people but have difficulties remembering them. Don't prejudge! Use your teledex, Christmas card and birthday card list. Carry a note book with you to list the people you remember.

4th Start working on the phone.

Offer tapes, preliminary information packs or invitations prospects. For your assistance see advanced training part 2 and the How To Card Phone Script and Follow up Call. Spend some time in role play with your up-line until you are confident before the actual phone session.

5th Arrange date for first business/information hour.

Work with your up-line, get help for the first 2 or 3. Use the manual for selected guide lines on how to organise the presentation. Use the free gift and prizes as incentives. For business presentations see advanced training module. Meet more people, listen to them, ask questions using the FORM method (see advanced training manual) and role play with your up-line.

6th Follow Up.

Learn to follow up all contacts within 48 hours with the prime purpose of gaining another meeting until you have helped your prospect reach a decision. Work closely with your active up - line.

7th Review.

Review all your business activities regularly with your up - line and ring your up - line daily. Regularly complete the 7 Step Success Process to grow your business.

Some sample scripts from the “How To” Training Manual.

What to say when your asked “What Do You Do?”

“What are you doing for a crust these days?”

Apart from my day job I have an expanding home based business.

“Really! What’s it about?”

I can’t talk now, but if you’ll listen to this tape in the next 48 hours then I can pick it up and pass it on to some one else” is that OK.

“Oh I guess so.”

Please could you write your phone number on the back of my business card.

Alternative Answers.

- I work from home now, direct marketing, it’s the most rewarding business I’ve ever experienced.
- I’ve joined the Mower mission against chemicals and it’s making a difference financially and personally to many people.
- I’m teaching residual income methods to people who want to improve their life style.
- I’m demolishing the pyramid myth and surprising a lot of people with the reality of health, wealth and freedom.

What to say to offer a tape.

“Do you have an interest in additional income.”

If the reply is yes, offer a tape, “this tape has some vital information, if I loan it to you will you listen to it in 48 hours then I can pick it up and pass it on to some one else”.

If yes give them the relative tape to suit the opening question and get their number.

If they ask “what is it about” say “I don’t have time to tell you all about it now will you listen to the tape and give me your views”

In 48 hours phone them and use the follow up with in 48 hours script on page 24. Or on the back of the phone script how to card.

Enrolment of your first distributor Check List.

Complete the following with new distributor during enrolment:-

- Complete the distributor application and Sound Ways form.
- Sound Ways phone number 1900930072.
- Read the price list, note the importance of **\$150.00 PV** for first order, free freight and an extra tape.
- Complete the product order form.
- Give them a spare Neways business kit to look though and keep, this will maintain the level of enthusiasm until the products arrive. Keep the new kit when it arrives.
- Ask them the reason **why** they joined Neways. Discuss this in some detail in preparation for more thought and written work in stage 2.
- Ask them if they think other people may be interested in Neways and why. Discuss in preparation for a list in stage 2.
 - Don't do it for them! Help them do it!

The kit code is 8000 and cost \$40.00 approx.

Note: Discouragement from friends relations and spouse is a problem for new distributors. Tell them not to discuss the business/products with anyone (and why) until training is complete. Loan them a copy of Murphy's Committee. Listen to it now today.

Books and Tapes.

There are many tapes and books that will help new distributors increase their knowledge confidence and personal development. The list below includes a selection from the basic requirements.

TAPES.

What if & Cancer Proof. Compares Network Marketing with conventional business and the toxic and carcinogenic chemicals in personal care products.

Dead Doctors Don't Lie Colloidal Minerals Explains the value of preventative complimentary alternatives to drugs, and outlines the dangers of pharmaceutical drugs.

Hormonal Balance Explains the dangers of oestrogen dominance due to over prescribing false oestrogen and look alike oestrogen absorbed from the contaminated environment and products.

The X Files Across the range of products.

BOOKS.

The Hormone from Heaven Some of the advantages of the hormone DHEA

Colloidal Minerals Replacing the missing minerals that should be in our diet.

The Great Grape And Fine Pine Powerful anti-oxidants repairing our bodies.

Toxic Time Bomb Booklet Chemicals in your bathroom.

PERSONAL DEVELOPMENT BOOKS.

Being the Best you Can Be In MLM:- Kalench.

Your first year in net work marketing:- Yarnell.

Wave 3 The New Era In Network Marketing:- Richard Poe.

The Magic Of Thinking Big:- David Schwartz,Ph.D.

The Master Key to Riches:-Napoleon Hill.

Success Through A Positive Mental Attitude:- Hill & Stone.

What To Say When You Talk To Yourself:- Shad Helmstetter.

Business Building Tools:

from Strong Chain

- Introduction To Business Hand Book.
- Leaders “How To” Training Manual.
- “How To Cards” in complete sets.
- Second Wave Surf Board Focus Tool.
- To Do List, One Week Desk Size Reusable.
- Business Cards.
- Business Card Business Presentation.
- A4 Business Presentation.

- Flip Chart Presentations in A4 & A3
 - Toxic Bathroom.
 - Business Presentation.
- Overhead Slide Presentations.
 - Toxic Bathroom.
 - Business Presentation.
- 35 mm Slide Presentations.
 - Toxic Bathroom.
 - Business Presentation.
- CD Presentations.
 - Toxic Bathroom.
 - Business Presentation.

Contact your sponsor or executive up-line form more information
or contact Strong Chain.