



Leadership Packet

Leadership is the capacity to translate Vision into
reality!

Objections and Answers

I have no money!

1. If money wasn't the issue, what would your thoughts be on moving forward?
2. What if it were free, what would happen?
3. What's your understanding of how you make your \$499 back?

I need more information!

1. What would you like to know?
2. What information are you looking for?
3. If I can get you the info you're looking for, then what?

It's not for me!

1. What's not for you?
2. Why's that?
3. I apologize. What don't you like about the business?
4. No Problem. How come?

I'm too busy!

1. What if you weren't too busy?
2. What if you had time and money?
3. What if partnering with us gave you the free time to do what you really want?
4. What if we can work around your schedule, what then?

Is this a pyramid?

1. No those are illegal. What do you know about the differences between network marketing vs. a pyramid?
2. Define pyramid?
3. Show the diagram of corporate structure vs. Kyani

I'm not a sales man?

1. What if being a sales person wasn't needed to be successful in this business?
2. What if I told you that most of the Leaders never had sales experience?

I have to talk to my spouse first!

1. Why's that?
2. If she/he had said "yes," what would you do? Why that?

My job won't let me do other stuff!

1. What if there was a way around this issue. How open are you?
2. If they said it was okay, what would you do?
3. What if there was a way around this issue. How open are you?

PBR Check List

1. ___ "Kyani!" DVD ready
2. ___ Phones off the hook
3. ___ Kids in bed or with babysitter
4. ___ Animals outside (or in a place where they can't be seen or heard)
5. ___ Documentation out on table
6. ___ Customer and Distributor Agreements
7. ___ Pens (hand out before meeting)
8. ___ 1-9 sheets (hand out before presentation)
9. ___ Snacks (veggies, chips, dip – only after presentation)
10. ___ Sign in sheet for ALL guest (get their cell phone number)
11. ___ Cool room temperature
12. ___ Upbeat Music before & after PBR
13. ___ Refreshments as they arrive (no alcohol)
14. ___ Kyani products out to sample

Introduction of Speaker

- Welcome Guests and say...
 - "Cell phones off."
 - "Hold questions until end
- Edify speaker (talk about...)
 - Past
 - Present
 - Future

During PBR

Never...

- Interrupt speaker
- Ask questions (PBR for guests)
- Answer phone (cell/home)
- Apologize for "no- shows"

Always

- Participate with speaker
- Agree with speaker
- Keep it short & simple

Schedule PBR's within 3 days of getting started.

Date _____ Time _____ **DO NOT CANCEL YOUR PBR**

1-9 PRESENTATION OUTLINE

- 1ST HALF:
 - “We are here to show you a business opportunity and just like starting any business there’s a cost. During the presentation I’m going to show you 2 things.”
 1. What you get for the cost
 2. How you can be in profit within your first 30 days.
 - Tell your personal story. (Time, money, health, freedom issues...etc)
 - Play Kyani DVD at PBR (Company & Products)
 - DVD will explain boxes 1-3
 - Box 1... Company
 - Box 2... Briefly explain Industry (baby boomers)
 - Box 3... Products (promote 3rd party documentation or live testimony if available)
- 2nd half (introduce next speaker)
 - Box 4 – 6... explain residual income & overriding residual income
 - Box 7... \$499/Kyani does everything for us/we get dist and customers
 - Box 8... focus on Jade and Incentives
 - Box 9... Promote training & host does testimonial

Quick Start Training - Go over ABC steps

1. “Make a list of everyone you know.” – create value for list
2. Don’t sell sort! Red Green Rotten Apples
3. **3 keys to success:**
 - **PBR** - tell PBR story on filling room right away – short cut to Jade
 - **Pass out** samples (follow up)
 - **Promote** next Event (Weekly, Conf Call, Training... etc)

Pass out and walk through Distributor Agreements

CLOSING OF PRESENTATION OUTLINE:

“After seeing the presentation people fall in 1 of 3 categories” ...

- #1 –Ready to get started! (Great fill out the application)
- #2 – Want to get started but have questions first! (Stick around we’ll answer questions)
- #3 – Timing not right (take the product and become a customer for your friend)

Break room, answer questions, collect apps, STRESS NEXT EVENT

Outline to getting a new Distributor started

They should already have a list of names & numbers put together



Relate and build relationship

1. Get their “Why” for doing business
2. Share your why
3. Tell a success story that relates to them
 - “If I could position to make \$3,000 - \$5,000 a month on a scale from 1-10 how coachable would you be?”
4. Going Jade before the end of the month is the 1st step towards their why!!!
 - Show Jade weekly bonuses or draw it out for them
 - “There are 3 keys to success. Do you give me permission to hold you accountable to accomplish them?”



3 keys to success

1. PBR

- Many guest vs. a few (draw 3 columns)
- Tell stories of distributors who had 15 or more guests at their PBR
- Schedule their PBR
- Confirm 4 or more guest for PBR
 - Schedule 3 way meeting with those not able to attend
 - Go over PBR checklist

2. Customers

- Pass out samples (make sure they take sample with you)
- Follow up – with everyone (the fortune is in the follow up)
- Referrals – ask them to give you 5 names & numbers of people who would like this product

3. Training

- Promote team conference calls and the weekly meeting
 - Promote the next Saturday/Regional training
 - Promote the next leadership
 - Pre-reg them for the next National training
- “After completing each of these trainings you will be Diamond material.”

3-way Script!

- Hey _____ it is nice to meet you over the phone. _____, speaks very highly of you and says you're interested in learning more about our company.
- I'm sure you are extremely busy right now and so am I. So, what I am going to do is give you a brief overview of our company
- The name of our company is Kyani and we are a ground floor health and wellness company with superior products expanding in the area.
- We positioned ourselves right in the middle of the Health & Wellness industry, which is the next trillion dollar industry.
- Rather than confuse you over the phone I'd be willing to sit down with you for 20 to 30 minutes and show you how you can take advantage of what's going on.
- Now I have tomorrow at _____ or the following day at _____.
What works better for you? Great!
- I'll see you tomorrow at _____ and I'm looking forward to meeting you in person.

Outline to run a Power Hour

- Have Distributors bring their lists
- Power Hour is for 1 hour
- Have a clock out
- White Board with names to mark points
- Point System
 - Invitation to PBR = 1 point
 - Pass phone to expert leads to Presentation = 3points
 - Customer with payment = 5 points
 - Pre Registration for Kyani Leadership/Convention = 5points
 - Sign up new Distributor with payment \$499 = 10 points
- Have everyone put money into a pot
 - What ever you think is good - \$5, \$10, \$20 per distributor
 - Put it in a glass bowl so everyone can see it and who ever has the most points will win the pot... a distributor can leave their with a few hundred dollars depending on the size of the group!
- Make sure everyone has PBR's scheduled before you start. So they have somewhere to invite their prospects

VISION GROUP SYSTEM

THE SYSTEM

The Importance of a system:

Why is learning our system so important? One word sums it all up “**DUPLICATION**”. Without duplication you will make very little money in network marketing.

Much to most people’s surprise, network marketing is **not** about selling it is about distributing products. How can that happen in the most efficient manner? There are a few key concepts in network marketing that will make it easier when you understand them: Communication, Team Work, and Duplication.

Can you think of any great battle that was won by a single person? How about a great company that was brought to greatness by just one person? Has there ever been a successful network marketer that became financially independent by themselves? The answer is **NO!**

Behind all of these examples exists one common thread: An amazing team all following a great system. If you look around, duplication is everywhere. Companies use it in policies and procedures, the Military uses it to ensure everyone does things the same way. Network marketing uses it to ensure that distributors deep in their group will be successful even if the leader is not right next to them.

What does duplication look like?

This simply means that EVERYONE in your organization uses the same getting started pack, company materials, training procedures, and follows the same standardized presentation. This way, the method you use to bring new people into the organization will be the same method *they* will use to bring in their people.

It is easy to forget that though you may have any number of abilities that may ultimately lead to success, **you** (as a person) are not duplicatable. People in your organization do not have your skills or talents. Everyone one is an individual that represents a wide array of diversity. So how can you get a diverse group to all do **exactly** the same thing? Through a system that is simple and duplicatable for anyone to learn and master. Regardless of their previous job experience, their level of education or even their confidence level – they can **do** this business and be successful by simply following the system.

How do I know the system works?

Your upline leaders in this business have discovered what works and what doesn’t. We have created this system based upon that experience. Follow the system and you have the resources of all of your leaders working with you! If you change the system, you lose the benefits of having all of that experience at your disposal. You will end up “reinventing the wheel” so to speak.

Why is duplication so important?

In network marketing, successful leaders understand that they may “have what it takes” to become successful on their own – initially. But they alone will not enjoy long term success. Without a duplicatable system, the independent distributors that are 5 or 10 levels below them will not know what to do and will not be successful. Over time that group will stop producing and the income from that group will disappear. True residual income, meaning the ability to walk away and still have the same income coming to you, has to involve a step-by-step duplicatable system.

You must have a system that works for the majority of the people, the majority of the time. Most distributors do not think about this and it costs them greatly in the long run. See, when you change the system – what you are doing is telling your people that it is ok to change the system. Maybe you only change a little thing. Maybe you don’t think you need a particular step in the inviting process. However, the people in *your* group will not see that step being used and will not understand its importance. They may *really* need that step but because they didn’t watch you use it, they will not either. Then when the process doesn’t work they will wonder why. By the time you are 3 – 4 levels down; the new people come in and do not know what to do! The system is gone.