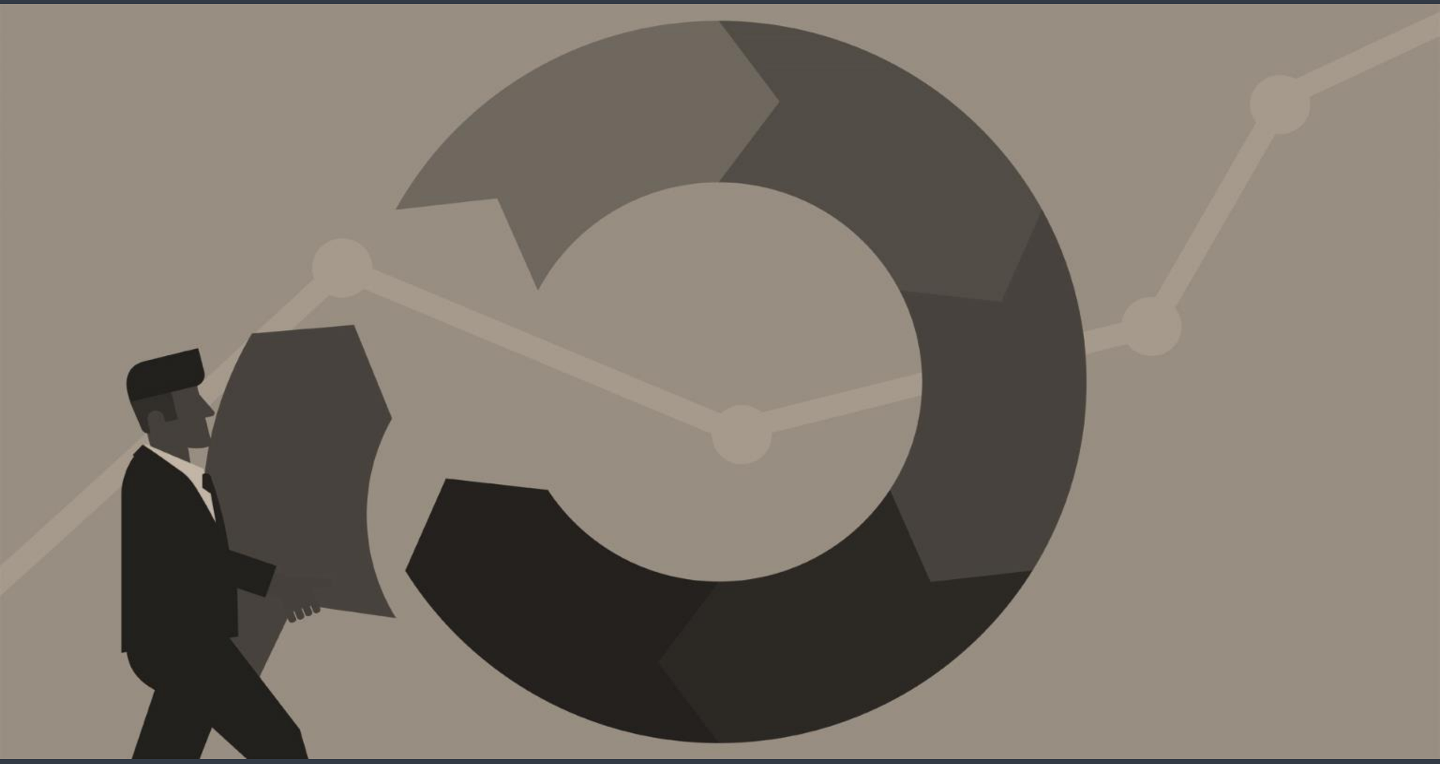
4 Step Enrollment Process



Creating Success Simply

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This four step process is a simple system, a 'cycle' you can use and teach. Mastering and repeating this process will create consistent steady business and build your income!

The more you use the process, the better you'll get at it.

This 'Cycle of Duplication' is intended to be repeated over and over, by you and by everyone on your team. **The size of your business and your paycheck will be determined by four things:**

1. How quickly you master the process
2. How carefully you follow it
3. How often you complete it
4. How many people you teach it to

Imagine the process this way: you are a bus driver with 4 stops on your route. Your first job is to bring people **(prospects)** to Bus Stop One **(Qualify)**. Some people will get off the bus at this stop. You don't try and get them back on the bus, you continue with the people who are still riding and take them to Bus Stop Two **(Inform)**. Some people will get off here – it's their stop – it's OK. You keep driving and take your people to Bus Stop Three **(Verify)**. Your goal is take the remaining passengers to Bus Stop Four **(Consolidate)**.

Goal: Have 15-20 people on your bus at all times.

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How the **Four Steps** Work

Step 1: Qualify

This is where you connect with prospects to see if they are open to exploring possibilities with you. **We call this 'qualifying' people.** In reality you are looking to 'disqualify' people. You want to get rid of the people who are not interested so you don't waste their or your time and you can focus on those who are interested in exploring the possibilities.

This step is usually done on the phone, following a **script**. Before making your calls, practice **OUT LOUD** with someone listening – a friend, a spouse, a business partner. Have your script in front of you when you make your calls. Practice so that you feel comfortable with the language and what you're going to say – it will make a world of difference to your comfort level and results.

Your job is NOT to explain the business, it's to get an agreement to review some information. Let the tools do the work for you. That keeps it simple for you and easy for others to duplicate.

Invite them to watch the short 'taster' video on your lead capture page

Keep your invitation short and simple, following what you've been taught.

Set a follow up time the same day or the next day to get their feedback.

If you are calling someone you know very well you may want to invite them directly to step 2 where they can view the 5 minute Business Overview video.

However in the majority of cases it's best to invite your prospects to your lead capture page as that will help 'Qualify' them.

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Step 2: Inform

After someone has completed the lead capture page and wants to find out more, you'll be providing more information so your candidate can see the huge potential of the **KLABRATE** income opportunity.

The **KLABRATE** Marketing System has a 30 minute online webinar presentation that provides an overview of the opportunity for business prospects. Some people will be interested in the business, some in the products, some in neither one. **All of these are valid responses and are part of the business. You must have one to have the other.**

The goal is to share the information with as many people as possible. Statistically, you will get more people saying NO than YES, so the NOs are a valid and important part of the mix.

Thank them knowing they are getting you that much closer to your goal of a YES.

The decision someone makes is NOT personal. Remember: You can't say the right thing to the wrong person or the wrong thing to the right person. **In other words – you can't mess it up!**

Follow these Points for Success with Step 2:

- Follow up at agreed time
- Use one these proven methods to get your prospect more information (inform them):
  - Home Presentation
  - One on one presentation using Power Point slides
  - Hotel Presentation
  - 24/7 online presentation using your **KLABRATE** Marketing System
  - Conference Call

Keep it simple! Less is more.
Do NOT overload people with information.

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Step 3: Verify

After getting information through any method in Step 2, **candidates will want to 'verify' what they've seen and heard.** Here's where we provide additional information so people are comfortable and can move forward.

Different people will want different information. Some may want more information on the products, some may want to know how to earn money and others may want to know what support system we have in place, Ask questions and listen to what people are asking so you know what additional information will help them most:

Share your **'More Information'** page

Keep it simple, less is more. Don't overload with information.

Set an appointment to follow up and get their feedback within 48 hours

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Step 4: Consolidate

Congratulations – **you've moved someone successfully through the process. Now it's decision time!**

Someone interested in the business will often have some final questions. A 3-way call with someone in your support team may be appropriate or you may well find the answers at the team centre. **Help your new Associate place an appropriate order and be sure to explain the value and benefits of being an owner**

Schedule a getting started meeting. Get them setup on the system immediately and help them to access the **Getting Started training.** The sooner they plug into the Getting Started training, the better off they'll be.

It's important to help them capitalize on their enthusiasm and get a great start – it's the foundation of their future success and is critically important.

Key Points for Successfully Starting a New Associate :

- Three way calls are powerful – use them and duplicate success
- Help your new Associate get enrolled, don't leave it to chance, walk them through the process and explain it to them
- Ensure they place an appropriate product order
- Get them immediate access to the Getting Started training
- Ensure they place a proper order and enroll on Smart Delivery
- Help them set up their personal **KLABRATE** Marketing System
- Get them immediate access to Getting Started training
- Set an appointment to review the Getting Started training within 24 hours
- Help your new Associate get to Executive quickly

Refer to the Getting Started training in order to get your new Associate started on the Fast Track to Success!

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