

FOCUS GROUP CALL 9

- I. **Introductions/Focus Group Tracking Sheet Review – Asst. Team Leader then Participants**
- II. **Homework Review**
- III. **Duplication**
 - A. Everything is tell, show, try, do (explain)
 - B. Explain the Mentoring Call Checklist and how it works.
 - C. Business Builders teach their Business Builders, and so on and so on.
 - D. Always set the next appointment before you get off the phone.
 - E. While mentoring, compress time by getting several people on your calls at the same time.
 - F. Make everything you do 100% duplicatable. If not, it won't duplicate past the 2nd level.
 - G. Every training segment of our business, people need to hear the same message. If not confusion sets in - duplication stops. If it is the same message, expect explosive growth.
 - H. Don't change anything (example: scripts). Do what is proven. It's not that it works for you, does it duplicate?
 - I. Remember the game in kindergarten. Ten people sit in a circle. You come up with a sentence and tell it to the person on your left. As the message goes around the circle and comes back to you, it has become a completely different message.
 - J. As you understand and become 100% standardized, you will duplicate through infinity.
 - K. Keep your business fun, simple, and magical.
- IV. **Discuss Current Topics, Promotions, and Events**
- V. **Homework**
 - A. Distribute completed Focus Group Tracking Sheets as directed by the Focus Group Team Leader.
 - B. Go through the Mentoring Call Checklist with your sponsor/mentor and listen to them do three calls and have them listen to you do three calls. Have them do a celebrate and fix at the end of your calls.
 - C. Listen to the J. Curtis call on the business center.
 - D. Personal Development assignment