

FOCUS GROUP CALL 7

I. Introductions/Focus Group Tracking Sheet Review – Asst. Team Leader then Participants

II. Homework Review

III. How to use the Cash Flow Calls

- A. Cash Flow call saves time. System does training for you.
- B. Retailing products - foundation of business.
- C. Volume Producers and Business Builders - participate and promote cash flow after going through getting started calls 1-4. Your team will ask questions.
- D. Don't schedule any other calls during the Cash Flow Call.
- E. Pick 2 to 3 methods of advertising for retail
- F. Retailing will make or break your business
- G. Even as a Business Builder, you need to have 25 consumers. This does take time. Differentiate between customer and consumer.
- H. Set the example, your team will follow. Become a great retailer; you'll become an even better recruiter.
- I. Retail no matter how much you make. Stay on the cutting edge.
- J. Master retailing, give back by teaching others.
- K. Retailing keeps your attitude up.
- L. Consumers make great Distributors, they love the products.
- M. Write down and memorize the stories. Stories sell.
- N. Mastering the cash flow call will help you provide daily cash flow for your business
- O. Implementing the cash flow calls can help you fund your recruiting business.
Every two ultimate programs sold at retail = 1 slot on the wheel

IV. How to use the National Calls

- A. National Call also saves you time. Again, system trains and promotes for you.
- B. Promote call to entire team. If you miss the live call, listen to the replay or go to the business center and listen.
- C. Business Builders listen to the call to stay current. Your team will ask questions
- D. Get your center of influence and consumers to listen in.
- E. We are highly paid story tellers. People relate to the stories. Stories paint a picture.
- F. The calls keep you excited.
- G. The call validates the supervisor position and the promotions.
- H. The more people you get on the National Call, the more you will have at all the other events, builds momentum

V. Discuss Current Topics, Promotions, and Events

VI. Homework

- A. Distribute completed Focus Group Tracking Sheets as directed by the Focus Group Team Leader.
- B. After listening to both calls this week, bring something back to the focus group next week that you learned from the calls that will advance your business.
- C. Get two new people on the cash flow call this week and follow-up with them.
- D. Get two new people on the national call this week and follow-up with them.
- E. Personal Development assignment