

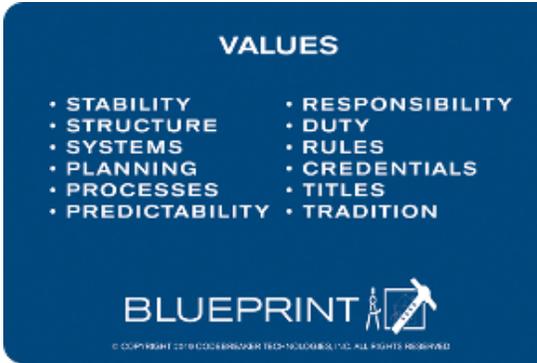
I want you to take a look at these 4 cards

I want you to put them in the order of
what's most important to you

This will help me serve you better

And it will save us both a lot of time

TOP 10 SALES TRIGGERS



- Shows you copies of customer testimonials.
- Shares with you brochures that provide information about the product.
- Describes how the product can help you live longer.
- Describes how the product is based on patents.
- Shows you pictures or videos of how the product will make you feel good.
- Explains how your buying the product will financially benefit them.
- Explains to you how they are giving you a great deal.
- Demonstrates this is a better product than something you are already using.
- Tells you the history of the product.
- Shows you news articles featuring the product.



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- Shows you celebrity endorsements for the product.
 - Describes how the product is based on patents.
 - Describes how the product will make you more of an expert.
 - Describes how the product is one of a kind.
 - Shows you that thought leaders are involved in the development of the product.
 - Tells you about the awards the product has won.
 - Describes how the product was the first to market.
 - Shows you pictures or videos of how the product will make you feel good.
 - Tells you how the product will make you happier.
 - Tells you the vision of the product.

TOP 10 SALES TRIGGERS

VALUES

- RELATIONSHIPS
- AUTHENTICITY
- PERSONAL GROWTH
- SIGNIFICANCE
- TEAMWORK
- INVOLVEMENT
- COMMUNITY
- CHARITY
- ETHICS
- HARMONY
- MORALITY
- CONTRIBUTION

NURTURING 

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VALUES

- LEARNING
- INTELLIGENCE
- LOGIC
- SELF-MASTERY
- TECHNOLOGY
- RESEARCH AND DEVELOPMENT
- SCIENCE
- UNIVERSAL TRUTHS
- EXPERTISE
- COMPETENCE
- ACCURACY
- THE BIG PICTURE

KNOWLEDGE 

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- Tells you that a portion of all proceeds goes to benefit a charity.
- Tells you that a portion of all proceeds goes to benefit a specific cause.
- Tells you how the product has benefitted their life.
- Shows you pictures or videos of how the product will make you feel good.
- Describes how the product can add meaning to your life.
- Tells you why they believe in the product
- Describe how the product can add purpose to your life.
- Tells you that they use the product.
- Shows you copies of customer testimonials.
- Shows you pictures or videos of how the product will make you look good.

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- Shares research articles or case studies that provide information about the product.
 - Shows you proof that there is scientific support for the quality of the product.
 - Shows you that scientists are involved in the development of the product.
 - Demonstrates the usefulness or practicality of the product for your everyday life.
 - Shows you that thought leaders are involved in the development of the product.
 - Shows you scientific proof of product effectiveness.
 - Shows you proof demonstrating the credibility of the product.
 - Shows you that the product is credentialed.
 - Shows you proof of the benefits of the product (research, reviews, testimonials, demonstrations, samples, testers).
 - Shares with you websites that provide information about the product.

Format of the call

■ Intro

B: Hi! Is this a good time to talk? (Or even send them a text before you call to make sure they are available)

A: Hi! How's it going? So I'm calling because... (then get right into it)

N: "Hi! How are you? Are you guys holding up during these crazy times?"

K: Hi, how are you? I'd love to get your opinion on something.

- The reason you are calling

B: I'm calling because I know things are tough right now, and I wanted to share something that might bring you some peace of mind. (Get into cheat sheet)

A: I wanted to chat with you about this business opportunity that I think you would love! It's so fun, and you get to be your own boss. (Get into cheat sheet)

N: I wanted to connect with you and tell you about this amazing community that I am part of that is helping so many people (Get into cheat sheet)

K: I want to share some information on the business I'm in. I thought it would resonate with you because... (Get into cheat sheet)

■ Call to Action

B: I'm going to send you the link to our training website so you can see the systems we have in place to help you be successful. Or invite them to a training call so they can see the support

A: I'm going to send you a super quick video that explains everything

N: I would love to invite you onto one of our team calls so you can see the community and meet some of the people I work with

K: I would like to connect you with one of my mentors who has been in this business for ____ years, so she can answer your questions.

- Close

B: I'm going to give you a call on Monday at 12:30, does that work for you?

A: I'll check in with you later today!

N: When would you like for me to check back in with you?

K: Let me know once you have gotten through this information

TOP 10 RECRUITING TRIGGERS



- Tells you about the team spirit at the company.
- Tells you about the financial success of other distributors.
- Shows you pictures or videos detailing trips earned by the top distributors.
- Tells you about the financial success of other company leaders.
- Discusses how distributors have unlimited income potential.
- Describes to you how the top earners are making an insane amount of money.
- Tells you that the company promotes a “one team, one dream” philosophy.
- Tells you about how distributors are entrepreneurs.
- Explains to you how the product you would be selling is something you are already interested in.
- Describes the causes the company supports.



- Describes the strong community of the culture.
- Tells you about the financial success of other company leaders.
- Tells you how being a distributor will allow you to become a guru.
- Tells you about the history of the company.
- Tells you that distributors can expand their business internationally.
- Tells you about how distributors are entrepreneurs.
- Shares stories about top income earners.
- Tells you that the company promotes a “one team, one dream” philosophy.
- Tells you how much you will have to contact your friends and family.
- Explains to you how the product you would be selling is something you are already interested in.

TOP 10 RECRUITING TRIGGERS



- Describes the charities the company supports.
- Describes to you how being a distributor allows you to earn enough money to donate to charities.
- Tells you about the reputation of the company.
- Describes to you how being a distributor helps you pay off your debts.
- Describes to you how to advance within the company.
- Describes to you their product concept.
- Shows you the credibility of the founders.
- Describes the causes the company supports.
- Tells you that the company promotes a “one team, one dream” philosophy.
- Tells you about the financial success of other distributors.



- Shows you how well the product is currently selling on the market.
- Provides you the sales track record for the company.
- Tells you about the tax advantages of being a distributor.
- Shows you the credibility of the company leaders.
- Demonstrates to you their home-based business is not a scheme.
- Describes how distributors have the opportunity to open new markets.
- Tells you that distributors all work from home.
- Provides you with the sales track record for the leaders.
- Describes to you how to grow your business.
- They are transparent about how you joining benefits them monetarily.