

GLOBAL LEADERSHIP GROUP SYSTEMS TRAINING

Section 4: Third Party Exposure Process

Tool: **DUAL DISC- CD/DVD Both Sides**
(Presentation & Training)

Person: **3-WAY CALL**
(Bridge to next step)

Event: **LIVE EVENT**
(Sit-down, Travel Party, Business Briefing, Training)

Close: **GET STARTED RIGHT**
(Plug into the System)

Building a Team in network marketing is a “process,” not an “event.”

It takes multiple exposures in most cases for someone to see and appreciate the opportunity.

It is a “sorting” process, not a “sales” process! We are in the sorting business, not the convincing business.

When you share the YTB opportunity using 3rd-party tools, people and events, those that see the opportunity AND can see themselves becoming a part of YTB (as an RTA and a Rep) will become apparent.

Each individual that you share YTB with will have to answer “yes” to the following questions in order for them to move forward and join your team. This is why it is so important that you follow the system of 3rd-party exposures to maximize the number of people who will say “yes” to these important questions:

Can I do this? YES!

How you introduce someone to YTB is critical! They must be able to do what you did with them, immediately with someone else.

Would I do this? YES!

Your introduction to YTB must also be tasteful! It must be something most people would feel comfortable sharing with friends, family, coworkers and others.

Would I have TIME to do this? YES!

They should feel that it would be easy and not time-consuming to share the information in the manner that it was shared with them, without a long learning curve.

Can I teach others the same YTB exposure process that was introduced to me? YES!

The key to success in YTB is “duplication!” Everyone must feel that they can duplicate themselves with the system. They need to think, “Yes! I can teach others to do this simple system; therefore, I can help others build teams, too.”

Your team will do what you do as a leader. You follow and teach the system and they will do the same. A team that is system-dependent can flourish and grow to massive size. Those that try and short-cut the system, reinvent the wheel, or do it with personal power, will never build a large organization.

You want to focus on being the model of what you want your team to do.