

MAKE A LIST

The first thing you need to do is to make a list of people you know. Experts say that the average person knows 1,000 people. That doesn't mean close friends, obviously, but it does take into consideration all of the people you know from daily life. Who do you know from work, school, church, or your child's activities? Who do you know that is an accountant, teacher, or contractor? (**The last page will give you more hints to help you make your list**)

Begin by making a list. Write down every single person's name that you can think of. Keep the list with you because you will think of people while you are away from home. This list is the "inventory" of people that you will contact about YTB. Once you have made your list, grade people on your list as follows:

- People you would call at 2:00 a.m. if you had a problem: 7–10
- Business owners that take vacations and travel: 4–6
- Everyone else that takes vacations and travels: 1–3

Once you have given everyone on the list a grade, rank them top to bottom beginning with the 10's on your list. These are the first people you will contact, but understand that you will contact everyone on your list.

CONTACTING PEOPLE ON YOUR LIST

What to Say FIRST

You've just called to ask someone to look at the YTB programs. What do you say? If they are on the 7 to 10 list, it's simple. These are your closest friends. Be yourself. Say something like this, "I've found a wonderful vacation and travel program. I really want you to see it. I know you'll love it as much as I do. When can we get a few minutes to sit down together?" Don't tell them about YTB. Show them the presentation on the DVD side of the dual disc.

If you ranked your prospects between 4 and 6, you want to be a little more business like in your approach and say something like, "(Bob), I have a vacation and travel business. I am confident that I can save you thousands of dollars each year on your vacations and travel — and possibly thousands more on your taxes.

When can I schedule 15 minutes to sit down with you and show you how you can save money with our program?"

The third group that you graded 1 to 3 is somewhat less formal. You can say something like, “I’ve found a way save thousands of dollars on vacations and taxes. When can I get 15 minutes with you in your home to sit down and show you this wonderful business?” If nothing else, you’ll see how to save a lot of money.”

When you show somebody the Turning Fun Into Fortune presentation on the DVD side of the dual disc, you will get either a positive response like, “that sounds interesting”, and they will start asking questions. This is a good thing, and this is when you will want to get your Power Team Leader on the phone to edify, introduce, and let them answer the questions for you.

Or, you may get a “No.” **What if They Say “No”?**

The word “No” is not a word that you should be afraid of. In fact, it is the second most wonderful word that you can hear after you ask someone to watch the DVD presentation.

The key word you are looking for is “YES.” But, you will hear “No’s” along the way. That is just a part of the process. If someone close to you says “No,” you could...

- Beg them to change their mind and harass them with phone calls.
- Yell at them and tell them they are stupid for not “getting it.”
- Just quit; this is too hard anyway.
- Ask them again later. Maybe they’ll change their mind after a while.

Or you can simply understand the process and know that the appropriate response is “none of the above!” The secret to properly responding to the word “No” is to determine which type of “No” you just heard. You see, “No” doesn’t always mean “No!” Negative responses can be broken into two categories:

The hard “No’s” and the follow-up “No’s.”

Here are some examples of the word “No” said in different fashions, and most importantly, having different meanings:

- Not today, I’m really busy right now. (Follow-up “No”)
- I said I’m not interested! (Hard “No”)
- I’m not sure this is for me. (Follow-up “No”)

- I wouldn't be interested. (Follow-up "No")
- I don't travel much. (Follow-up "No")
- Don't call here again. (Hard "No")

Both types of answers are important, and they are NOT hard to tell apart. If there is anger in their voice or they sound annoyed, then it is almost certain that they MEAN "NO" — THE HARD NO!

If there is uncertainty in their voice, it usually is a follow-up "No." Hearing the word "No" is positive in that **non-decisions** are what potentially stall out people's home businesses. It is important to get a decision and move forward.

Hard "No's" result in you saving precious time to focus on viable prospects. It's crystal clear they mean "No, not ever", and you'll not waste any more of your time. Follow-up "No's" result in another chance to show your prospect the YTB programs at a later date.

How to Respond to "Hard No"

Use one of the below responses that you are comfortable with:

- "Thanks for your time. I appreciate you listening."
- "Thanks for your time. I'm sorry to have bothered you."
- "Thank you for your time. I won't contact you again."

What If You Get a "Follow-up No?"

Here are some examples of responses that work if you get a follow-up "No":

- The prospect says, "Not today, I'm really busy right now". Your response should be, "What day and time can I call you back to show you this wonderful program? I only need about 15 minutes."
- The prospect says, "I wouldn't be interested". Your response should be, "Just to make sure you are not interested, would you at least take 15 minutes? Maybe you would know someone who would be interested even if you're not."
- The prospect says, "I don't travel much". Your response should be, "You probably take at least one vacation per year — or visit relatives from time to time."

If you spend just \$2,000 per year on travel, I can save you a lot of money. When can we sit down for 15 minutes so I can show you our program?"

In the responses to follow-up "No" examples listed above, you can see that you are trying to get to the real answer as quickly as possible — EVEN IF THAT ANSWER IS A HARD "NO". We cannot stress enough the importance of spending your prospecting time with people that are interested in learning more about the YTB program. Getting a "Hard No" may not be a lot of fun, but getting that "No" will save you time!

What Do You Do When You Get a "Yes?"

It is easy to talk to people about YTB. It's fun and exciting, and prospective travel clients and business builders will give you a positive response — "Yes, I want to look at your program." When you do get a "Yes", and you will, **let your Power Team Leader answer their questions.** It's that simple.

The next page will give you some helpful hints to help you add more names to your list.....

The members of your own family

- ! Father and Mother
- ! Father-In-Law / Mother-In-Law
- ! Grandparents
- ! Children
- ! Brothers & Sisters
- ! Aunts and Uncles
- ! Nieces and Nephews
- ! Cousins

Those you meet in organizations or clubs

- ! Civic groups, Rotary, exchange, Jaycees
- ! Political clubs
- ! Lodge, Elks, Moose, Etc.
- ! Missionary societies, brotherhood groups
- ! Merchants or farm organizations
- ! School groups, boosters, alumni, PTA, etc.

List of acquaintances already available

- ! Christmas card list
- ! Address book
- ! Day timer, planner
- ! List of fellow employees
- ! Church directory

People who are decision makers

- ! Business owners
- ! Human Resources Directors
- ! Office managers

Those who are your closest friends with whom you associate regularly

- ! Friends and Neighbors
- ! People you work with
- ! Church members
- ! Sunday school class members

Those you have been associated with in the past

- ! Schoolmates
- ! Former co-workers
- ! People in your home town
- ! Military cohorts

Those you do business with

- ! Doctor, lawyer, barber, merchants, grocer
- ! Gas station attendant, dry cleaner, postal worker
- ! Beauticians, jewelers, waiters/waitresses

People you know who are in direct sales

- ! Business/office machine salespeople
- ! Insurance sales people
- ! Car salespeople

Do You Know Anyone Associated With Any of the Following Areas?

- | | | | |
|---------------------|-----------------|------------------|-------------------|
| ! Accounting | ! Doctors | ! Leasing | ! Pollution |
| ! Acting | ! Driving Range | ! Libraries | ! Pools |
| ! Advertising | ! Dry Cleaners | ! Lighting | ! Preschools |
| ! Aerobics | ! Dry Wall | ! Livestock | ! Printing |
| ! Air Force | ! Education | ! Loans | ! Property Mgmt. |
| ! airline | ! Electrician | ! Luggage | ! Psychiatrists |
| ! Alarm Systems | ! Engineering | ! Lumber | ! Psychologists |
| ! Animal Health/Vet | ! Entertainment | ! Mail | ! Publishers |
| ! Antiques | ! Eye Care | ! Management | ! Racing |
| ! Apartment | ! Fax Equipment | ! Manufacturing | ! Radio |
| ! Architect | ! Farming | ! Mathematics | ! Railroad |
| ! Army | ! Film Industry | ! Mechanics | ! Real Estate |
| ! Art | ! Firemen | ! Mental Health | ! Rehabilitation |
| ! Artificial Nails | ! Fishermen | ! Miniature Golf | ! Religion |
| ! Asphalt | ! Florists | ! Mobile homes | ! Rental agencies |
| ! Athletics | ! Food Service | ! Mortgages | ! Reporters |
| ! Auctioneer | ! Furniture | ! Motels | ! Resorts |