

2 A DAY FOR SUCCESS

HOW TO USE TOOLS LIKE DVDS AND VHS SALES AIDS EFFECTIVELY TO INCREASE YOUR SALES AND RECRUITING EFFORTS.

When someone gets started in the HTE business, chances are they have never done anything like it in their lives. There seems to be so many things to learn, it can sometimes be overwhelming.

But what if there was an easy system to maximize recruiting and retailing efforts without having to learn anything about the product or opportunity: something that would make a new Dealer as effective as a top networker on day one?

That's the power of 2 a day, perhaps the most impacting, duplicable formula to get someone started building a successful business immediately. A combination of a philosophy and a system, "2 a Day" is an easy to follow program that is simple... and it works!

2 a day is the minimum amount of daily activity required for maximum results. 2 DVDs or Videos handed out daily means two perfect presentations every day, and the brand new person can start immediately. It results in 676 perfect presentations in a year (taking off Sundays and Christmas). What would happen if every brand new person in your organization did that many presentations? This kind of duplication is critical to your success in this business. It's easy and it really works.

A DVD or Video never has a "tough" day. It doesn't flub a line or leave anything to chance. It delivers a polished, professional presentation that is credible and interesting, time after time.

What would happen if you could spend all of your time working with interested prospects instead of losing time on people who just aren't interested? You can use DVDs or Videos to sort your prospects. It's easy...just ask them to watch the DVD or Video. NO big offers or sales pitch. Just a 15 second intro and let curiosity take over.

Ask anyone, would you take the time to watch a presentation that could change your life? Then say, after you finish watching this, would you let me know what you think? That's it; let the DVD or Video work for you.

Now when they call you or you follow up ask a simple question: so what did you think of the DVD or Video? And then STOP! Let them answer. If they say they are not interested, ask them what they thought of the Hamburger? Then ask them what they thought about the Fake Machine. If they can't give you an answer they haven't watched it. If they haven't watched it yet, ask them if you can follow up again after they watch it in a few days.

But, if they say they "thought it was interesting/ exciting/ ask for more information," you now know that person is a "hot" prospect. Plus, there was no strain on your friendship, you accommodated their schedule, and there was no "hard sell."

They only have 3 choices. They will either want to try, buy, or they are not interested.

If you are mailing your DVDs or Videos, include a handwritten note to stimulate interest. Recommend the prospect watch the presentation as quickly as possible. Then, give them a few days to review the material and FOLLOW UP! It's crucial to your success. Give them a call.

Remember tools are a ticket into people's homes, and a key to open minds to the incredible product benefits HTE offers. DVDs & Videos deliver a perfect presentation each and every time, and are an inexpensive way to spread the word. To maximize your investment, buy at least 60 copies. Your goal is to distribute 60 DVDs or Videos in the next 30 days.

In review there is nothing complicated to it:

- **Order your DVDs or Videos**
- **Hand out at least 2 a Day.**
- **Follow up with your prospects.**
- **Repeat!**

Teach this routine to everyone in your organization and you will reap the benefits of this simple formula for success.

Jeff Kowalicki