

The Million Dollar Point System

The roads to success and to failure are both easy.

It's easy to: Hand out a tape; Listen to a tape; Tell a story; Do It, or Don't Do it.

It's Up to YOU, Success is Up to YOU. It's all about Building Relationships.

Here are the EASY STEPS to develop Million Dollar Relationships

A. BACKGROUND

1. THE SYSTEM: YOU are the KEY to the SUCCESS of the SYSTEM

- a) Learn The System
- b) Live The System
- c) Teach The System

2. NETWORK MARKETING... THE PEOPLE BUSINESS

People get into this business for three reasons, because they:

- a) Know You
- b) Like You
- c) Trust You

It's easy, just get to know them by finding common ground. Use FORM (Ask about their Family, Occupation, Recreation, then deliver your Message).

B. SADDLING UP

Before you can begin you will need a few items from any office supply store.

1. MDPS NOTEBOOK (high quality 3 inch, D ring binder)

Store all of your CIS and Monthly Control Sheets in your MDPS notebook.

2. DIVIDERS (To file CIS forms)

a) **Section Tabs** (Label tabs *Hot File*, *Distributors*, or any other you may find useful)
File CIS behind *Hot File* if you are taking action on a regular basis.

b) **Monthly Tabs** (12 tabs labeled *January* through *December*)

File CIS behind *Monthly Tab* when they are on your friendshipping list.

c) **Daily Tabs** (Two sets, numbered 1-31, placed behind the current and next *Monthly Tab*)
File CIS behind *Daily Tab* if there is a specific date scheduled for next action.

d) **Alphabetized Tabs** (26 tabs marked A-Z placed behind the *Distributors Tab*)

File CIS alphabetically after they enroll as a *Customer* or *Distributor*.

3. CALENDAR (12 individual monthly pages printed portrait style on 8 ½ X 11 pages)

Write name and location of CIS on your calendar if you have a specific appointment for any action. Record each time you *attempt*, *ask*, and get a contact to *agree* to review some information. The CIS will be filed under the *Daily Tab*.

4. **CONTACT INFORMATION SHEETS (CIS):** 8 ½ X 11, 3 hole punched
Tracks contact through entire friend-shiping process.
5. **MONTHLY SCORE CARD (MSC):** This is where you record and score all activity.

C. RIDING

You are RIDING when you take a new contact through the MDP system. The system helps you **track** and **score** that activity.

1. **CONTACT INFORMATION SHEETS (CIS)** (8 1/2 X 11, 3 hole punched)
Fill out a CIS on all qualified contacts you enter in the system. Ask the following:
 - a) ***Name** (enter name of contact and spouse and their birthdays and anniversary)
 - b) **Occupation** (of contact and spouse)
 - c) ***Address** (street, city, state, and zip code)
 - d) ***Phone Numbers** (home, office, cellular, pager, voice mail, E-mail, website)
 - e) **Internet** (website address, email address)
 - f) **Children** (name and birthday of children)
 - g) **Interests** (helps develop common ground to establish relationship)
 - h) **Health Concerns** (helps you to recommend specific products)
 - i) **MLM Experience** (helps determine recruiting system and tools to use)
 - j) **Lead Source** (warm market, referral, personal contact, long distance)
 - k) **Rating** (rate 1–10 based on past MLM, professional, or personal success)
 - l) **Comments** (record all details of any activity you have with a contact)
 - m) **Events** (enter date and type of events you have your contact attend)
 - n) **Enrollment** (enter their XanGo ID# and fill out checklist)
 - o) **Sponsor** (enter upline name, phone, ID#)
 - p) **Dates** (control, enrollment, 48 hour review, MDPS training)

** Items required to earn points*

2. MONTHLY SCORE CARDS

One Score Card is completed for each calendar month with the month/year.

a) Qualified Contacts (1/3 point)

- 1) **Entry Date:** Date you enter a qualified contact in the MDPS.
- 2) **Name:** First and last name.
- 3) **Rating:** Grade from 1-10 on the level of success you think they can attain based on past successes in MLM or other areas of life.
- 4) **Type of Lead:** Code with one of the following:

WM = Warm Market

RL = Referral Lead

ML = Mailing List

PC = Personal Contact

5) **Location:** Where the CIS is located in your Notebook. Enter one of the following codes or add to them if you wish (for family, church, etc.):

CM = Current Month

DF = Distributor File

NM = Next Month

HF = Hot File

b) Cards (1/3 point)

People don't care how much you know until they know how much you care. Send a *Thank You* card to each person you talk to, whether or not they are interested. Also send cards for birthdays, anniversary, holidays, etc.

c) Info Pack (1/3 point for each pack you send)

1) **Date:** The date you sent pack, list items on the CIS under "Comments"

2) **Name:** Enter the name of your contact and code (create your own codes)

A = Audio (specify)

S = Sample

V = Video (specify)

F = Fact Pack

L = Literature (specify)

O = Specify

d) 3-Way Calls (1/3 point)

1) **Date:** Enter the date the 3-way call is made.

2) **Contact's Name:** Enter the name of the contact you are calling.

3) **3rd Party Code:** Enter the initials and code of the third party on your call.

C = Conf Call

U = Upline

IL = InfoLine

e) In-Home Presentations (1 point for each in-home you give for a NEW dist)

1) **Date:** Record the date and location of your in-home & how many attended

f) Meetings (1 point for each meeting you attend with a NEW contact)

1) **Date:** Date of meeting

2) **Name:** Enter the name of contact and code

P-P/B = Presentation / Product or Business

C = Corporate Event

T-48/MDPS/ = Training / 48 Hour or MDPS

g) Personal Development (one point per day max)

You need to spend ONE HOUR per day in personal development.

1) **Type:** List the TITLE and CODE of the book or tape you're studying.

M = Motivational

C = Opportunity

SI = Self Improvement

P = Product

h) Date (The days of a month are listed in this column)

i) Practice On People – Earn Activity and Efficiency Points

At the end of each day enter the points you earn for various activities.

- 1) **Practice for Profit:** You should have a planner, calendar, or notebook with you at all times to document any activity you have each day.
 - I. **Attempt:** Enter the number of times you attempted to talk to a person about product/business. (If phoning, enter “NA” (no answer), “LM” (left message) or “FC” (friendly conversation).
 - II. **Ask:** Enter the number of times you invited a person to receive information about product/business. (If phoning put a checkmark each time you reach someone live.) Record all details of conversation and surrounding events and enter on CIS.
 - III. **Agree:** Enter the number of times a contact agrees to review any information about anything, even if it is not about XanGo.
- 2) **Daily Points:** Enter the total points you each day next to the date.
 - I. **Qualified Contact:** 1/3 point per qualified contact (QC)
 - II. **Cards Sent:** 1/3 point per card
 - III. **Info Packs:** 1/3 point per package (one or two things at a time)
 - IV. **3-Way Calls:** 1/3 point per QC
 - V. **In-Home Presentations:** 1 point per QC
 - VI. **Meetings:** 1 point per QC
 - VII. **Personal Development:** up to 1 point per day
- 3) **Monthly Points:** Enter totals from each column at the bottom of page.

D.PUTTING IT ALL TOGETHER

1. REVIEW

- a) **MDPS Notebook:** First thing in the morning, or the last thing the night before, you will pull out all the CIS for that day so you can plan your day. You may also want to take out some of the sheets behind your monthly tab that are on your friendshipping, your distributor tab, and your hot contact tab if there are people you want to take additional action with. As you work the system and fill the pipeline you will have several contacts at various stages of the process.
- b) **CIS:** To earn points all you need to fill out is the contacts name, address, and phone number, but the goal of the process is to fill out the CIS completely. Don't make it obvious you're asking questions on a form, just

get to know them and discover the answers as you go. *Remember*, people get into this business because they Know You, Like You, and Trust You. Continue to record details of all activity you have with each contact.

- c) **Monthly Score Cards:** Never throw these sheets away. You should review them monthly in detail and compare them with previous months. This will reveal your strengths and weaknesses and shows you areas you need to improve. Look for patterns, see where you are having your most success. Have your Team Leader review your MSC each month.
- d) **Qualified Contacts:** Remember, you only earn points when you fill out a CIS and record it on MSC. Contacts will be kept in the system as long as you have the desire to work with them. Every time you contact them and don't develop an interest, just move their CIS ahead two months. Remove people from the system if you decide they are not someone you would want to work with (i.e. attitude problems, people who keep breaking commitments, negative people, etc.)
- e) **Cards:** Send each contact a *Thank You* card after the first contact, even if the person was not interested. Just send them a card thanking them for their time, letting them know you enjoyed meeting them, and any other message you feel appropriate. Keep them on your friendshipping list by sending them holiday cards, birthday cards, anniversary cards, or congratulation cards. Put a reminder a week before each occasion in your monthly calendar. Again, remember, people don't care how much you know until they know how much you care.
- f) **Info Packs:** Do not send more than 2 items at any one time. People will be overwhelmed and not review anything if they get too much. It's good to send them something to read along with an audio or video. Include personal, hand-written note on a yellow sticky or personalized stationary.
- g) **3-Way Calls:** Know the name, number, experience, and best time to reach all of your nine level upline. Use the upline closest to you primarily, but go further upline if needed. Make sure calls are scheduled in advance. Call your upline first and then bring your contact on the line. If you have a "hot" contact and you want to try an un-scheduled call, don't bring the contact on the line until you have warned your upline first so they can be prepared for the call.
- h) **In-Home Meetings:** You should get all new distributors off to a fast start by doing an in-home meeting in their home. Have them invite their family and friends and you present the opportunity. Hold another in-home meeting for anyone who enrolls under your new distributor in their homes the next week.

? **Open for Business:** When a new business starts in a community they often have an open house and/or notify other businesses in the area along with family and friends that they have started a new business. The same should be true for your XanGo business. Send people an “Open for Business” announcement or better yet, launch your business with a special “Open House” and invite people to come celebrate the launch of your new business. Follow up with a hand-written invitation. The type of “open house” should be similar to what you are accustomed to doing. (potluck, barbecue, finger foods, or go all out if that is what you NORMALLY do for other celebrations). However, DO NOT serve alcohol even if you normally do. Food is not a good idea to have at regular in-home meetings because it is not as duplicatable, but great for your “first event”)

? **Inviting For Open for Business Open House:** Just say something like this:

“Hi John, I just started my own business and I’m having a little get-together this weekend to celebrate. I am very excited (share testimony). I invited my business partner too; I think you will really enjoy meeting him/her. I asked him/her to tell everyone a little about my business so you could know a little about it. Maybe you would even be interested. Anyway, whether you are or not, that doesn’t matter. I really want to impress my new partner so I am just calling people that I know I can count on to support me. Can I count on your to be there?”

This is a great approach because it takes the pressure off. If you are pressed for further details you can respond:

“John, I am not sure why you are asking but if you’re interested in the business, you really should talk to my partner, I’m just getting started. If your not, then it doesn’t matter anyway. I just want the support of my friends. Can I count on you to come?”

That usually stops any additional questions and they are off the hook.

i) Meetings: All new distributors should attend a 48-Hour training within two days, Conference Call Training within two weeks, and a MDPS Training within 30 days. They should also attend some sort of EVENT every month. If you have no events in your area, hold them yourself. An event could just be a home meeting with a guest on speakerphone.

j) Personal Development: It is important to feed our minds every day. There are also a variety of books, audios, and videos available to teach sales skills, motivation, inspiration, and even spiritual messages that can help us become the kind of people who attain success in this business.

Physical fitness is an important part of personal development as well. For a list of recommended training tools go to www.powerplayers.net.

k) Activity & Efficiency Points for Practicing on People: Set goals for how many points you will earn each day, week, and month. For example, maybe your goal is 100 points per month if you have ambitious goals but have a limited number of hours to work the business. You can accomplish 100 points by doing 25 a week, or 5 per day-5 days each week. As you review your MSC you may discover certain activities you are not doing well so the next month you may include earning a specific number of points from a specific activity. You will review your goals monthly and make adjustments in the types of activity you are doing and the number of points you commit to earn.

? **How You Earn Points:** You can earn multiple points from each contact and multiple points on the same activity by combining your presentations or trainings. Here is an example of how you earn points through the friend-shiping process:

EXAMPLE 1:

You met a contact at a trade show, asked them for their business card, and filled out a CIS when you got home (Qualified Contact = 1/3 point). You send them a *Thank You* card saying you enjoyed meeting them and hoped they had great success at the trade show. (Card = 1/3 point) You call them and tell them what you have learned about *Mangosteen* and its tremendous benefits and ask them if they would like to know a little more about that. You send them a copy of *The Mangosteen Miracle* tape or CD and a copy of Health Watch Newsletter. (Care Packages = 1/3 point). You call the person a few days later and do a 3-Way Call with your sponsor (3-Way Call = 1/3 point) and ask them if they would like to meet with your “partner” and you for lunch. Your sponsor gives your contact a presentation (Presentation = 1 point) and then tells them about an upcoming event and invites them to come. You go to the event with your contact (Meeting = 1 point) and they sign up and purchase a case of XanGo. You do a 48-Hour Review (Meeting = 1 point) with your contact and schedule an In-Home Presentation. You do the meeting for your contact (Meeting = 1 point) and several people enroll as customers or distributors. You do a MDPS Training with them the following week (Meeting = 1 point).

In this example you earned a multitude of activity points on ONE prospect.

EXAMPLE 2

You just got started in the business. You schedule a business Open House at your home in two weeks. You make a list of everyone you know and fill out a CIS form for each person you plan to invite to the Open House (qualified contact 1/3 point each). You phone each person and invite them to come to your event. You mail out an “Open for Business” announcement with the information about your Open House and hand write on the card “I’m so glad you are coming to support me” (card 1/3 point each). Ten people show up at your Open House (presentation 1 point each person). You give them each an information pack (1/3 point each). You phone them all the next day with your partner on the phone (3 way call 1/3 point each) to ask them what they thought about XanGo.

In this example you earned points on multiple prospects with ONE activity.

? **Commit To The Process:** Follow Up, Commitment, Consistency and Persistence are the Keys to Success. Remember, 80% of all sales are made after the 5th contact. In the beginning, it may not seem like you are accomplishing much but keep working the system. Every little step is a step toward success. You CAN'T FAIL with the system, but you CAN FAIL the system if you don't work it.

2. PARTNERING FOR SUCCESS

a) **Support Groups:** To aid you in working this system, have a buddy assigned to WORK with you to follow through before the close of EACH day. This is usually your sponsor but it can be anyone. This helps to keep you focused and committed to staying on track.

b) **Accountability:** Have your buddy call you at the end of each day and ask how many points you have. You will be much more likely to reach your goal if you have to answer to someone else.

c) **Rewards:** Plan something to reward yourself with when you accomplish your monthly goals. This may be a weekend "getaway" with your spouse.

d) **Duplication:** The ultimate success is when you are the buddy for people in your downline. Reward them in ways you think will motivate them.

3. **CALCULATING SUCCESS:** You can calculate your success in many areas. It often helps people stay focused and not get negatively affected by rejection if they determine a method of calculating their results so they can see their progress. The growth of your business is based on entering NEW CONTACTS in the MDPS. Here are some ways you can calculate the success of your results.

? Each month divide your XanGo Check by the number of contacts you made that month and see how much each contact was worth. Soon you will be earning \$50 to \$100 per contact you make, whether they sign up or not. This will help you from being discouraged if you realize that every contact you make, regardless of what happens, will reward you financially.

? If you like to use the phone, calculate your XanGo Check by the number of times you dialed the phone, whether someone answered or not. This will show you how much you earn each time you pick up the phone. This helps take your mind off whether or not you get any interest on that phone call.

4. **FUTURE SUPPORT:** Keep in touch with our support at www.powerplayers.net. You should check the website for any updates every day, or a minimum of once per week. Always check the site at the beginning of your week. National training calls on the Million Dollar Point System will be posted on the website.