

# Life Plus®

GLOBAL TRAINING SYSTEM



## Start

Name: \_\_\_\_\_

PIN-Nr.: \_\_\_\_\_

Sponsor: \_\_\_\_\_

Upline

Diamond: \_\_\_\_\_

# Life Plus Training Wheel



*Find out people’s wishes, dreams and goals and offer them solutions.*



## Tips on “How to Make Contact”:

- More quality contacts = more growth.
- Build and maintain a contact list.  
Who do I know and who knows me?
- Don't be selective. Give everyone the opportunity.
- Contact should be pleasant, not aggressive.
- Accept and extend invitations.
- Where do I find interesting people?  
Relatives, acquaintances, sport clubs, seminars, vacations, work place. Leave your comfort zone every once in a while.
- Seize opportunities.



## Tips for “Sparking Interest”

- “Dialog is the key!” Ask questions and be interested in people. Find out the “Why.”
- Listen carefully and make an offer: “I found a solution for myself. Would this be interesting to you?”
- Tell your own story as well as other stories.
- No details without earnest interest. Curiosity motivates people.
- Tell everyone that you have found an opportunity that allows you to realize your dreams.
- Ask in the third person: “Do you know anyone who may be interested in... ?”
- Lend out tools (books, CDs, etc.).
- Invite them to neutral events and seminars.

*“The secret to success is to understand the viewpoint of your opponent.”*

– Henry Ford

*“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”*

– Dale Carnegie

## Tips for successful communication:

- Learn by doing: do it often and consistently.
- If you are confident and enthusiastic you are attractive and appealing to others.
- Listen, ask and reflect. Value others.
- Pay attention to your own positive language and gestures.  
A smile is the quickest connection between two people!
- Think and act solution-oriented.
- Be candid, sincere and authentic.
- Offer—don't plead.
- Build and maintain relationships. Referral marketing is a relationship business, not only a business relationship!
- Avoid unnecessary discussions.

## Tips for Success

- Do hold personal conversations with your contacts.
- Do invite small groups into your home.
- Don't create large recruiting meetings, mass mailings and advertisements.
- Do utilize your Sponsor and Upline.
- Don't make health claims or earnings promises.
- Do comply with the Terms & Conditions of Life Plus.
- Do keep it simple and duplicable!



## Principle of Referral Marketing

*Referral marketing is a simple system for distributing products direct from manufacturers to consumers. Money that is usually spent for sales and marketing in standard distribution, is instead paid to those who introduce others to the products for their own consumption.*

**There are several ways to explain the Principles of Referral Marketing, and in your explanation you can include some of the following benefits:**

- A proven business model.
- Personal commitment is rewarded.
- No financial investment.
- Everyone purchases products at the same price directly from the manufacturer.
- Anyone can do it!
- Great earning opportunity.

**There are many visual ways to help communicate the concept of Referral Marketing. For examples and more information, please go to [www.lifepluscentral.com](http://www.lifepluscentral.com).**

## Company Information

- Short highlights providing general company information using the Catalog and the brochure “Life Plus – About Us.”
- Set date and time for the Starter Training.



## Product Information:

Information regarding products and orders can be found in the company Catalog, on the ASAP-Form or at [www.lifepluscentral.com](http://www.lifepluscentral.com). Your sponsor or upline can also assist you and provide you with this literature. As a referrer, you do not have to be a product specialist in order to be successful in building a network; Life Plus is the expert and ensures product quality!

[www.lifepluscentral.com](http://www.lifepluscentral.com)

# Starter-Training

## GOALS AND VISION (“WHY”)

- What are my goals and vision?  
Goals are wishes and dreams with a set date.
- What would I do and how would I live if money and circumstances didn't matter?

Consider the following questions to help you identify your goals and visions:

- What is my top priority?
- Why did I decide on this aspect?
- Why is this so important to me?
- What are the consequences if I fail to achieve this goal?
- Why would it worry me?

## MY STORY

- What was my situation before? What did I want to change?
- What did I learn (Include the “Why”)?
- What is my perspective today?

## CONTACTS

- How do I make contact? Who do I talk to?
- Is what I'm offering attractive to others?
- What value can I offer?

To do >> Contact List

## SPARKING INTEREST

- Tell my story.
- Ask: “Have you ever heard of referral marketing?”
- Use independent “tools” (books, CDs, etc.).

There is no rigid system! React according to the situation and offer solutions.

## EXPLAIN THE PRINCIPLE (Unless you have already done so with other tools.)

- How are goods moved and how is the money being distributed?

**Move on when positive with company details**

## COMPANY INFORMATION

- To provide a short overview in order to give the prospective partner an opportunity to form his own opinion.  
(For more information see page 4.)
- Other tools are available on the Web site.

## ANSWER QUESTIONS! To remove people's uncertainty so that they feel comfortable making a decision.

## MAKE FIRM APPOINTMENTS

- Call to action – placing an order and explaining ASAP, payment options, FasTalk, PIN # and Elvis #.
- Invite people that I would like to work with to individual meetings, group trainings or events.

# Meetings

- Take advantage of individual or team support as needed depending on your individual motive. Discuss next steps and make appointments for future meetings.



### “WHY”

These are the most common reasons, why people start in referral marketing

- Additional income
- Financial independence
- To be ones own boss
- More free time
- Personal development
- Helping others
- Meeting new people
- Provide for a pension
- Safeguard children's education
- Health



