

## 4 STEP SUCCESS SYSTEM

The 4 Step Success System is one of the cornerstones for achieving your financial outcomes with your vipze business. As you internalize the power, simplicity and validity of our 3 Principles of Success; 1. Duplication 2. Consistent Effort, and 3. Time. By mastering the 4 Step Success Systems within the Action Plan for Success, you will have the key elements to build as big a global business as you would like. The only limits are those you put in your mind and your productive activity!

Here are keys to your success as you start to implement this system!

- 1. MOST IMPORTANT**-You need to have an attitude that you “EXPECT SUCCESS” when you put your prospects through these simple steps!
- 2.** Use the 3 E’s- Excitement, Emotion & Enthusiasm as you approach prospects!
- 3.** Stick to the 4 Step Success System! Systems duplicate, personalities do not!
- 4.** Remember, you are always training your prospect how to do the business as soon as you contact them and walk them through this process. (Leadership is always, always, always Teaching Duplication by your own example).
- 5.** . NUMBERS- You will earn income in direct proportion to the number of people you accurately take through and teach The 4 Step Success System!
- 6.** CRITICAL TO KNOW-90% of all people who join will do so after the completion of Step 2! Expect people to join you! Be sure to ASK them to join!
- 7.** Biggest Mistake people make-Not asking the two questions after Step 2! Give them a chance to make a positive decision and get started with us!
- 8.** 2nd Biggest Mistake-Being passive verses active in Step 2. Passive is giving the number and site to them to review without you staying connected with them during that process. Active means always being connected, on the phone or in person with your prospect as they go through Step 2 during their evaluation of the information!

**The 4 Steps: 1). Approach 2). Expose 3). Validate 4). Enroll**

### STEP 1 - APPROACH

There is only one question that needs to be asked to engage a prospect in the approach phase...“Prospects Name, Are you on Facebook? (Yes) How much did they pay you last week? (The answer will always be “Nothing”) How would you like to get paid every time someone social networks, uses email or instant messaging or makes a purchase online? (They will say Yes, How do you do that or something similar...take them immediately to Step 2 Expose.)

If they answer (No) to the first question about being on Facebook, go immediately to the second question about getting paid. "Prospect name, Are you interested in making more money right now in addition to your current job or career?" If they are reluctant to do so, ask them for referrals and tell them this is similar to companies like Microsoft, Yahoo and Google when they very first started and you are looking for anyone who understands being first and wants to create major wealth over the next 12-24 months. Thank them for their referrals.

## **STEP 2 - EXPOSE**

Have them review the same company presentation material you reviewed in its entirety while you are on the phone or with them in person. (Very Important...if they are not in front of a computer and do not have the time now, do not tell them a thing...nothing ...about your business.

### **KEY POINTS TO REMEMBER**

**1.** You do not have to be THE expert! You are simply The Messenger, NOT the Message! Your team will grow quickly using these proven techniques.

**2.** Your prospect will receive 100% of the correct information 100% of the time by exposing them to the power point presentation!

**3.** This is Duplication 101. Your brand new affiliates will inherently feel like they can do this. After they have reviewed the material, ask them this question:

"Prospect Name, What do you like best about what you just reviewed?"

Now listen for their response. Do not speak until they have spoken and do not jump in and interrupt them. If they answer with one of the things you also like, tell them that one of the points that you are so excited and committed to your business as well and one of the key reasons you joined the company!

Now ask them the next question:

"Prospect Name, Is there anything else you need to know before I help you enroll and start making money today?"

Remember, 90% of the people who evaluate this material and "Get it" will sign up now. You need to direct them immediately to the Sign Up button at the top of your site and walk them through the enrollment process. Stay Connected!

If they have additional questions, answer them if you can and then get them enrolled. If you cannot answer their questions, move to Step #3 immediately.

### STEP 3 - VALIDATE

When your prospect indicates they have a question you cannot answer, IMMEDIATELY 3-Way them onto a call with one of your up line business partners. (If you can't reach one of them at the moment, ask your prospect what other questions they have, write them down and tell them you will get back with them to have one of your business partners answer their questions and then help them get started. Always project confidence and assume they will join!

It's critically important to edify, (i.e., "say great, sincere things") about your up line partner before introducing them to your prospect. These give your "Partner" credibility to HELP YOU "Validate" and close/enroll your prospect!

Here's an example of proper edification: "Prospect Name, That's a great question!

Hold on and let me introduce you to my partner, his/her name is "Partners Name!"

"She/he is a really great person who is already having success in the company and is always willing to help us out!" Once you introduce your prospect to your partner, do not interrupt. Be quiet, listen and learn!

Remember, you too will be receiving Step 3 calls soon so now is your time to edify and learn how fun and easy it is to be the "Validator" for your team!

### STEP 4 - ENROLL

Ask the question again:

"Prospect Name, What do you like best about what you just reviewed?"

Acknowledge their point; ask them if they're ready to start getting paid in your own vipze business and simply say, "Let's get you enrolled and start your business now!" At this point allow the host of the call to begin the enrollment process! Walk them through the enrollment process and this 4 Step Success System! The power of the 4-Step Success System is that it is immediately duplicatable by your new Global Affiliate!

This is the way you Approached, Exposed, Validated and Enrolled them...Duplication!!!

The most important point...**TAKE ACTION IMMEDIATELY!!!**