

THE MEET & GREET PROCESS (Final)

The M & G is used in conjunction with showing the marketing plan. The M &G is used to screen prospects by *checking their interest* and potentially to invite them to a live or virtual meeting for those with an interest in hearing more about the Amway business opportunity.

The purpose of the M & G is not to present the Amway Sales and Marketing Plan — rather the M &G is designed to determine whether a prospect is sufficiently interested in a new business opportunity to attend an overview meeting and to invite him/her to do so.

Never expand the M & G into a presentation of the Amway Sales and Marketing Plan unless you are prepared to present the entire plan precisely as required and give out the proper materials.

The overall objective is to cover the “5 basic steps” of the Meet & Greet by keeping it simple, be relaxed and be “yourself.”

Remember; make this a *dialogue, not a monologue*. In other words, don't do all the talking, let them talk and you listen. Make this a conversation.

When doing this interview, don't bring anything in the home with you or even in the restaurant with you. Keep your pad of paper in the car for the time being. Ask your prospect if necessary for a few sheets of paper.

The idea here is to keep it simple and duplicatable.

The great thing about a meet and greet is that it's always a win win situation because all you are really doing is “checking their interest” to see if they want more information.

Your purpose (objective) is twofold:

1. To see if they qualify to work with you based upon the questions you will ask them.
i.e. I check someone's interest by their personality, mindset, how I feel about them, how my spirit feels about them, etc.
2. To find out if the person wants more information in order to move forward.

Bottom line...this is the essence of the M & G Interview; "checking interest"

It's simple just that...*a meeting.*

Many of you have watched "Netflix" and before you look at the whole movie you look at the "trailer" first to see if the movie might interest you.

In essence, the M & G interview is simply a "trailer" to see if they want to see the "whole movie...the marketing plan."

Most people are used to meetings where questions are asked them.

In the first 15-20 minutes you will know whether that person is a fit for your business if you are able to connect on things.

I never tell them I am here to interview them but just simply to have a conversation

I do tell them that I am *not* here to make a decision tonight one way or the other as today is strictly exploratory on both our parts to see if we could possibly work together in some capacity and to see if they have interest enough to move forward.

Keep in mind, this is not the time to discuss business in detail or give them any numbers or materials...

It's simply an overview...*CHECKING THEIR INTEREST*

This is why anybody brand new can do what I am about to tell you now.

You don't need experience... This is OJT ("On the Job" Training)

The great thing about the M & G is it's a win-win situation and why?

A. To find out if they are interested in getting more information...great

B. If not, you found out that they are not interested and saved yourself a ton of time

It basically took 20 minutes!!

A few pointers:

- . I dress casual... not necessarily a jacket and tie**
- . Your significant others doesn't have to be with you necessarily the first time through**
- . I never mention I am in the Amway business unless it comes up of course**
- . I do not discuss dollars and or money earnings**
- . Allow the next meeting (the open) to cover those details (KISS)**

Learn to do this well...and do a lot of them...it gets easier.

The following 5 steps are important but if you leave out a few steps along the way, not a biggie.

No one step is more important than the other... BUT I feel the first point (Set at Ease) is vital

The Meet & Greet consists of five steps:

- 1. Set at Ease**
- 2. The Big Picture (Q & A)**
- 3. Concerns & Goals of Businesses Today**
- 4. The Napkin Plan**
- 5. The Close**

The whole M & G should be done in about 20 minutes. If it goes a bit longer no big deal. Sometimes questions come up that you need to answer.

1. SET AT EASE (2-3 MINUTES)

- . This is the ice breaker**
- . Posture is important here**
- . Comment on their home, kids, pix, trophies, etc., in a restaurant their clothes, ball cap, etc.**
- . Always make them feel good by edifying them about their surroundings, etc.**

Ask...”What’s your time like right now”?

Let them know you do not have a lot of time as you have another appointment to get to. (They need to hear this as they are not the ONLY person you have interest in... posture)

Ask...What kind of work do you do?

Ask...Do you have a significant other?

Ask...Children? How old? Let them brag on their kids

Share a bit about yourself at that time....

Areas in the set of ease:

1. Mention why you are there?

I am not sure if I mentioned it to you or not, but I have my own business and right now I am in the process of expanding.

Talk about your own personal background. (i.e. teacher, mechanic, etc)

Say...I met a successful business owner who is teaching me how to develop a Plan B...a backup income that:

- a. Compliments my life**
- b. And doesn’t complicate it**
- c. And most importantly doesn’t conflict with any of my moral values**
- d. Best yet, I run my own daily schedule**

Personally, I had no real back up income should something happen to my plan A. (People feel comfortable when you are “real” with them about yourself). If you are going to be judgmental of anything.....be judgmental of YOURSELF.

2. Edify them

- . Here is where you “trade...and not beg”**
- . Remember, you are trading your time and money for “his skills and mindset”**
- . This is how you will check interest.....**
- . I met you at the _____ and after a few words I was impressed with your personality and good attitude.**
- . You seem like someone who values hard work and I think you have the potential to do really well in this business.**
- . Edify them like this...this is the reason why I am here speaking to you right now.**
- . I spend a lot of money and time working with the right person so please accept the fact if I ask you a few questions I am not trying to interrogate you I just want to be sure that we are right fit for one another.**
- . I hope you respect that?**

3. Take it away

- . Once you do the edifying, and then take it away**
- . This is where you gain posture and control**
- . Say...Just so you know, I am not here to hire you nor am I offering you a position in a job situation either.**
- . We are just here in the talking stages for now as this is just one step of a two step process**
- . I would like to ask you a few questions to see if we can move to the second stage.**

. Is that okay with you?

THAT WAS BASICALLY THE “SET AT EASE” PORTION. THAT SHOULD ONLY HAVE TAKE LESS THEN 5 MINUTES.

2. The Big Picture (Q & A)

Remember, no earnings representations of any kind may be made except in the context of a full presentation of the Amway Sales and Marketing Plan

You can ask a few questions but only the questions you feel are pertinent to the person you are speaking with.

- **Ask...What are you doing to offset some of these crazy prices today?**
- **Ask about their current job and duties.**
- **Ask...Have you ever thought about owning your own business and or entrepreneurship?**
- **Do you have any type of “side hustle/gig” that can turn into an extra income source? Are you open to learning about one that I am involved in?**
- **Ask...What would an extra \$500 a month change about your life right now if you don’t mind me asking you?**
- **Ask...If you had a business of your own, what sort of monthly income would interest you?**
- **Ask...In the next 2-5 years if things were to go the way you were planning for yourself and family, what would that look like?**
- **Ask...Do you have any kind of a Plan B and/or back up income should something happen to your primary income?**
- **Ask...Are you familiar with the term franchising? While this is not franchising because almost no investment is required, it shares some of the same principles of success.**

- **Franchising is what Ray Kroc did with McDonald's. To expand his business, he set up multiple outlets with his friends and acquaintances and had them follow a proven system.**
- **A franchise or network concept compounds your time. Take 10,000 outlets times ten hours a day and you now have 100,000 hours per day going into your business!**
- **We're doing something similar by creating a network to market goods and services. However, we have one distinct advantage over franchise businesses like McDonald's — it doesn't require large capital expenditures to set up new outlets.**

At this point, drawing out on a piece of paper how McDonalds started with multiple outlets explaining how Ray Kroc got rich by leveraging himself.

- **Last question:**
 - **Ask...On a scale from 1-10 where do you feel you are right now on your journey if you don't mind me asking you that question”?**

i.e. 10 meaning all your financial needs and dreams are met and not looking for anything more?

3. Concerns & Goals of business today:

Concerns most business' have today: (C-R-E-T)

- **Capital. Most start up businesses today are “capital poor” and required investment is outrageous. Required investment is minimal in what I do unlike most startup businesses today and is based upon how much you truly would like to earn.**
- **Risk. Because the capital requirement is so high in a traditional business risk becomes a factor. In the business I represent, the risk is small.**
- **Expertise. Many people today go into business blind and have no clue what to do and have very little experience. We have shared experience and advice through a structured system with a proven track record. We have our own high tech and state of the art training system along with proven mentorship.**

- **Time.** Utilize otherwise nonproductive time. Compound time through building an organization with leverage

4. The Napkin Plan Overview

- Use the napkin plan in the power point and/or draw it out on a piece of paper or your tablet on your “white board” on your ipad.

5. The Close

- . Put down pen and ask...have I said enough or showed you enough for you want to get more information?
- . I look for people who are ambitious, honest and have integrity with no hidden agendas. That is part of the reason why I have come here to speak with you.
- . If he said “no” let him know it was nice meeting with him and move on
- . If he said “yes” let him know you need to get him to the next meeting to meet some of your senior associates.
- . Ask if he is good in keeping commitments?
- . If you are not able to come, please let me know ahead of time
- . Please do invite your significant other

DO NOT LEAVE ANYTHING WITH THE PROSPECT.

If you prospect says NO to the concept, say “I appreciate your honesty, Joe. It saves both of us time and money. It’s been nice talking with you. Have a great evening.

By the way Joe, I would like to register you on my website at no cost to you and offer you some free samples. Are you okay with that? (Remember, don’t leave anything on the table; this is where you create VCS)

Assuming the prospect says YES, text them about the upcoming plan presentation details. If it's later than 3 days text to confirm the location and/or time of the meeting.

SPECIAL NOTE:

Should a prospect ask...."Is this Amway?" Never shy away from the question and always be upfront and honest.

My response is: "Tell me Joe what you know about that Amway business" Allow the prospect to share his thoughts either positive and/or negative.

My response is: "We are independent contractors with Amway and they offer us the right to purchase products from them at a discounted price and we train a 'hand picked/selected' team how to market the products and services they offer us and create an asset for ourselves.

The profit Amway pays us is excellent based upon our own efforts and far superior to any profession I have ever been involved.