

The Five Finger MLM System

Here is where I mention it in my book, "How to Make Money in Multilevel Marketing in Spite of Yourself and Do it Automatically" available on Amazon.

The MLM System Right from the book

I use the five finger technique to teach this. Pick a hand any hand. This sounds a little silly and I guess it is, but is anything silly that works? Finger one stands for finding someone and smiling, that is step one, that finger is mister smiley finger! That is finger number one, just like counting on your fingers, easy as eating pie. I just don't know how to make it any easier than this. The next finger is the bait. You throw out some bait and see if someone bites. When someone bites we move on to the middle finger, finger three is the middle finger no matter which hand you start on or if you go left to right or right to left if you have five fingers finger three is the middle one.

The middle finger, finger three, step three is the follow up. This is probably your longest finger and you might do well to remember that the fortune is in the follow up or longest finger. Follow up by giving them information, continuing to build interest and by building to the presentation, which we call the briefing or something that isn't sales related like sales presentation. Finger four is the briefing and the close. You close by answering questions in a way that eliminates objections and that is what the presentation or briefing is all about. The briefing should finish boxing them in for the close at this meeting. Finger five, which may or not be your thumb depending which way you go when you started, is teach them how to do this. You say something like this, "Okay, you have five fingers . . ."

Drill and practice. Give them bait sentences and practice with them until they can work them into a conversation without any fear or embarrassment or awkward feeling. Teach them the five fingers and five steps until they have that down. Get them to practice smiling and talking to strangers. Then depending on how I feel about them and where they are in the skills and confidence department I turn them loose and tell them call me and I will make their first briefings or presentations. We study closes before they ever talk to anyone, but when they bring in their first prospects they will see me close and I hear that is worth the price of admission. If you are reading and practicing this, then you should be able to close like a pro with these techniques after you have closed your spouse a few hundred times, your cat, your dog and the empty seat in the car beside you as you drive to the job you will soon be quitting. Done.

Finger One: Mr. Smiley Finger-Find someone and smile at them.

Step one is to find and add a person to your contact list for potential recruiting as a customer or a partner. Make it a way of life to walk around with your eyes open and smile at people you see. Look and dress like the people you see. Talk like the people you see. Be friendly to the people you see. Identify and smile. Give out a small compliment. Like them. No strings attached.

Finger Two: The Bait-Say something that they can bite on.

Use the MLM Bait Sentences. There is a free download of them on my website. You just drop them casually into a conversation. They go like this: "I just found out how to lose weight by eating cookies." "I just found out how to get my tax money back." "Prices are going up and up, utility bills are no different, but some people have found a way to have money left over for the things they want."

Tailor them for your business and your benefits. So you met someone. Smiled, and maybe even said something. Tough job isn't it?

Finger Three: The Long Follow Up Finger

The follow up doesn't have to be long, but the finger usually is the longest finger and the fortune is in the follow up, learn this stage well. If they bite on the bait you follow up. You want their contact information and you want to set up a time to expose them to your product and business. You follow up on them biting on the bait by building interest, getting their information and giving them information. You can build to a presentation (which I never call presentations, I usually call them briefings so they don't sound like a sales presentation) "I know there is a briefing that answers nearly all of these questions." "Let's not do this the hard way, see the short briefing if you are really interested in _____." "Let's get someone that is great at this to explain it." It does no good to show them a presentation they aren't interested in seeing. You have to build interest in seeing or hearing it before you do it or you have lost your edge.

Finger Four: Mr Closing Finger

The best way I have found to close is to use the box technique I mention in the book and to answer questions in a way that it makes it logical to close the deal and buy. Answer questions in a way that it closes the box and overcomes the common objections like no money, no interest, no time, no prospects I would sell to. People buy emotionally, but they are looking for logical reasons to buy or not buy to justify what they do. Give them logical reasons to buy.

Finger Five: Mr. Teaching Finger

You have to teach people how to do this to build their business which also builds yours. I start by saying, "You have five fingers . . ." I teach them this technique.

I could make it longer. How about a five day seminar? Then how about just five fingers?

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