

A young girl with dark hair, wearing a white t-shirt and pink overalls, is looking out a window with a surprised expression. The background is blurred, showing what appears to be a building or structure. The text is overlaid on the top half of the image.

# *Generate*

## BETTER LEADS

### LESSON 1

HOW YOU CAN GENERATE BETTER LEADS THROUGH INFLUENCING STRATEGIES.



**BONUS INCLUDED**

THREE INFLUENCING TECHNIQUES TO COVER  
**EVERY SITUATION.**

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# *The Foundation*

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THERE ARE 2 THINGS THAT YOU'VE GOTTA GET RIGHT..

If you want to be in a strong position to influence people:

They need to \_\_\_\_ you.

They need to \_\_\_\_\_ you.

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How can we get people to \_\_\_\_ us?



# Content



## THE FOUNDATION

There are 2 things that you must do all the time if you want to be in a strong position to influence people.

**THE FIRST THING...**  
They need to \_\_\_\_ you.



## THE SECOND THING...

They need to \_\_\_\_\_ you.

**TECHNIQUE #1**  
Start with the benefit to them and then offer them a couple of options.



## TECHNIQUE #2

When you're dealing with difficult people you should draw out their objections with a double negative.

**TECHNIQUE #3**  
People are wedded to the things they have come up with, so it might be helpful to ask them for their advice.



## LESSON #2

How you can turn prospects into distributors.

# Getting People to Know You

GET \_\_\_\_\_ OF THE PEOPLE YOU WANT TO INFLUENCE.



The first step in getting people to know you is to:

\_\_\_\_\_ on their \_\_\_\_\_ posts.

When they \_\_\_\_\_ on your social media posts, treat their \_\_\_\_\_ like they \_\_\_\_\_.

Gary Vaynerchuk, despite being a CEO of a 9-figure company, takes time to \_\_\_\_\_ almost every \_\_\_\_\_ he receives. Sometimes this takes him many hours.



2018

ONCE PEOPLE KNOW YOU, HOW DO YOU GET THEM TO \_\_\_\_\_ YOU?

**M**ake

\_\_\_\_\_ in the  
emotional \_\_\_\_\_  
\_\_\_\_\_ that  
you have with  
your contacts.

**K**eeep \_\_  
touch  
\_\_\_\_\_. If  
we only speak  
to people when  
we \_\_\_\_\_  
for something,  
they tend to  
look at us in the  
\_\_\_\_\_ way.

**S**et \_ \_\_\_\_  
in your  
calendar to  
connect with  
each group and  
get it done.



# Three Influencing Techniques

USE THE FOLLOWING TECHNIQUES AS PART OF YOUR INFLUENTIAL INTERACTIONS.



- “Tommy, you’ve mentioned to me several times that you want to make an extra \$500 on the side. I think I might be able to help you with that, so would you like to talk about it or would you prefer to watch the video presentation? What sounds best to you?”

pounds. I’ve got something that might be able to help you with

it or would you prefer to start with a sample?

## TECHNIQUE#1: START WITH THE BENEFIT AND OFFER THEM OPTIONS.

- “Tony, you said that you would like to start making money right away. You also said that you want to lose weight. What’s more important? More money or losing the weight?”

- “Dan, you said you want to lose 50

that. Would you like to talk about

**T**echnique #2. When dealing with difficult people, \_\_\_\_\_ their objections with a double negative.

- “Tommy, you’ve seen the comp plan video - can you think of any reason why you wouldn’t want to get started?”
- “Dan, you said that you would love to get paid to lose the weight - do you have any competing priorities that would prevent you from getting started in the Thrive Healthy Living Challenge?”





# Technique Number Three

PEOPLE ARE WEDDED TO THE THINGS THEY HAVE COME UP WITH. MASTER THIS TECHNIQUE FOR MAXIMUM INFLUENCE.

*This technique is SO powerful that we will be using it in lesson number three in order to help our team members make more money more quickly.*

Ask for their \_\_\_\_\_.

- “Tommy, you want to make \$1k each week and you liked the comp plan video. How would you advise me to help you get started?”
- “Tony, you said that you like our products and comp plan. How would you advise we get started?”

