

## INTERMEDIATE ONLINE TRAINING

### SECTION 7: PIPELINE MARKETING

CHAPTER 1: **Why Pipeline Marketing Is So Powerful** (5 pages) – Set up a system that generates easy repeat sales.

\_\_Step 1. Making notes on new sheet “Marketing Strategy.”

### SECTION 8: PREPARING MARKETING MATERIALS

CHAPTER 1: **Business, Opportunity, And Correspondence Cards** (6 pages) – Create personal marketing system to establish good first impressions and lasting relationships.

\_\_Step 1. Design and order my Business Cards using **Marketing - Business Cards** (1 page).

\_\_Step 2. Design and order Opportunity Cards.

\_\_Step 3. Design and order Correspondence Cards.

CHAPTER 2: **Brochures, Stationary, And Logo Design** (4 pages) – Going the extra mile with the final touches to personal-marketing materials.

\_\_Step 1. Design and order brochures using \_\_**Marketing - Opportunity Brochure-Inside** (1 page) and \_\_**Marketing - Opportunity Brochure-Outside** (1 page). \_\_Learn how to create my own brochures.

\_\_Step 2. Sketch logo design(s).

\_\_Step 3. Create letterhead for my printer, or design and order stationary.

\_\_Step 4. Research logos, stationary, brochures, etc.

CHAPTER 3: **Product Information Packages** (2 pages) – Create packages for sales material.

\_\_Step 1. Read **Marketing - Product Information Packages** (2 pages).

\_\_Step 2. Print labels using **Form - Labels - Avery 18257** (1 page).

\_\_Step 3. Create: \_\_Product Information Packages. \_\_Brochures.

\_\_Step 4. Make sample packs of my products.

### SECTION 9: PERSONAL MARKETING STRATEGIES

CHAPTER 1: **Preparing My Marketing Strategy** (4 pages) – Define my business, select my target market, and script how to introduce myself to establish successful business contacts.

\_\_Step 1. \_\_Create a list of my Strengths and Weaknesses. \_\_Make notes in Training Notes.

\_\_Step 2. \_\_Select areas of interest that I can build on for marketing. \_\_Add to list.

\_\_Step 3. Script lead-in phrases.

\_\_Step 4. \_\_Define my business. \_\_Define my Target Markets using \_\_**Training - Target Markets** (5 pages). \_\_Create Target Markets sheet. \_\_Study my customers.

CHAPTER 2: **Personal Marketing** (3 pages) – Select from 77 personal-contact methods.

\_\_Step 1. \_\_Print **Form - Personal Marketing** (1 page). \_\_Check off which of the categories I'd like to use, while reading explanations of the 78 marketing methods in **Marketing - Personal Marketing** (32 pages). Use \_\_**Form - Success Call Tracking** (1 page).

\_\_Step 2. Find and work with a Presentation Partner.

\_\_Step 3. Read **Marketing - Networking Large Groups** (6 pages) to learn how to most effectively “work” these groups, and build a referral network of interested customers.

## SECTION 10: BUILDING A WARM MARKET

CHAPTER 1: Identifying Prospects (4 pages) – Who to approach, who not to approach, why, and how.

- \_\_\_ Step 1. \_\_\_ Print and study **Marketing - Who Do You Know Who** (2 pages). \_\_\_ Create my Warm Market List.
- \_\_\_ Step 2. Identify my Warm Market 1s, 2s and 3s.
- \_\_\_ Step 3. Rate my 1's.
- \_\_\_ Step 4. \_\_\_ Rate my 3's. \_\_\_ Read **Information - Baby Boomers** (1 page).
- \_\_\_ Step 5. Begin gathering phone numbers and email addresses for specific 1's and 3's.
- \_\_\_ Step 6. \_\_\_ Make two lists on my computer (for 1s and 3s). \_\_\_ Print lists.

## SECTION 11: NEEDS AND SOLUTIONS

CHAPTER 1: Interviews And Sales Techniques (1 page) – Discovering the needs of others, presenting how my business meets those needs, and understanding sales techniques.

- \_\_\_ Step 1. \_\_\_ Read **Training - Interviews And Sales Techniques** (40 pages) to learn how to uncover people's needs, and the sales techniques I can use to sell my products and services. \_\_\_ Take notes.
- \_\_\_ Step 2. Read and edit **Training - Interview Reference** (12 pages) to use as a quick reference to remind me of phrases I can use during phone interviews and sales calls.

CHAPTER 2: Organizing Interview Materials (3 pages) – Plan how I will interview prospective business associates.

- \_\_\_ Step 1. \_\_\_ Read **Training - Interview Form Instructions** (1 page), to learn how to \_\_\_ fill out **Form - Interview And Evaluation** (2 pages) to use during my interviews.
- \_\_\_ Step 2. \_\_\_ Read **Training - Interview Scripting Guide** (2 pages), then use it to \_\_\_ edit **Training - Interview Script** (3 pages) to fit my particular business and conversational style. \_\_\_ Save my personal script, print a copy, and use to memorize my presentations. \_\_\_ Make final adjustments to **Form - Interview And Evaluation**, print copies and place in my *Business Binder*.
- \_\_\_ Step 3. Setup my contacts files.
- \_\_\_ Step 4. Practice interviewing techniques with my Success Coach.
- \_\_\_ Step 5. Print, cut and put up **Sign - Stick-Up Notes - Calls** (1 page). \_\_\_ Place a mirror on my desk; attach "Smiles" note.
- \_\_\_ Step 6. Practice 3-way phone calls.

## SECTION 12: CUSTOMERS AND RETAIL SALES

CHAPTER 1: Legal Issues (2 pages) – Check legal requirements for a home-based business.

- \_\_\_ Step 1. Check zoning requirements.
- \_\_\_ Step 2. Get sales tax license, if required.
- \_\_\_ Step 3. Learn the legal issues of Network Marketing.
- \_\_\_ Step 4. Study the Small Business Administration (SBA) website for legal requirements and contact information.

CHAPTER 2: Personal Sales Presentations (4 pages) – Making a good first impression, giving presentations, making the sale, follow-up procedures, and getting referrals.

- \_\_\_Step 1. Create "Product Marketing Notes" page, and begin planning my strategy.
- \_\_\_Step 2. \_\_\_Read **Information - Rules Of Business Interaction** (2 pages). \_\_\_Start practicing with others.
- \_\_\_Step 3. \_\_\_Start wearing nice clothes whenever I go out. \_\_\_Buy clothes if needed.
- \_\_\_Step 4. Read **Training - Product Presentations** (4 pages).
- \_\_\_Step 5. Practice giving product presentations.
- \_\_\_Step 6. Read **Training - Pricing, Orders, Follow-Up And Referrals** (5 pages).
- \_\_\_Step 7. Adjust **Form - Distributor-Customer Information** (1 page) to fit my business.
- \_\_\_Step 8. Practice referral techniques.
- \_\_\_Step 9. \_\_\_Read **Training - Home Product Parties** (2 pages) and \_\_\_**Form - Free Reports** (1 page) to make selling fun!

## SECTION 13: FINAL BUSINESS SETUP

CHAPTER 1: **Final Legal Issues** (4 pages) – Taking care of final legal issues.

- \_\_\_Step 1. Complete needed business requirements: \_\_\_File DBA. \_\_\_Publish DBA. \_\_\_Register business name. \_\_\_Register logo / trademark. \_\_\_Register Business Statement and/or Name Branding Statement. \_\_\_Apply for patents, \_\_\_copyrights. \_\_\_permits and licenses. \_\_\_File Form SS-4. \_\_\_Open business checking account. \_\_\_Send in paper application for product company. \_\_\_File for Certificate of Authority (if necessary).
- \_\_\_Step 2. Create my Policies and Procedures and Mission Statement.

CHAPTER 2: **Organize My Marketing Strategy** (1 page) – Final organizing of my personal marketing strategy.

- \_\_\_Step 1. \_\_\_Decide which marketing techniques I will use to get business associates. \_\_\_Decide how I will get customers. \_\_\_Add to my Do List.
- \_\_\_Step 2. Prepare remaining marketing materials, free samples, demos, etc.
- \_\_\_Step 3. Make adjustments to my Story.

## SECTION 14: CAMPAIGNS

CHAPTER 1: **Preparing For My Campaign** (10 pages) – Final setup to run a 30-day hands-on business-building campaign.

- \_\_\_Step 1. I'm using the calendars in my car(s) for tracking mileage or expenses.
- \_\_\_Step 2. \_\_\_Decide on reward(s) for myself and my family at end of crusade. \_\_\_Post notice in prominent location. \_\_\_Stress importance to family.
- \_\_\_Step 3. Create a countdown for my campaign and write it in my day planner.
- \_\_\_Step 4. \_\_\_Print and fill out **Form - Desire On Fire Crusade** (2 pages). \_\_\_Put copy on display for my family.
- \_\_\_Step 5. Organize materials and daily plan for doing my best during my crusade. Am I ready?
- \_\_\_Step 6. Read **Information - The Secret Skill** (2 pages).
- \_\_\_Step 7. Watch motivational videos, or put on my Do List.
- \_\_\_Step 8. \_\_\_Stop, relax, visualize my success with this crusade. \_\_\_Listen to *Magic* song. \_\_\_Prime the pump by giving to others so I can receive. \_\_\_Remember to stay positive. \_\_\_Read completed form.
- \_\_\_Step 9. Start my campaign. \_\_\_Begin marketing to potential business associates. \_\_\_Begin marketing to potential customers. \_\_\_Call my influential 1s. \_\_\_Send them researched materials. \_\_\_Set up appointments.

CHAPTER 2: **Evaluating My Campaign** (1 page) – Did this crusade meet my expectations, or are there things I need to change?

\_\_\_Step 1. End campaign and \_\_\_fill out **Form - Crusade Evaluation** (2 pages). \_\_\_Call my Success Coach.

\_\_\_Step 2. If promoting PST, update My Story to reflect the results of my campaign.