

The 2 Minute Drill for Closing out the Month

by Herbert Harris

A. Football – at the end of the game, teams go into the 2 minute drill

1. Purpose is to put greatest number points on the board in the remaining time available
2. Not a time to try something New. A time to do the things that you know work.
3. Teams generally have a tried and true sequence of plays designed to score points.

B. What do you do in the 2 Minute Drill

1. Push hard to the very end. Go from Drive to Over-Drive
2. You go the extra mile.
 - a. Where does the extra mile begin? It begins the moment you want to throw in the towel and quit, but don't. It begins when you want to hold back, make excuses, wait to get a fresh start next month
 - b. Remember this: Winners never quit and quitters never win.
3. Realize that it is all up to you. If it's to be, it's up to me.
4. Realize that you are a leader.
 - a. If you haven't sponsored anybody yet, you're a Leader in Training
5. You want everyone on your team to do whatever you do.
6. You want to do it with your distributors, not for them.

C. Expose

Involve

Upgrade

1. Assess where each prospect is on the exposure cycle:

- a. Watched the ABC Prime Time video
- b. On the product
- c. Watched a LifeVantage Business Presentation online, webinar, DVD etc.
- d. Had a One-On-One Presentation
- e. Attended a business meeting
- f. Attended a home meeting
- g. Attended a Super Saturday
- h. Other

D. Go for the low hanging fruit: Start with prospects who have had the most exposure and most

Positive response first. Then work your way down

1. Ask the Smoke Out question: "What do you need to see or hear to be able to move forward NOW with our program?"
2. Based on the prospect's response, answer their questions, address concerns & objections.

E. Use 3-Way calls to help move prospects to the next level.

1. Set up 3-way calls with a strategy and give "*person validating*" information on the prospect

F. Alternate of Choice: never ask an open ended question such as – When can you watch the video?

1. Always give the prospect two alternatives, both of which work for you.

Example: Can you watch the video now? No. Ask, "Would later tonight or tomorrow evening BE BETTER FOR YOU?"

G. Determine the Final Objection:

1. **Smoke out question:** "What do you need to see to move forward NOW with our program?"
(Listen)

H. Four basic objections:

1. Money
2. Time
3. Can't Sell
4. Don't Know Anyone

I. Answer the objections: Feel, Felt, Found:

I can appreciate how you feel.

I (Many others) have felt the same way.

But, after _____ I (we) found_____.

If I could show you a way get started in your business,

1. Get your investment back within 60 to 90 days, could we move on right now?
2. You can devote 10 to 15 hours a week and achieve success
3. A non-sales type can master our training program
4. To build your business without knowing a lot of people.

Move/Invite to the final event or to a One-On-One

If you will join us in this business, and be teachable and coachable, I will commit to train you and stick with you until you get your investment back get your business up and running.

Work the numbers: The more people you touch in the last days of the month, the greater your possibility for creating a check, sponsoring a distributor, and setting up for even greater success next month.

The Twelve Universal Laws of Success by Herbert Harris is available at: www.12uls.com .