

Success Tools

RECRUITING | SALES | LEADERSHIP



HeartfeltTM
network marketing

*You don't need anyone's permission to be a **success!***

Shauna Ekstrom

Action Guide



Success Tools

Success tools are tools we can use in our business to create duplication and to make people believe that it is easy to do. A simple process to duplicate.

“Don't be a fool; use the tools!”

Look at the tools you have available to you and choose three to implement now. You don't want to be overwhelmed. Get a few under you belt then come back for me.

Online Video

Build a video library that covers the product and different benefits of the product. Go in-depth about your business. No matter what information someone is looking for; it is available online. An example of this type of resource is <http://www.isamovie.com>.

3-Way Call

Think of the 3-way call as your brag call. It edifies others on the team who have reached a goal or hit the next level. The technology is simple to use. On a landline just press the receiver button down and then dial your other number; push the receiver button back again as soon as it starts to ring. On a cell phone there is often a 3-way call button.

Another use of a 3-way call is to acclimate a new person to the team. Try to find one person every week that needs to see the bigger picture. This is not pre-recorded; it's live and with someone new every single time.

Let them know how to dial-in. The intent of the call. Plan an introduction to the call. Start with a little bit of your “story”. When ending the call restart your intent. Follow up later with a call to see if the intent was met and what could have been done differently.

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Who to Call

Plan the call. Who can you invite to the call that brings credibility to the call; build trust?

Set Schedule

Put it on the calendar.

Set Expectations

You need to set the expectations for the call for the person holding the call with you and the prospect. How long will the call be? What is the end result of the call?

Set Goals

How many of these calls do you plan to make each week? Make time for them.

How can you utilize a 3-way call in your business?

Another excellent example of a 3-way call is “Carole Taylor’s” call. It happens every Wednesday night at 9 p.m. Eastern. It is live and not recorded. The call is designed for the new person, looking at the business. The number is (212) 990-2300; passcode 9952#. The call has a similar

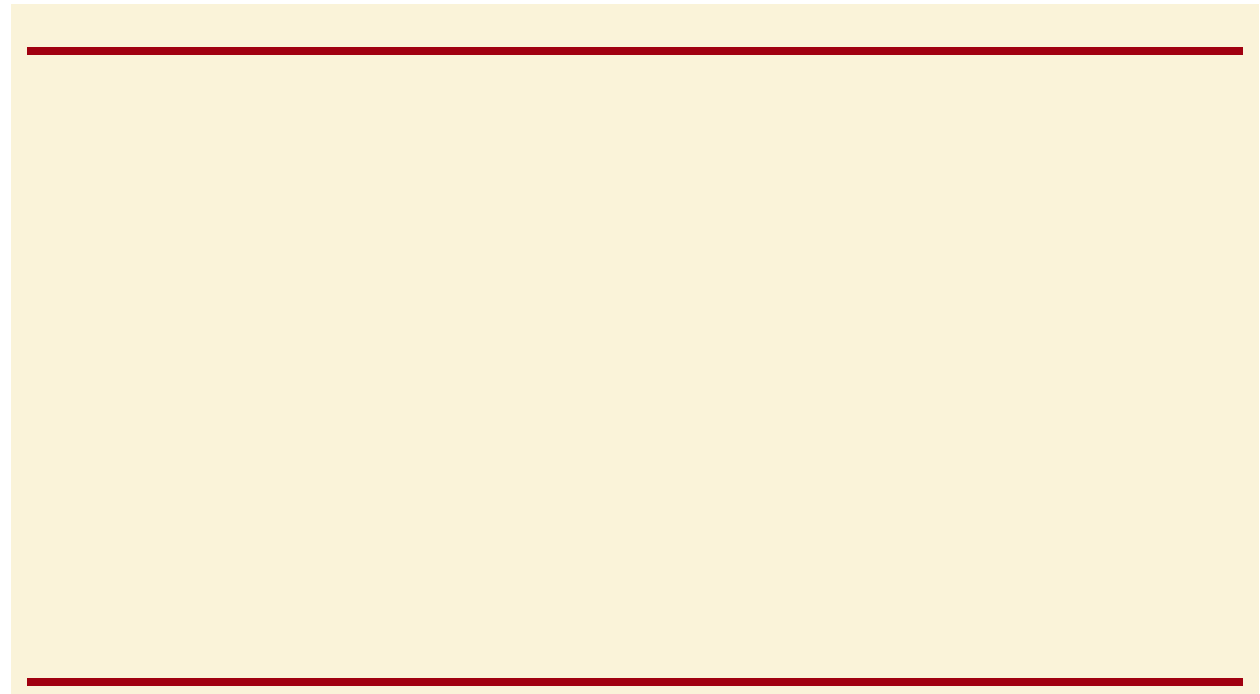
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system every week. Intro, “a story”, description of product, then a wrap-up with personal story at the end with Carole Taylor.

How can you implement a similar system into your business?



Layer It

Take one step at a time and build on it. This can help someone who has failed in the past or is skeptical.

Not all of the tools are necessary for a decision to be made. You will need to learn to read people and know which tools will work best with them.

Practice the Tools

Build some energy around the tools you are using. With practice you will develop new ideas and practices.

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