What is it?

**Basic “What is it ?”**

**The Purpose and usage of the “What is it” is to help you to be able to answer confidently and set an appointment.** (Please note there are many examples, but use below example until you have master it)

**Prospect**: What do you do?

**Distributor**: I am a/an ( your occupation) and an UnFranchise Owner.

**Prospect:** What is an UnFranchise?

**Distributor:** It is an online internet Franchise.

<< First to speak loose. SET APPOINTMENT IF INTERESTED>>

**(If they ask you for a little more explanation, otherwise change the subject)**

**Prospect:** Let me know more?

**Distributor:** We took the best of Franchise and combine with it with the internet.

**IF they PUSH for more answers, DO NOT engage. See Below:**

**If they ask for more information or press for an answer.**

**Distributor:** Joe, I would love to **EXPLAIN TO YOU,** but it takes **CHART & DIAGRAM** for me to **ILLUSTRATE,** if you are **INTERESTED,** lets get together for **30min of your time** so that I can **illustrate** to you

**OBJECTIVE IS TO SET UP AN APPOINTMENT!**

2 min Commercial (2 type: Product & Business)

A two-minute commercial is a testimonial of the benefit of the products so that potential customer buys into it. Remember,

***Fact Tells and Story Sells. People Love to Buy but Hate to Be Sold***

**2min Product commercial**

* Listen to their pain
* Share personal or borrow testimonial

**Main Goal**

 **QN: Where can I get it?**

Answer: You can only GET IT FROM AN EXCLUSIVE DISTRIBUTION, if you are interested, I will get it for you. It is $69.95 for 90serving.

**Example:**

**Someone sneezing**

**Dist**: Are you OK?

***Pros****: Yeh, it is my allergic.*

**Dist**: Sorry to hear that, what are you taking to help you?

***Pros****: Well, I have try Allegra, Benadryl but they did not work well.*

**Dist**: So sorry. I know exactly how you feel, because I felt the same when I used to have server allergic, until I found OPC 3.

***Pros****: Oh, where can I get it?*

**2min Business commercial**

A two-minute commercial is a testimonial of the real reason WHY you are doing this business accompanied by an appealing description of the business. A way to expand your answer to “What is it?” is by personalizing or sharing your reason for doing the business.

* Listen to their pain
* Share personal testimonial

**Main Goal**

**QN: What is it?**

***Pros****: What do you do?*

Dist: I work in National Semiconductor as a Product engineer and also an unFranchise Business owner.

***Pros****: What is an unFranchise Business?*

Types of Approaches

There are 3 types of approaches:

* Direct
* Direct/Evaluation
* Evaluation
* Video Approach

We have selected the approaches that has works, especially when you are brand new UnFranchise Owners as well as veteran’s.

**Direct Evaluation Approach** ( best for people you know ):

This method is great for when you for people that you have relationship with.

I **need your help**. Can you help me? ( WAIT for response) (yes)

I am expanding my business in the area; I like to see if I can talk with you regarding what I do. When is a good time?

**Evaluation/Referral Approach**. (Most recommended)

This is also great for people that you meet and ask for help

 **Key Points**

1. **Help**
2. **Expanding**
3. **Identify**
4. **May or may not be interested**
5. **Right People**
6. **Evaluate/Help**
7. **Refer**

Hi \_\_\_\_\_, I thought maybe you could **HELP** me out. I am **EXPANDING** my business in the \_\_\_\_\_\_\_\_\_ area and I am looking to identify a few Sharp persons. You **MAY OR MAY NOT BE INTERESTED** in what I am doing but you may know **THE RIGHT PEOPLE.** I need you to **HELP** me **EVALUATE** what I’m doing so you can **HELP** me to **REFER** to the right people.

Video Approach

Video Method can use to share information without you knowing everything. It is also great to differ to the expert. Remember, we do not need to be the expert in what we do, we just need to use the tools and leverage our surrounding and tools.

Using Conversational FORM method, when you get the point to ask, you can use this approach

**UFO**: “If I send you a video, would you watch it?”

**Prospect**: “Great”

**UFO:** “ When can I call you back?”

**Prospect**: “Call me on Thursday”

**UFO:** “Awesome. So if I call you on Thursday would have finish watching it right?”

Call on date and time you are suppose to and ask the following question:

1. Wht do you best like about what your saw?
2. Product:
	1. If positive:
		1. If they like it: Is there any reason, you won’t want to try the product?
		2. If they like it but not ready: Can I check back with you in a week or so?
		3. Yes – Send them a link
	2. If no
		1. Thank them
3. Biz
	1. I know I did not ask you this, would you be interested in the business for yourself?
	2. Yes – set appointment to meet to show the rest of the program.
	3. No – Thank them