

## 11 Great Questions & Bob Schmidt's Million Dollar Answers

**Q1: What kind of "Intro Pack" should I give to people who seem to be open to hearing about the juice?**

A: *Since everyone is different, we can't have a set package that is perfect for everyone. It is best to have a few favorite tools and try to match the right tool with the right person. If you do not have the confidence and experience yet to determine who to give what, just ask your nearest 5K or above.*

*Two product CDs are better than one. Something to read is good. Better to give too little than too much. Use an icebreaker like *The Perfect Business* or *Brilliant Compensation* for people who are business prospects.*

**Q2: What do I need to say or give a new team member to help train them how to share the juice with others? We want to be duplicatable right? How do we make that happen?**

A: If someone wants to build a business, have them coached by a 5K or higher. Make sure they go through the New Distributor Checklist. Don't let them make a move in the first 90 days without coaching.

**Q3: Time is what holds me back for the most part. My job is extremely time and heart intensive. I give a lot to make it the best it can be and find it hard to have much time for anything else.**

A: 99% of the time people give a reason that they can't work this business, that reason is exactly why they should work it. If being constricted or tied down to a job is a problem, then wouldn't something that allows for complete time and geographic freedom be what that person needs? This even applies to a job that is well liked or even loved. There is probably a way to continue to do the things they love about the job without being tied to it.

An important question everyone should ask themselves is, "What would my life look like if I was making twice the money and working half the hours? What would that mean for my family? What would that mean for my Church or community? What would that mean about the way I vacation? What would that mean about the impact I could have by volunteering or giving to charities? What would that mean for my health and/or stress levels?"

Most people are so afraid of failing that they refuse to even think about these kinds of things and that insures that they will fail because they will never have enough strong reasons to make an honest effort.

**Q4: The greatest challenge for me is getting people to listen to or read stuff about it.**

A: Getting people to listen to a CD is a learnable skill. Usually, people have challenges with this when they either talk too much or just say the wrong things.

Getting people to listen to a CD is exactly what we are paid for. Some companies pay a few million dollars for a 60 second commercial during the Super Bowl just to get peoples attention. XanGo chooses to pay people like you and me to get peoples attention.

Also, our job is to make it easy to say “yes”.

Here is a great script:

“Do you have a CD player in your car? How much time are you in your car each day? If I gave you \$100 to listen to this CD and give me your opinion by Friday, would you do it? Would you do it as a favor to me without the \$100?”

When they agree to listen to the CD, let them know what the CD is about and edify the speaker. Also, set up a specific date and time to meet in person or by phone to answer their questions.

**Q5: I love the product and believe in it. For whatever reason, getting others (maybe it is my circle of contacts) to believe enough to try is frustrating. Maybe I should start a “try it before you join” thing.**

A: Here is the deal – why would someone not join XanGo and buy at least a case of juice a month? Is it that they don't think they can afford it? Well this simply means they do not have very good information. Here is a good question to ask people. “If you could give your bank \$150 at the beginning of every month and at the end of the month, they would deposit \$500 into your account, would you do it? What if they said, the only catch is that you keep all your receipts and document your driving miles, would you still do it? The tax benefits of owning a Xango business will more than pay for the product for most people.

Other thoughts on price objections:

- 1) People buy exactly what they want to buy. For most people, broke or not, a few dollars a day for something they want is virtually irrelevant. Some of the “brokest” people we know smoke a pack or two a day. Someone will talk about not having any money and then we see them at the movies with a \$5.00 tub of popcorn and a \$4.00 soda.
- 2) Never present price before presenting value. A person should listen to an audio CD or two before ever getting into a conversation about price. If value outweighs price, people buy. It really is that simple.
- 3) Just think about how many people buy bottled water when it is FREE from the tap. If these people you talk to drink bottled water, they really can't use the money objection. There is no proof anywhere that bottled water is any better than water out of the tap.
- 4) Understand the story of Post-It Notes: When 3M started selling Post-It Notes, sales were abysmal. Almost nobody was willing to spend ANY money on some tiny pieces of paper held together by some sticky stuff. Then 3M spent a bunch of money on marketing and television ads with little notes stuck on cars and refrigerators and foreheads and dogs, etc. All of a sudden, people became educated on what these little notes are all about and sales skyrocketed. Our job is simply to educate people. Education on XanGo = money spent on XanGo.

**Q6: My greatest challenge is confronting people about the juice. Just getting the conversation started.**

A: Be careful using the word “confronting”, even if that is not really what you meant. We shouldn't think of it as a confrontation but just as sharing. Listen to Jim Rohn's CD called Building your Network Marketing Business at least 10 times this month. It talks about how to approach people. Also, learn to use

icebreaker CD's like The Perfect Business and Brilliant Compensation. These have nothing to do with XanGo, specifically, but serves as a great introduction to the type of business model we are working.

This business is not about trying to run around recruiting everyone and their dog. It is about identifying, sponsoring, and working with three to five key people.

**Q7: The biggest thing that holds me back is not talking to enough people. Not motivating my downline, because I feel like I am bugging them.**

A: It's not about talking to a lot of people. It is about talking to the right people - people who have the right qualities. If we help every new person go through the new distributor checklist and make sure they have a six-month objective, everything after that is just support. It is best to establish what the relationship is supposed to be about from the beginning.

**Q8: I get discouraged when people just don't get it and don't care too (understand about the juice/business).**

A: One of the life skills we all need to develop is to discipline our disappointment. Learning how to let disappointments become motivators is so valuable because of what we become, not what we get. The book Bringing Out The Best In People is what it's all about. The more we can improve our own skills, attitude, and resolve, the more we can help others do the same.

**Q9: How do you motivate people to want to succeed in this business?**

A: We don't have the time or energy to run around motivating anybody. Sponsor people who motivate themselves or people who motivate you. People affect each other either positively or negatively. Make sure that you are always a person who affects others positively. Make an agreement with members of your group that you will both strive to be positive influences on each other. Consistent contact and communication is vital. No one ever accomplished anything worthwhile in this industry by working alone. If people know and understand this going into it, they will never think of an encouraging phone call, email, or visit as "bugging".

How can I encourage them, without seeming to bug them?

The previous answer covers a lot of the answer to this question. You can always start out a conversation by asking what kind of support they need today. Also, if you end each conversation with a list of what each of you will do and the next time you plan to talk, every call (or meeting) is pre-planned and you never have to wonder if it is OK to call and talk business.

How do you find the right people to ask about doing the business?

Be very clear on what you are looking for. Everyone knows people who meet the criteria. Look for people who are personable, reliable, coachable, credible and industrious. It is important to establish a successful business before trying to save the world. Trying too soon to help close friends or family be successful when they don't have the skills or energy, can cause you both to fail. After you are making great money and people gain belief because they see you already doing it. Then you can start to work with them and you will both be way more successful.

**Q10: What are the best tools to use?**

A: The best tools are the ones you believe in the most. It is good to have several favorites so that you can match the right tool with the right person. Either get coaching on how to approach each specific person or just make your best educated guess.

**Q11: How do you get a busy person to listen to a phone call, who works all day, and wants some time to himself or herself in the evening?**

A: 99% of the time people give a reason that they can't work this business, that reason is exactly why they should work it. If being constricted or tied down to a job is a problem, then wouldn't something that allows for complete time and geographic freedom be what that person needs?

An important question everyone should ask himself or herself is, "What would my life look like if I was making twice the money and working half the hours? What would that mean for my family? What would that mean for my Church or community? What would that mean about the way I vacation? What would that mean about the impact I could have by volunteering or giving to charities? What would that mean for my health and/or stress levels?"

Most people are so afraid of failing that they refuse to even think about these kinds of things and that insures that they will fail because they will never have enough strong reasons to make an honest effort.

People just need to be honest with themselves about where they are in life and where they are headed. If they don't like the direction, then they have to make a difficult decision whether or not they honestly want to do something about it.

But remember that complainers complain, whiners whine, cheaters cheat and losers lose. We will probably never change what is at the core of a person's being so we just need to look for people who are positive and good-natured at the core. These people have all the potential to accomplish all their dreams with the right vehicle, like XanGo.

I believe the best tax break is the car mileage. So for someone like me, and most of California, if I can learn what I need to do to write off my drive to and from work then I just made about \$3,000. That buys a lot of CDs and pays for all the startup expenses. Oh by the way, it even can pay for an Annual Convention.

So here is the question what documentation is needed to use the "Two business location rule" so I can write off my drive? No one seems to be able to give me a set of concrete things I need to do. What does Bob or a taxman say?

Ron Mueller's book lays it out exactly.