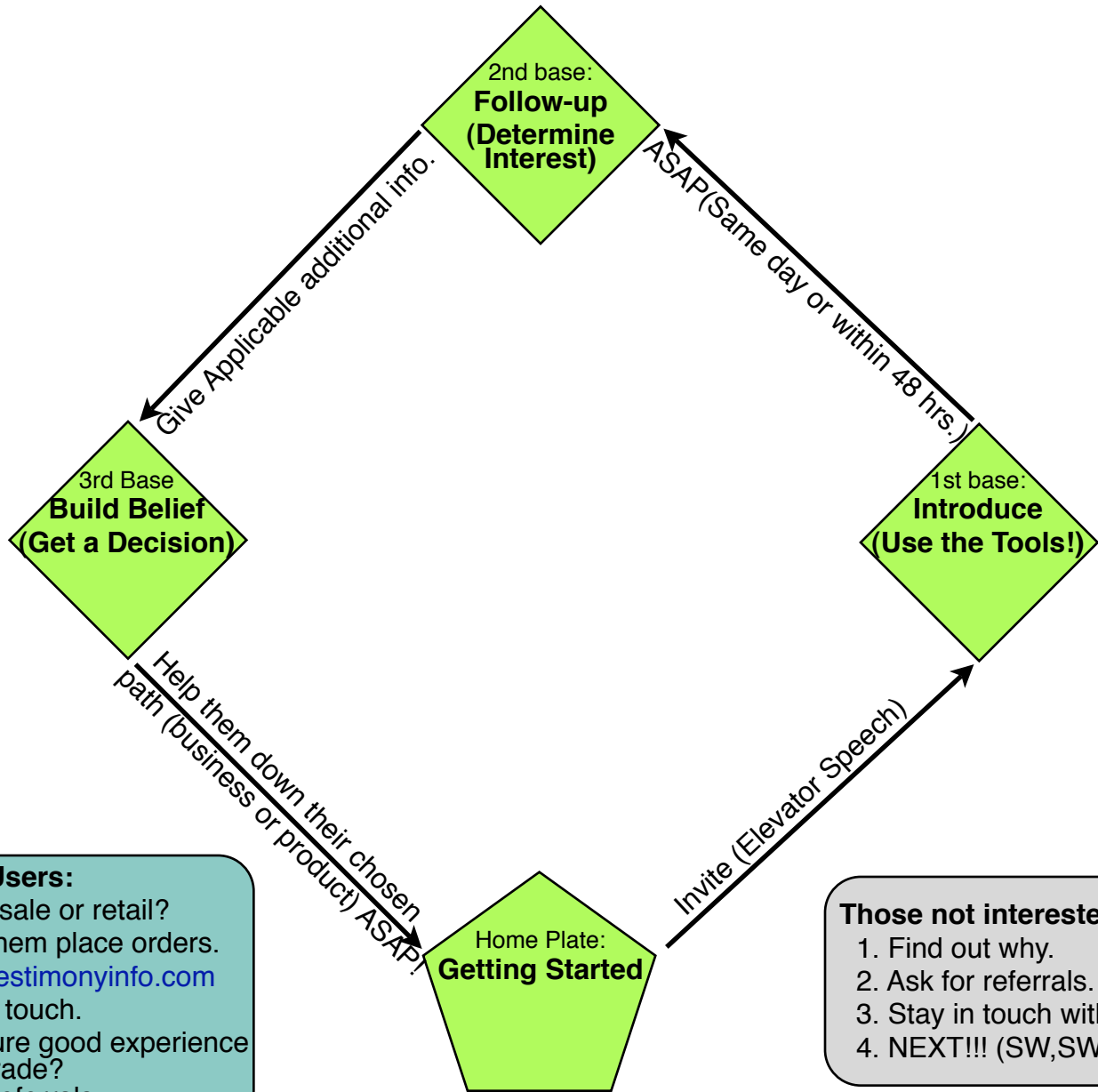


# The Recruiting Process (The Cycle of Duplication)



The best visual representation we can give this process is the Baseball Diamond. Not only are there the same number of steps as there are bases, but as in the game, the more you round the bases, the more you score. Also, as in the game of Baseball, you want to cover each base in order. You can't get to third base without going through first and second, in that order. The following page will go into more detail of how to correctly complete each step.

You'll often hear this process referred to as the "Cycle of Duplication". That's because in this business, you want to duplicate yourself as many times as possible and you do so properly by completing this process or "cycle". The size of your business will be determined by three things:

1. How quickly you Learn it.
2. How closely you follow it.
3. How many you teach it to.

We, your upline support team, are your coaches. Don't hesitate to utilize us as a resource. PLAY BALL!!

# The Recruiting Process

## (The Cycle of Duplication)

**Step 1. Get Started.** Follow the *Getting Started Correctly* training.

**Step 2. Introduce the Waiora Business or Products** (1st base).

- A. Use the Tools! (order of effectiveness)
  - (i) *Podcast* or *Urgent CD* (The sooner you get it to them the better!)
  - (ii) *Rediscover DVD* (hard copy or i-tools version)
  - (iii) Live presentation (1-on-1, 2-on-1, Private Presentation, Hotel Presentation)
- B. Use your “*elevator speech*” as the basis of your live or phone invitation.
- C. Set a time to follow up, if possible, as soon as possible (same day if at all possible). To speed the cycle up, try to set that follow-up time 10 minutes prior to the National Call (Mon.-Thurs. 9:30 PM ET, 712-432-7575, 133655#) if there is one within 48 hours. That way, if they are interested, you can 3-way them onto the call right then.

**Step 3. Follow-up** (2nd base). Your goal is to determine if they have an interest in learning more.

- A. Call at agreed upon time, same day if possible. If not, definitely within 48 hours. The sooner you get to this step, the better!
- B. Use a 3-way with your upline if you’re new, or for important prospects.
- C. Provide appropriate information (business or product information). Ask to get specific!
  - (i) *Rediscover DVD* (*itools* if possible), or
  - (ii) National Call (if there is one within 48 hrs.), or
  - (iii) Recorded call on [www.JeffreyKMack.com](http://www.JeffreyKMack.com) (or on 712-432-7690, 52252#, 011409#), or
  - (iv) [www.testimonyinfo.com](http://www.testimonyinfo.com), or
  - (v) Product Website ([www.LiquidZeolite.org](http://www.LiquidZeolite.org), [www.high5info.com](http://www.high5info.com), [www.Agarigold.com](http://www.Agarigold.com)), or
  - (vi) Your *MyWaiora* website, or
  - (vii) Compensation Plan overview (careful. Use your upline here), or
  - (iv) Other CD, brochure, or *itools presentation*
- D. Only give what’s needed; no more, no less. You do not want to inundate or confuse them. DO NOT GIVE MULTIPLE WEBSITES OR BROCHURES, ETC!
- E. Set appointment for next conversation (3rd base), within 48 hours if possible.

**Step 4. Get a Decision** (3rd base). Build more belief if needed.

- A. Call at agreed upon time, same day if possible. If not, definitely within 48 hours.
- B. Use the 3-way call!
  - (i) 3-way them into the National Conference Call (Mon.-Thurs. 9:30 PM ET)
  - (ii) with your upline if you’re new, or for important prospects. Utilizing the experience of your upline here will be your best way to bring the conversation to a logical conclusion.
- C. If more belief is needed, use any unused option from step 3C (above) or have them use product (sell it to them).
- D. When appropriate: “Would you like to know your next step?”
  - (i). Product User: become a member (\$29.95) and purchase products to use.
  - (ii) Product Advocate: Get your products for free by joining and recommending others.
  - (iii) Part-Time Business Builder: Earn \$1000 a month or more (your first month).
  - (iv) Empire Builder: Earn \$3000 to \$5000 your first month and upwards from there.
  - (v) “Which of these most closely describes you?”

**Step 5. Get your new Partner Started Appropriately.** Back to home plate!

- A. Product Users: Help them join and place their orders.
- B. Product Advocates and Business Builders.
  - (i) Help them sign-up and place their orders. Walk them through or take their information and do it for them.
  - (ii) Give them and follow the *Getting Started Correctly* training.