
THE NEXT SEVEN DAYS

You have your first list of prospects. You established your “Why.” Now what? Spend the next seven days putting that list to work with Ambit’s proven business building system.

Set a Goal for the Next Level

Most successful people have one thing in common: they set goals and work to achieve them. Your success will largely be determined by how clear you are about what you really want. A great first goal for your business is to earn your first promotion to Regional Consultant. The way you accomplish this is through "5-2-6":

5 personal Customers

2 personally sponsored Consultants

6 total Consultants in your organization

During your first 24 hours, you picked up your first five Customer points. Now it's time to start building a team of Consultants. The best and fastest way to build your team is to follow our proven system.

The Ambit Business Building System.

There are three main parts to the Ambit System: The Invitation, The Presentation and Validation.

▪ The Invitation

Once you have your list of prospects, you need to invite them to look at the Opportunity. The Invitation should be simple and to the point. You're not trying to tell them everything you know about Ambit or give a complete Business Presentation. You're just asking them to take a look at an income opportunity. Remember these simple questions:

- "How many people do you know who use electricity or natural gas?"
- "How many of them would like to pay less or even get it for free?"
- "How would you like to earn a residual income and potentially thousands of dollars in bonuses by referring people to this program?"
- "Would it be worth 20 minutes of your time to watch a couple of videos on a website or the DVD in the *Success from Home* magazine?"

▪ The Presentation

Once you determine a prospect is interested, just use the Presentation Tools provided. Each one is designed to help you build your business. Of course, each prospect is different, so you'll be deciding which tools would work best.

Websites. These sites allow prospects to view the Opportunity videos at their convenience and sign up as your Consultant. Call your prospects and ask them to watch the online videos right away. If they're busy, ask what time they plan to view the videos. Set a time to call them back, then do so, and find out what they thought.

Success from Home magazine & DVD.

The magazine is an excellent way to introduce prospects to Ambit, and includes another way to view the videos: the Opportunity DVD. Mark an article or profile you think will resonate with them and ask them to watch the DVD. Follow up, as arranged by you, to see what they thought.

Opportunity DVD. Again, ask your prospect to watch it now, then follow up.



Live Business Presentations. Some prospects need to see the excitement first-hand. With our full calendar of local Business Presentations (BP), you can arrange to drive your prospects to see the Opportunity live. You'll find a list of BP locations (by city and state) in PowerZone. As with viewing the videos, it's extremely important that you set a time soon after viewing the BP to follow up with your prospects and gauge their interest.

▪ Validation

You've made the Invitation and presented the Opportunity using one of the many Presentation tools. Now it's time to follow up. Just call your prospects back at your designated time and ask them what they thought.

Ask for a Decision.

- "Did that make sense to you?"
- "Does that mean you're ready to get started?"

If the answer is "yes," sign them up through your Consultant gathering website. If they need more information, set up a three-way call with your upline. This is a powerful closing tool, as it utilizes the power of third-party validation. For details on how to set up and execute your call, go to the Ambit University section of PowerZone and watch the Three-Way Call Intensified Training video.

Answer Objections.

Some prospects see the Presentation, but react with more excuses than excitement. You need to be prepared to handle objections like these:

- "I don't have the time."
- "I don't have the money."
- "I need more information."
- "I need to discuss with my spouse."
- "I've tried network marketing in the past, and it just doesn't work."

To make sure you'll be prepared, go to Ambit University and watch the Overcoming Objections video.

Congratulations! You have just learned Ambit's proven business building system! If you use it, you'll be successful. And once you get Consultants of your own, encourage them to do the same. That way, thanks to our system and your hard work, your road to Ambit success will be very smooth.

Regardless of the outcome with your prospect, the key is to not get discouraged. This Opportunity is not for everyone. If they say "no" to the Opportunity, move on to the next prospect and repeat the system, but not before you ask them to do you a favor and become your Customer!