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Dani Johnson's average score of 4.25,956 ratings 102 reviews is delayed 3,214 times Showing 23 different works. Note: these are all books about Goodreads for this author. To add more books, click here. You have the feeling that today, you are going to find the perfect candidate to fill an important position in your home-based business. Your posture of strength reflects the belief that you are willing to offer a qualified applicant an opportunity that will change their lives forever. Who it will be based on the answer they give to the words that so easily roll down your tongue. So many want what you have, but so few qualified, who will make the cut? Call after the call, the answer is the same Yes, I would like to hear more as you send each applicant to take a look at your online business presentation. Subsequent calls go just as smoothly, you handle your objections easily, and some of the applicants are sn off themselves as higher quality people begin to rise to the top of today's culture. Who will be alone? The best part is that the remaining applicants are almost begging to be your choice. They try not to seem too excited, but they can't hide it. When you ask the final questions, you will remember a few months ago when you failed miserably at this, almost giving up. I just can't do it was bouncing in your head, but those thoughts are long gone now. The word YES! brings you back to the present as you find your newest project. As they introduce their payment method to purchase your top business package you start looking forward to helping them make their first \$1000 and build a new friendship... Life is good. I don't think so, and it wasn't mine either. I remember being afraid to pick up the phone and invite people to see. I lacked a few things, such as words to say, a posture of trust and a real understanding of the process. Then the leader of my team gave me a simple, one-page script that changed everything. Now my biggest fear is not knowing what to say evaporated. It was almost 20 years ago, and this script now lives on on page 33 of The Script book by Dani Johnson. I read this script 9 times, and three hours later, 8 of these people were in my living room! This was the beginning of a successful career in the home business. Ten thousand home business owners have since used Dani's script book with surprising success. You see, Dani developed these scenarios during her rapid rise to the top of our industry. Going from homeless living out of their car and unemployed to making her first million less than 24 months later. ADD IN FORECAST \$197 Limited Time: \$97 1 Page 0 2 Dani Johnson with Promising and Closing Script CD Book #1 Promising and Closing Secrets of Dani Johnson Transcript January Phone Script CD-1 Man: I'm Very Glad Dani, I'm Not Going to Be the One Who Presents You Today And the reason is that I'm John calling me for two or three weeks and sending me Dani with every call she made, he d send me a link. Dan you have to call this lady, she's awesome, she's the best I've ever heard, she's inspiring, she's this, she's this. Every morning my computer screen pops up and he d said you should call this lady! So in the end we did it. John made it to one of the best people in his company. He became a great friend, he used our system all the time with great success as you just heard him talk. So, John, I'd like to bring you in and you're making an introduction, since you've been so great about presenting me to Dani. Well, thanks to Dale, and as he says, I came across Dani's link to what I got and I clicked on her website and started listening to her trainings and since that was about a month ago, I've been listening to every call that she's been on, and listened to over 30 hours of stuff on her site and Dani, I just think you're re awesome. I have my whole downline to listen to you and you are re-inspiring. You're going to drug everyone. The methods you share with people. I mean I implemented them in my business and they had great results and I just wanted to thank you for what you do for Page 1 of the industry and for your enthusiasm and dedication to help us all succeed. And I'd love to introduce you to this call. John! It's nice to meet you in person, or at least over the phone. It's an honor to be able to influence the industry and influence the business in a way I had no idea I was with you. Yes, definitely. Dude, this is very interesting. For those of you that I haven't had a chance to meet, my name is Dany Johnson, I'm a child of God, a mother of five and a wife, all these things right there is at least a full-time effort. Plus I started my network marketing career when I was 19 I first heard about this industry, got serious when I was 20. And started in a business that I knew nothing about. I was a loner throughout school, I wasn't someone who had big dreams, I didn't have huge ambitions. Truly it was an opportunity that was given to me by someone who believed in me. He believed in me that I didn't even believe in myself. And started in this industry. He quit his job, came at full time. Not knowing anything about this type of business, knowing nothing about the business period and I didn't have my first 6 months because I had no training. I didn't have the ability, I didn't have anything that I really needed to be able to succeed in business at all. I failed the first six months until I came across a training workshop that completely changed everything for me. And after attending this training seminar, I learned a lot about business and a lot about myself. And how I had to interact in this type of business. And was really equipped in those two days. And from two days, came out and made \$4,000 in Days of the week. Attracted in 25 people to my business, which was more than I did all six months ago. And that first seminar cost me \$1,500. I had to fly, stay in a hotel, plus a seminar fee, plus food all those costs. It was expensive and I had no money. It was a very short time. I only had a few days notice to be able to go to page 2 4 of that training workshop and I almost didn't go that well hitting my mind. I have no doubt that I would quit my business. I'd quit. There's no doubt that I would quit smoking and no more if I hadn't invested that \$1,500 in my education in this business. And since then I've got a professional income level because I've been trained and learned to do it right. There are many different ways to do this, but I learned in a professional way how to do it and turn it almost as a doctor has a profession, it was my new profession. What a blessing it was. You heard Hans share my story that I went from living out of my car completely homeless, and being \$35,000 in debt. I lost it all. I built a nice little business, got married, and the husband I was married with took off with everything. Drained my bank account, maxed out of my credit cards, left me with \$35,000 in debt. I was 50 pounds overweight, living completely homeless in Hawaii. I was disadvantaged in every way. shape and shape. I really gave up my life, my dreams, I d lost all the passion, any little fire or sparks that were planted in me last year, in fact just embers had all that was left. I remember a day when I was really mad at myself for letting my life go where it went. As soon as I got to this place, just be crazy and I went out on faith to try again. Try again. And I made \$2,000 the first 10 hours. The next month, in fact in the next 30 hours, it was not a full month, was \$6,500. The next month was 10,000 and it was my first full month of time. I d walked away from the position of cocktail waitress and made over 10,000 dollars, working hard. I made a huge amount of money, I was 21 years old at the time. Broke all international sales records within this company, which had about 400,000 active distributors in 15 different countries around the world. It was a \$2 billion company. It was a shocker. 21. No education. All I had was some training last year taught me how to take my business seriously and how to really work. As a business and give it the same respect and honor that, say, the president of IBM gave his company. Went on to make a quarter of a million dollars that year in that business, and within two years made my first million dollars and went on to do that several times as well. Page 3 5 Now it all happened in my twenties, which is amazing in the midst of, five children, married, and started his own network marketing company in 1996, retired in Then was forced to retire last year because of someone who had just heard about my reputation in the school, in the form of the first steps to success they said you should help people. So if this can happen to me, what could happen to you? Because 99% of you who are on this call with me right now, you start with a much better platform than where I started. I just hope it's an inspiration for you to say, you know what? Next are your excuses! I don't care if you think you're getting fat, you're re ugly, you're re stupid, you're stupid, you're crazy, you're uneducated, you don't look right, you don't act right, you don't say the right thing, you don't have the right personality, you have a bad past, you have a good past I don't care what your excuses are. If this homeless cocktail waitress can bootstrap it, so you can. I'm going to give you a long list of things to focus on to become awesome at recruiting. And then I'm going to actually demonstrate and John, I'm going to use you as a guinea pig! I'm going to play with you on the phone. Ok. If that's okay. They'll write it all down. That's what #1 - it's that you have to test your attitude to body language and authority. That is, #1 from 1 to 3. Attitude, body language and authority. That's it. I'm a mom now. But even before I became a mom, I realized that I needed to strengthen the power that was a kind of commanding body, about a dictator or something like that. What I'm saying about this is that you don't take no for an answer. Or you don't mess with me. And that's not arrogance. You can be very sweet, very cordial, very kind, very gentle, very caring and still have authority that says don't mess with me. My husband's grandfather is in the same direction. He never speaks, but man, he just has that power. You're just not going to cross-examine the guy. And that's the kind of power that you want when you got on page 4 of the 6 phone. When someone says, well, Dany, I don't have that power. You know? This is where you should wear it, just like you put on your pants today. Because if I called a homeless waitress, how would I get caught? I wouldn't have gotten far at all. It's a reality. If I put on an attitude that a homeless waitress, if my body language was \$35,000 in debt and 50 pounds overweight, hello? How far could I take? By the way, I had a 90% closing ratio that is the very first time on the phone. With cold leads. You have to wear it. Something has to switch for you, so your attitude and your power should be like this: that you run a multimillion-dollar empire. Don't you realize that's what you were building? You're building a multimillion-dollar empire. The way I saw this business after that first seminar was this: That I am no different from the CEO of IBM. That I was building a multimillion-dollar empire, I had products I had had Executive staff think about it that this is what you got when you signed up. You bought executive staff, you bought product developers, you bought a legal adviser, you bought a graphic designer, you bought web designers, you bought IT departments, you bought huge, sprawling offices and sprawled thousands and thousands of feet of manufacturing, you bought manufacturers. This is what you have when you paid that ridiculous, small, stupid fee when you started in your network marketing business. And indeed, what we got for what we paid for it didn't even come close to the amount. But the man that clicked with me. I'm on my way. Oh! Okay, I'm in! I'm a business developer! I'm not a salesman. And that's what you have to understand. You have to go over and have that CEO credentials. I'm the founder of the company. Because you're building a multimillion-dollar enterprise, and you're contracting with these people to help you build this multimillion-dollar empire. That's number one. It has to happen. If you have a challenge there, you should come to me in the first steps to success. Number two. You have to decide what you are re-looking for and want you to imagine you can imagine Bill Gates. Just imagine for one second, Bill Gates, hiring! He's giving an interview. Could you imagine Bill Gates saying, In a wimpy, timid, pleading voice Please, please, please come! Please, I'll be here for the meeting! At 7 o'clock. And please, you'll be very excited about it, wait until you see I'm going to build this incredible, million dollar Page 5 7 enterprise. It's going to be fun! You are welcome? You're going to show it, aren't you? Right? Are you sure? Yes? Yes? Oh good? It's never going to happen in a million years. Will Bill Gates offer to pay for someone's gas? No! Will Bill Gates ask someone to get to the conference? No! Then you don't have to. You're looking for people with desire, not people with excuses. Not a whiner. You are re-looking for people who want to do extraordinary things in their lives. You are re-looking for people who are sick and tired of illness and fatigue. People who are just downright tired on going to the grocery store and looking at two bean cans, one for.39 and one for.41 and guess what one they choose? Yes! We know. Why? To save a couple of pennies! You are re-looking for people who are nasty! Tired of it! Tired of mediocrity. Tired of collectors. Tired of living in a house that is too small. Tired of driving cars that continue to break down. Tired of your wife's nagging because she can't go buy what she wants. Sick and tired of not being able to support his family the way he wants. That's what you're looking for. You're looking for desire. Looking for someone who wants to go to work and not for someone you should be asking to go to work. So you can imagine listening if someone called you and let's say you're the CEO or you Bill Gates, isn't he? Someone calls you and that's what they say: (in a lame, indecisive voice) You know, I really don't know, I just can't gas to go down and check it out. Hello? Next! And yet we get challenged by these people and we want to convince them that they have to do it. No! They need a normal J-O-B. They don't have what it takes to go out and build a dynasty. Build an empire. To get out of debt. These kind of people have hips in their stride, they have a slip in their stride, they're optimistic and they're like, let's go, let's do something. Let's do something happen! Number three. You need a smile when you're on the phone. Take the mirror, put it in front of the phone. It's so important, I can't even tell you. It has people closing relationships to raise more than 50% by smiling. It changes everything. A smile changes your posture. Completely changes the posture! Smiling says I know where I'm going, even if you don't! (laughs) Smiling says, I'm glad I have energy! And I'm going there, with or without you! That's what a smile says. Page 6 8 Smile says I'm interested. That's what a smile says. Look, conformism happens to the phone. You smile, they smile. If they don't, get your hands on it! If they're negative again, goodbye! You re-see a quick 15 seconds of No. You are re-looking for the fastest way to get off the phone with someone who is negative, plum, uninterested and filled with excuses! Don't waste your time there. So make sure you smile on the phone and how you start the phone call really makes a big difference about where the phone call is going and how well it goes. Number 4. You have to have energy while you re-on the phone. I'm not saying you're supposed to be like me. When I get excited, I say faster. Well some of you are, say, German. You don't have all that hot, spicy, stuff inside you. And you don't have such a high energy level. I'm not saying you should have my energy level. I shouldn't have said that! I know I'm going to get mail on this. My husband is German by the way and he does get excited. But you have to pick it up, just a little bit. Have a little energy to project while you re-on the phone and make sure your tone is sure. Even if you have to put that one on, put it on! And then you'll see that you like how it feels and then decide to keep it. Just like your favorite pair of jeans. Or sweating. In fact, in this business I think his boxer shorts is what people are talking about setting up their business in. You have to understand that you reappear. And it's a salesman. You're not a salesman. That's not saying and selling business. You're a business developer. When you realize that you are not telemarketing, that you are not a re-seller, then suddenly, you should have a completely different game plan. Most people when getting on the phone is interesting, I've coached a lot of people. I'm one-on-one coaching and I am I on the phone with people, and I say, I want you to recruit me. Guess what? They re O. And I m like, Hello! Why are you doing this? And what's funny is, they immediately sound like a salesman. Now what I want you to do is: Record yourself. Listen to what you're saying. If you say how telemarketing that you hung up on last night, change the format completely! Change what you do. Because you don't want to meet as a salesman, because they immediately guard their checkbook. They won't give you your credit card number if Page 7 9 they feel like they're being re-sold. So don't be a salesman. Which brings me to number 6. Be yourself! It's very important that you be yourself. If you re-yourself, then your guard is down and guess what? That's how you re-lead the challenge with a smile, your guard down. Guess what? They are too! You want to build a relationship with a person, and that's what I call friends first. I learned this years ago. When I get on the phone and I m be myself, the whole goal is to build a friendship with the person on the other end of the phone. I start my conversation in a very friendly way and that builds trust right away. If they trust you, they are going to join you in this business enterprise, in this enterprise that you are building. If you're yourself, they can say. Yes further, guys, you all know when someone is being faked. And you appreciate people who are real. You don't appreciate people who aren't real. You don't appreciate people who selly-spot-snake-oil-type sales type people. In fact, I came across this man spent 26 years in sales, was on all the very expensive I mean, Tony Robbins, he was at Tommy Hopkins, I mean you name him, Sig Siglar, he spent a fortune in his sales career, got to hold those 10 compact albums from North Carolina that I recorded last September, and his sales went through the roof. Sends me this saying, I'm no longer a slimy stain seller! He said I've done terrible sales for 26 years and 8 years of network marketing having virtually no success, and here this guy just got it! He absolutely got it, that he was not a seller, learned how to build a relationship and after building a relationship his relationship closure took off. He said he had fun on the phone and that people actually like him! He can't get people to hang up on him anymore. And I know all of you, don't like that feeling of trying to sell someone, or saying it right, to be yourself. Just totally be yourself, so I encourage you to get a thousand cheap leads. Because by the time you get through a few hundred of them, you're yourself. You're re-comfortable with yourself, you find your flow and you get well and then you watch your numbers actually go up. So you have to build friends you have to build trust by building a relationship with that person and are really genuinely interested in what they are In the! When you Page 8 10 can focus on the needs of your perspective, they feel like you are serving them and they can't help but hand you a MasterCard. And start, obviously, because you're re-filling their needs. 8. Sorting. Don't beg and convince. Look, we're not begging and persuasive. We kind of got it. But you're back in sorting the business that leads me to the next. Out not to be attached to yes and not with. You just want to know who's who. Are they qualified or not? Most people when they get on the phone, when they re-lovers in business, they're looking for a YES S, and the person they're just begging for, yes s. They do everything they can, you know, magic, praying over it, everything they want to do to try to convert no into yes. It's still turning a woman into a man! Hello! Without surgery, it's going to happen! Don't expect this to happen on the phone with someone. Either they see it or they don't. Either they are or they are not. Either they have a desire or they don't. And that's something you don't have to be tied to, you can't be attached to yes or no. No, you should just pretend to see what category they go in. And you're just very unemotional, and that woman tells you that! it is very unemotional to classify it! This guy yes, this guy with no! You know, in the beginning I go, the guy didn't see it! This guy is blind! That's how it was in the beginning. Now I don't have to do it anymore, I just realize that this is a total numbers game and that's it all. And it's fun! I promise you. Once you get through the hump getting over an emotional roller coaster, oh my god, it becomes a blast, it's no longer a burden to pick up that phone. Dale, you mentioned 40-50% of the people who don't call them leads earlier. Let me tell you guys something. Across the industry, Dale, if these are your company's numbers, you guys are doing amazing. Dale: Dale: No, I'm making it up! I know that screams! I know that 90% of all statistics are compiled locally. But it's not 90% stats, it's actually real life statistics. That's 60-75% of people who buy leads never call them. Oh. Page 9 11 Beats My Mind. Absolutely blows my mind. And I think why it blows my mind the most important thing: Man, when I first started, I was starving. So, the lead came, it was a crumb that was some kind of flour to bake a baker, it was like a possible meal, I have to jump on that sucker right now. It blows my mind that people buy leads and don't call them. It's like someone else's to me. We're in business, guys. We are in business and if we are going to invest in buying leads that you have to do on a monthly basis, otherwise you are in big, deep trouble if you are re-running leads every day and me all if you re-run 100 pieces a month, your business slips in the wrong direction if you don't re-not working leads at any level is what you re-in. I made this mistake myself where I'm like, hey, I m make 100,000 a month, I don't need to make any calls, I don't need to build myself I'll just support everyone. Wrong answer! Checks glided, immediately! You have to be active in the game! So it's good to get it and have a good time. Let's go to my script now! I'm going to do my script, I'm going to do it with John, I'm going to practice with John, I'm going to show you guys how we do it now John, that's the way I work when I'm role-playing on the phone. I'll say pause. Because I'm going to explain everything I do to you. And so that everyone can really understand the psychology behind it, they can understand why I do what I do. They can really get it. Because often someone can read the script, you know, they're going to get over it, they're watching Oprah again. Or Fox News Network or whatever. But in this case I'm going to say pause, so I hope you're not offended by me interrupting you every once in a while here. But I just really want to make sure they really get what I'm trying to share with them. So, John, I want you to move on and answer the phone. Hello? Hey, John? Yes! Page 10 12 Hi, how does this happen? Well done! Who is this? It's Dany, I'm calling you. Dani who? Dany Johnson, I'm sorry! Ok. How are you doing today? I'm doing great, how about myself? Ok. It's amazing to do. Hey. You've requested some information about working from home. Ok. What can I do for you? Well, I'm actually looking for something to spend more time with my daughter. I'm a single mother. I have custody of it and I was looking for something that I could do from home a couple of hours a week and then, perhaps in the future, turn into something I could do full-time. How, John, that's so wonderful. How awesome that you have a daughter full time. Thank you. It's incredible, a lot of men don't. Well you know. She didn't ask to be born in this world, someone had to take care of her. It was my life, I think. Page 11 13 Is So Great. I admire you so much. Thank you. It's really amazing. Okay, let's take a break right here. Okay, now. The first thing I did, if you notice, I just said hello John. I assumed it was John answering the phone. You want to do this when you get on the phone, and here's why: Actually let me tell you in the form of a story. I had a gentleman who heard a conference call like this one, and actually went to a training seminar that I did next to him. This guy spent years in the network marketing business, couldn't sponsor anyone. I couldn't

do it to save his life. I heard about what I just did to John. Changed one little tiny thing. Sponsored 20 people in 30 days. After not to sponsor anyone. Isn't that cool? And that's what he changed. When he called, he said this: He d say, Hello, this is Walter Jackson of XY Corporation, I m looking for John and guess what going to say? Hang up. And that's what happened, and he got a lot of hangs. Because it immediately sounds like telemarketing. Well, I disarmed John immediately. I came in a friendly way, and it made him leave, who is it? Who is this? Now very rarely people say who calls? Most of the time I have people just go along with me until they re-try to figure it out because they feel like it's a friend on the phone. And they don't want to offend their friend, so they keep wanting you to talk until they dare to. And that's what happens most of the time that makes them go-uh. And then, oh, oh, oh, good! This is usually the answer. This is the first thing I did is I disarmed my perspective by coming in a friendly way and he didn't think I was telemarketing. That's the first one. If he hadn't answered the phone. Carl? Page 12 14 John yes, hello. Okay, are you ready? I'll call and ask your partner John. Ready? Answer, phone! Hello. Hey, John? No, it's Carl. Oh, hello Carl. Is John here? Yes, just a moment. Thank you. You did it exactly the way it happens. Because that's the thing. Because I started in a friendly way, Carl, let's do it again. Go on, say hello. (pretending to be Carl): Hello. Hi, John Oliver's, this is a Dani Johnson call from XY Corporation. Uhhhhhh. I'm not sure! (laughs) And isn't that what's going on? If a friend of the guy assumes you're re telemarketing, he's sitting there, you know he's looking at John going, it's telemarketing, it's telemarketing! And John says I'm not home! Guys. That's where 90% of people mess it up. Right there on the original deal that the first 10 seconds on the phone where they mess it up because they re-put their wrong feet forward. So, Carl, he assumed I knew John. Why? Because I assumed I knew John. That's why he said, yes, hold on for a second, I'll follow him for you. Here's how you want to do it. Page 13 15 The next thing I did was I put the ball in John's court. And I said, John, what can I do for you? I came in terms of customer service, not in terms of sales. And I mean, what can I do for you? I'm calling you, you've asked for information, what can I do for you? And John said that 99% of people talk when they hear the question. And that, uh, uh, well, actually I was looking for, and that's what they do. Then the ball is back in your backyard. Now, you have to write it down, the one who controls the conversation is the person asking all the questions. If you are the one to ask questions, you win this ball game. If you're the one doing all the talking and you immediately go in talking and selling, you've lost the game completely, you're now on defense. You can only score on offense, guys. This is the only way you will score points in this game by staying on offense and the offense is one asking all the questions. Again, I said I could do for you? He says I want to spend more time with my daughter. I have full custody of my daughter, I would like to start working a few extra hours from home so I can eventually move to full-time work from home so I can be at home with my baby. Boom. It's a human need. I'm writing it down. You want to take notes about everything a person says. In fact, you should have a call log that has your name, phone number, address, has comments, date of destination, follow the date of the destination. You want to have a sheet that says things that you just kind of go right through in filling out those answers to the questions that are at the top of that page. That's what this is about. Most people miss him right here. And what happens after John came in and said I was looking to spend more time with my daughter and his need was already outdoors. Immediately. This is where most people mess it up. They immediately go on to selling John about how great it is for him. No. That's not what you do. Here you get John talking about himself and he needs a lot more. And here's why. At first I told my friends. You're not a salesman. The seller at the first opportunity, going for the jugular vein. That's not what you are. You're building a business. And when you build a business, you want to build relationships and build relationships and have systems like the ones you guys are part of to take care of all of this. But the reality is, if they feel like they're re-numbering, and it's a cattle call, Page 14 16 you can forget about it. You're going to lose him. For the first five minutes or so, three to five, some people spend ten. Let the guy talk about himself. Let it go on and on and on and on. And some people don't say that. And that's fine if you're not clicking with the person to get out of the phone call. There's nothing you can do to make it click, you can tell, here's my site, go check it out if you call me, great if you don't do that well too. And you're out of there again. So here's my next question, which I'm going to ask him. In fact, because he gave me a leading role about his daughter, I'm going to work on this lead about his daughter because I'm going to ask him a lot of questions about himself and get him to talk about what's important to him. So, John, how old is your daughter? 13. Oh, wa! I have five kids, and I'm 12 years old, so I know what you're going through. Ok. Yes! A 13-year-old daughter. It's supposed to be fun! yes, especially, she's just turning a teenager. Yes! Is she crazy? Yes. Then it must be hard for Dad. Of course I do. Oh, man, I can't even imagine. How thrilling. Awesome! How long have you had her full time? Ever since she was 3 years old. Oh, oh, oh, oh, oh, oh, oh, oh, oh, I'm telling you. You need a reward! Page 15 17 Thank you. It's incredible. I call it thunderous threes. Why is that? Because they're rattling. Everyone screams at three. Was she good for three years? Remember? Yes, definitely. Better Better Is she 13? I wish she had three more! And you? I know they'll be so cute at this age. They're a lot of fun. Easier to control. Definitely. Than they are at 13, of course. Now, do you have a piece of paper and a pen? Are you sure. To save us both time, I only need to ask you a few quick questions to figure out what information to guide you to and how to get you there. Ok. Are you currently working from home? No. In fact, I'm in the printing industry. Oh really! How long have you been doing this? Twenty-one years. Page 16 18 Holy Smokes! It's incredible. It's not always a long time. Do you like it? No. Oh really? Don't you like it? No. No, I started straight out of high school and I just grew up in work. But you'll never get rich by working for someone else. I always wanted to have my own business and I just saw something online and I filled in to see what was available. Oh yes. That makes sense. Okay, let's take a break right here. John, Carl and Dale, you guys agree with me, everybody's foaming at the mouth. Going, JUST PITCH HIM ALREADY!!!! No! No nononononononooooo! That's what amateurs do! NO Nunono! If you want to be a true professional and be a true business developer, you will continue to go John. He just gave me the whole deal. I don't want to work for anyone else, I've been doing this for 21 years, my daughter is expensive! They are too simple for you. No, and people! And that's what's interesting to John that you say that. Is people really that simple. If you just let them talk. Most people don't let perspective speak. I don't know if it makes sense, but right on my desk I have a card that says make a friend today. Awesome. So when I call people, that's what's on, you know. Awesome. To go further on this issue, this is not where you break it down. This is where you let him keep talking and giving you all Pages 17 19 of his needs. Don't blow up the bank right here. I know you're foaming in your mouth again, you really want really bad! But no! This is not the place to do it. So is the time. So he says he doesn't like his job, he wants to own his own business. That's what I'd say. You know what John, you sound like my father. Obviously you're nowhere near my father's age, but he started out in the printing industry. He's actually a book binder. Oh really? Yes. 18 years old. The first job when he came to this country and worked in a liaison, and now he works as his own liaison, but he does not like it. It belongs to him. Yes. And it's hard work. He's sure he is. It really is. Laborious. Dirty. Maybe a few crazy hours in time. Yes, that's true. It's really wild. Well, I really admire the fact that you've been doing something for 21 years. Well thank you. This shows a serious level of Thank you. Yes. Good job. What do you like about your job? Page 18 20 What do I like about it? Oh yes. Well, it's a good income, I get health benefits. I have some security but you know the idea works for still, being away from your daughter, it's the years when you really have to be there when they're 13, coming home from school. It's a dirty job and I'm just tired of doing it. Awesome. Now you're thinking about replacing your current income or just supplementing it. At the beginning, supplement it and then eventually replace it. Ok. Have you ever been self-employed before? No. You've never owned a home business? No. What level of income are you used to? I think about four or five thousand a month. Ok. What income do you want to earn in the next 12 months? I would make \$100,000 a year. Will this make things more convenient for you and your daughter? Definitely. yes, it looks like you guys can have some fun. Page 19 21 Yes, we will not live paycheck to paycheck. Yes. Yes. It's a challenge for sure. When you raise children. John, our company has a pretty standard for the people we're looking for. And there is a lot of work on our part to create someone in the home business successfully. So we are really looking for people who are absolutely serious about setting up a home business. So how serious are you? Very seriously. Tell me why. Why? Because I really want to change my life, take control of my life, and I don't get involved just to get involved. I like to be successful in this and achieve my goals and be determined to achieve what I m looking for. Ok. Ok. Sounds good. Let me pause right here. Obviously that's why I'm asking him this question, why? The more this prospect can hear itself, talk about what he doesn't like about his job, what he wants from a home business, the better. He sells himself for doing something. He creates his own desire for something to happen. The more I let this guy talk, the more he's just going to get right into it. It's fair how this conversation will go. No questions asked. Here's how it's going to go. So, at this point, I have all the information that I need, and I say, well, great. Let me tell you a little bit about my company. Now it depends on how you guys run your business. Some of you are doing a one-on-one presentation. You make home presentations. You do group presentations, it's all live. From the abdomen to the abdomen. The other of you operate a system where you have websites, replication websites, autoresponders, the other of you doing everything on the phone where you have conference calls several times a day and you just flood people through conference calls, or pre-recorded messages. No matter whether Page 20 is 22, which way you re-do it, or those of you who would like to smash it right on your phone. At this stage in the game that's what I would like to tell him. I'd say let me tell you a little bit about my company. I would give him about seconds max. You that our company is 14 years old. We made \$100 million. We are back in 18 different countries. This kind of You want to give this kind of statistic. I'd say that john, the man we're looking for, has three basic qualities. They are a team player, determined and reliable. Do you think you have these three qualities? Definitely. Do you have internet access? Yes, that's great. Are you Italian? Yes. In the right direction. My mother is half. Really? Oh yes. I'm 100% Italian. No WAAAY! It's amazing! I don't meet one of them very often! (laughs) I don't know what to do. Where are you now? New Jersey. Hello! My mom grew up there for a while. Page 21 23 Really, where? Yes! My Nana got off the boat in her twenties, and it was in the twenties, really. They went straight there to New York and moved to New Jersey. Ok. That's fun. It's exciting. Hell, now, are you cooking? Do I cook? I have to. I'm just Oh, that's right! (laughs) It's amazing. And by the way, guys. I don't get away from the track, that's exactly the kind of conversation I'd have with my perspective. I'm looking for a way to build a bridge with a guy. And we just built a couple of bridges between my father and my nationality. It was two ways. So that's what I'd like to say. What I'm going to do is I'm going to send you a link to my site. So you can check out some information there. Let me give you a website also so that you have it nice and convenient. If you want to go check it out right now. It's Dani d-a-n-i-j-o-h-n-s-o-n-dot.com. Let me give you my phone number, this is the code area now John we are re-checking a lot of people right now and we will be making a decision here very soon, the sooner that you can get to the website the better. Depending on what your response to this information will determine whether or not we will be able to work together and where you fit in, in our team. So if you are available again tomorrow at 1 o'clock, I'll go ahead and call you back and we'll answer any questions you may have. Tomorrow at 1? Yes, does that work for you? Yes of course. Page 22 24 Ok, great. Well, the next step at the moment is that I would like for you to go ahead and try our products and let your body tell you whether it really works. At this point you will know if this is something you can really get behind. Now they have a risk-free guarantee of back money. So most people would like to start with our #1 selling the product. The price is about \$39. If you want us to be able to go ahead and get department orders over the phone right now and get your order to you, you'll have it in a few days. Between using this product to make sure you re-get a great understanding of what this home business is all about, and information online and between our questioning and everything, at this point you'll really know whether this is what you want to do. So I have to spend now before I look at it. Actually John, that's a good question. Are you looking for a job or looking for a business? Business. You're looking for business. So you know that is an involved investment. Are you sure. Ok. So we're looking back on right now is \$39 plus tax and freight. If this turns out to be something you don't want to do, you'll get 100% of your money back, so it's not a big deal. It's a risk for free. Yes, completely. Ok. Page 23 25 So let me get your name, address and phone number and want the correct spelling of everything and we'll go ahead and get that sent to you right away. Ok. And that's how I'd like to make that call. And then when I follow them. John let's do it well, just for fun. Ok. Only for kicks. So let's just say it's an hour the next day. Answer the phone. Hello? John? Yes. Hello, as it happens. Ok. Ok! It's Dany, I'm calling you. How are you? Ok. Have you had a chance to read the information? Yes of course. You know what, I couldn't give your daughter's name. Christine. Oh, my God, my eldest daughter, Christina. Isn't that funny? Let's see, we're both Italian, my father came from Page 24 26 printing house we both have daughters about the same age and the same name, which is interesting. (laughs) I don't know what to do. What do you think of the information you looked at? It was interesting, it was good. Mmm Hmm. What did you like about what you saw? I liked the residual income. Ummmm. Tell me why. Because I like the opportunity to get paid again and again if that's what I do once, instead of trading time for dollars, whereas if you're just getting paid for what you're doing, that showed an opportunity to start something and get paid over and over again for it. Awesome. Now, do you want to make some money or a lot of money? Lots of money! Ok. Why do you want to make a lot of money? So I have control over my financial future so that I can live without debt. Live in the way of life I want to live in. Awesome. Okay, now John, how seriously you can control your future, be able to earn that income from home, so you can spend more time with Christina in these most valiant years, when Dad has to be home when she gets home from school to even protect her and look after her. How serious do you take to having \$100,000 a year working from home? Page 25 27 Carl: Carl: Carl: I'm very serious. I just have concerns about how much it will take upfront. How much does it cost to start the front? Right. Well, I don't know if you found this part on the site, but it's only \$300 to get started in this venture that can roll over to \$100,000 a year working from home. I mean, if you really want to be home with Christina. Yes. Right. I'm definitely serious. That's great. Let's go ahead and get your app and let's go ahead and get started. Ok. Yes, all I would like to do is keep blowing up his goals and his dreams back them and say you are serious about home with Christina and make a hundred thousand dollars a year. If so, then a \$300 investment is nothing in this future with your daughter. And that's how we do Carl? Hello. I want you to be a jerk. Ok! Yes, I met a couple of them TODAY!. Are you really? Let's show everyone how to deal with these people. Okay, are you ready? Are you sure. Go ahead. Answer the phone. Page 26 28 Carl: Carl: Carl: Carl: Carl: Carl: Carl: Carl: Hello. Hey, Carl? Yes. Hello! How is it? Who's it? This is Dany, I'm calling you, you wanted more information about working from home, what can I do for you? I'm not sure. I don't know why you're calling. Were you looking to make money from home? Well, I kind of looked through some stuff on the internet there yesterday. Ok. I don't know what I was looking for though. Do you have a piece of paper and a pen? Yes. Well, to save us both time, I'll just ask you a few questions to figure out what information to direct you to, because you've requested some information about working from home. Okay fine. You know, Carl, this isn't a good time for you? No I'm fine. Go ahead. Page 27 29 Carl: Carl: No serious, we shouldn't waste each other's time, if you're not serious about making money from home, then we shouldn't continue in our conversation. Ok. Okay, I'm sorry, it's a great day. So long. Thank you. I'm going out of there. I'm not going to spend a lot of time with someone who's been negative since this morning. Good bye! See you later! I have too many fish to fry. Good bye. That's how I personally do it, other people may have a different way of doing it, but my goal is to burn through calls daily. I can't waste my time trying to keep this dead cold fish warm. That's not going to happen. Everyone should learn to read your perspective. Guys, come on. You guys know even if you're blind as a bat, you know, and I'm not saying you are, but it is. You're going to come home to your wife and tell your wife, hey, I'm going to go out and you're having a beer with the guys, okay? It's the third night in a row. She says yes, go ahead. You can tell her tone says you do, you're re dead. Right? Well, it's the same on the phone. When you really connect with someone and there's a good volley back and forth and the prospect of s laughing with you on the phone and you guys have a good time, have trust built, you absolutely want to have a live follow up call with that person. Now with Carl, like Carl was, I'm like I'm from here. Here's my website, here's my phone number, call me when you're taking it seriously. Do you understand the difference between the two? Right. I've contacted you. We had a good time. The other guy, I'm sorry, he was cold. Forget it, goodbye. The amount of time it will take to warm it up and the reality is you can't warm these people up. It's a reality. Page 28 30 ANNOUNCER: The second part of this program demonstrates how Dani approaches a warm market. You know that you have something absolutely profound. Then my question to you is what you say everyone else to keep them? Here's my answer. My answer is one of two things. First, you don't say anything! You don't tell anyone. Or, in your way, you talk too much. Let's talk about talking to people. Number one. I'll give you a list of things you have to do in talking to people. And don't think for a second that if you're a re-top producer that you know it all, that you have it all together and you don't need any more training to talk to people. Well, if you didn't recruit 25 or 30 people last month, you should listen. Not good! Because the top producer in this industry is someone who actively adds new customers and new distributors to their personal business. People make a big mistake and they are gradually out of what the most important thing to do is in this business and it's exposing the business, everything that breathes. It's your job this morning, it's your job. You are a headhunter, just as there are headhunters in the corporate world. The reality is you will pay much more beautifully years down the road. Unfortunately, headhunters do not collect royalties to override the executive branch that they brought to IBM Corporation. They get a flat fee, no matter what the flat fee is. Ten, twenty, thirty thousand, whatever it is, in some cases just a couple hundred bucks. And that's forever. In this case, you get royalties to override on everything a person does, forever. Throughout their business! And some of the businesses last forever, while others in this business last about 90 days. So we don't know who they are until they're gone. So! If you're re-new or you've been for some time, don't think you know everything I'm going to say, because if you knew it, you'd be doing it, at a rate of twenty, forty, hundred people a month. All of you. Each of us on this call today should know how to do what I'm going to share about doing tonight. Because there are a lot of leaders who are on the phone now. Some of you, it may seem elementary, but that's what I'll tell you. Page 29 31 Through my years of being a leader in the network marketing industry, the days when I was from the very track when I stopped doing major in this business. And I started to hover and nurture my distributors. Do you know how chicken hatches eggs? This is the worst thing any leader in this business can do. Leaders, you should stay focused on 100% on the main thing that is adding new representatives and new customers to your business on a daily basis. A leading example that shows people how to get a job. If you are totally dependent on the Internet, I will tell you that you are completely absent from more than 50% of the market. People never find you online and that includes me. I would never find an opportunity online. It's never going to happen. Hans? Yes. Dani? Not in a million years. This thing frustrates me for Man, I have no concentration of attention to check my stinkin, not to mention, read some stinkin site! Or listen to an audio message on the website! That's not going to happen. But face to face is that where you find Dani Johnson. Now, that doesn't mean that the internet is not good it's awesome, I know I have my friends in the industry who are millionaires because of the use of internet marketing and that's where you find that person. But I say don't cut off half the market, just depending on one source of marketing for your business. You want to get 100% of the market. And so you have to use your help online to get people and then, get to their contacts by showing them how to do what I represent tonight. You'll learn how to control the center of influence. You are going to learn to build big, massive, top-produced sales forces, through the center of influence. So whenever I used any advertisement, whether I bought leads or ran an ad or something that you have, anytime I would get a cold market person, someone I didn't know if I met them through an ad, then all I cared about was who they knew. I didn't care if they checked in or not. I didn't care whether or not they bought that big success package, or whatever. All I cared about was their center of influence, the 200, 2,000 people they knew that I didn't know. This is what I m always looking for, is to network through their center of influence to find out who they know. That's exactly what you need to do. You should look at your warm contacts, not like the people that you're trying to sell something, not like the people you're re trying to page 30 30 dani johnson script book supplemental pdf

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