



OUR ADVANTAGE

Our podium speakers do the heavy lifting. Many guests are already emotionally engaged and ready to become members when they come out of the podium.

- ✓ Identify what matters most to them
- ✓ Follow the funnel
- ✓ Help them find the right fit



WHEN THEY'RE READY – ASK FOR THE ORDER!

- ✓ Find the right fit.
- ✓ Enroll the member.
- ✓ Don't go past the close and accidentally talk them out of becoming a member.
- ✓ If they're ready to move forward, help them get started.



THE PURPOSE OF THE FUNNEL

Identify what is motivating the guest and create an emotional connection so we can address their needs in a non-confrontational way and move toward a solution.

1

FEEL



Ask:

“How do you feel about the program?”

Goal: Generate an emotional response.

FIND THE EMOTION

Ask:

“What did you like best about what was shared with you today?”

- ✓ Keep going until you discover something emotional.

Examples:

- Family
- Travel Dreams
- Retirement
- Bucket List Trips
- Helping Others
- Creating Memories

2

USE



Ask:

“I know if you had it, you'd use it.

Where would you go first?”

- ✓ Who would you bring?
- ✓ Why is that so important to you?
- ✓ What makes you want to go there?
- ✓ How would that feel to take that trip and make it a reality?

Goal: See the benefits through their eyes and paint them into the picture.

3

PROOF



Ask:

“Is there anything else I need to show you?”

Note: Many people will say no, just for the sake of time. They want to move on. That's okay.

Just confirm:

Okay, so you've seen enough examples then. You know the program works exactly like we say that it does. Move on to #4.

4

WANT



Ask:

“It sounds like it just boils down to the money, right?”

Goal: Confirm that they want it.

- ✓ Let's find the membership that fits right for you based on the amount of time that you travel and what's comfortable in your budget.
- ✓ We ultimately want to isolate it to a financial issue because that's something we can solve.

5

CLOSE



Ask:

“Other than the money, is there any other hesitation with you becoming a member today?”

- ✓ Ask for the order with confidence.
- ✓ Show them our memberships.
- ✓ If it's a financial issue – isolate it and solve it.
- ✓ Hopefully enroll them as a new member.
- ✓ Or, isolate it to a down payment and monthly payment, and ask for help on Second Face.

