



The New Normal in Business

# PS3

The PS3 method is simple & effective

**Pique Interest - Show Plan - Third Party Validation**



# The PS3 Method

## PROVEN SYSTEM OF Earning Income

Welcome to the family, you made an excellent business decision to begin your own home-based business. Now you are ready to get your business off to a fast start! Let's show our proven System that will Save You Stress, Energy and Money. The PS3 is our proven and duplicable system. PS3 stands for:

**P** - Pique interest of prospect.

**S** - Show or showcase the business with your prospect.

**3** - Do a Third Party Validation with your leader and your interested prospect.

As you begin your journey of entrepreneurship, we wish you abundant success.

We are confident that if you sell out to learning this simple system, more importantly modeling it, and duplicating this system with all of your business partners, you will go on to build an amazing empire, and enjoy tremendous financial success.

A man in a dark suit and white shirt is shown from the chest up, pointing his right index finger towards a glowing, futuristic network of people icons. The icons are connected by lines and have a bright, ethereal glow. The background is dark and slightly blurred, suggesting an office or business environment.

**ASK YOURSELF  
WHO ARE YOU  
CONNECTED TO?**

# Piquing Interest

"Amateurs convince and professionals sort. We are not in the convincing business. We are contacting our list of prospects and we are simply sifting and sorting our prospects. Your goal is to pique the interest of your prospects and invest your time with interested prospects. The prospects that are not interested, simply invite them to become your customer and enjoy the benefits of the product.

People are drawn to passion, excitement and enthusiasm. The goal is to connect, invite, and get off the phone. You are piquing the interest of your prospects by asking them to review a tool, or attend an event. Your goal is to be excited, brief, contact, invite by saying less to more people.

The purpose is to create curiosity and set a time to deliver them to get in front of a presentation. The telephone is not a time to answer questions. When you begin to answer questions you immediately move from Invitation to presentation. You do your prospects a big injustice when you attempt to give them a presentation over the phone



# COMFORT PHRASES

Say Less to More People

BE A GOOD LISTENER! Catch up with your prospect, Ask questions using Acronym F.O.R.M.

**F:** Family- Ask about their family and tell about yours

**O:** Occupation- Ask about their job. Maybe they will ask you about yours.

**R:** Recreation- Ask what they do for fun..., travel/sports/hobbies/volunteer work.

**M:** Money/Motivation - Ask how they feel about where they are in life right now. Where they want to be in 5 years?

## LOOK/LISTEN FOR A CONNECTION

- I loved seeing your family pictures on Facebook!
- It was great to see you at the gym, what's a good time for us to get together?
- I'm sorry to see on Facebook / Instagram that your kids are sick, the member from your family transitioned.
- I noticed your post about \_\_\_\_\_ (Job search, needing extra income, spending more time with kids, etc.)

## GO DEEPER INTO CONVERSATION

Sometimes you can learn more by saying, "Tell me more about that" or "Can you expound on that?"

Say something like, "I can't promise you anything, but if I had a solution to your current situation, would you want me to tell you or keep it to myself? (WFA). \_\_\_\_\_?" if, you can offer them a possible solution to take a look at your opportunity.





## COMFORT PHRASES

Listed below are a few comfort phrases. (Utilize them, but don't sound scripted)

- Can I ask you a question? If the right thing came along and you felt it was the right thing for you, would you be interested in improving your income and enhancing your quality of Life?  
  
If you had an opportunity to invest in Expedia 20 years ago, knowing what you know now about their success, would you? (WFA) I have something bigger than that? If I invited you on a special call, would you attend?
- Can I ask you a question? (WFA) if it were possible for you to earn an additional \$1,500 - \$3,000 a month working from home in the travel space, is that something that you would be interested in knowing more about?
- Do you see yourself professionally doing what you are currently doing 20 years from now? If I knew a way that you could cut the 20 years down to 3-4 would you want to know about it?
- If I found a way to make a fortune in the Travel Space in the next 6 to 12 months, is that something you would be interested in knowing more about?
- \_\_\_\_\_. You know I think that world of you and would love the opportunity for us to do something special together. You have such a heart for others, and want to make a difference like I do. I would love for you to take a sneak peak at what I am doing. If I invited you on a private zoom, could you make yourself available to attend?



# S Show The Business

You can't close your prospects until you expose them.

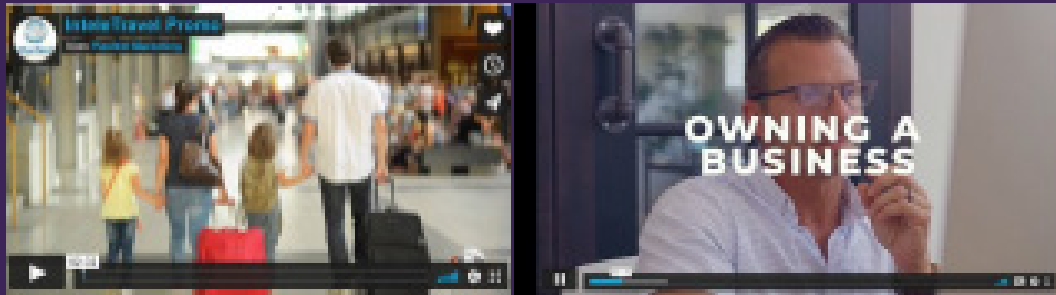
Allowing your interested prospects to see a professional presentation is critical to the success of your business. This business is visual, and you want to get your potential partners in front of the information. Use the tools, use the success system. Your goal is to get your interest prospects to review a tool or attend an event, allow the system to do the heavy lifting.

Your job is simply to pique their interest of your prospect, and show the interested prospects a quality presentation. It is important that you get your interested prospect in front of the information. Let the information / presentation be the star.

## **SUGGESTED TOOLS AND RESOURCES**

- Mobile App - Videos on Demand (Rep & ITA Pique, Rep & ITA Overview, Big Picture)
- PlanNet Live Events (Monday, Tuesday, Thursday's) - Zoom Webinars
- Travel Party or Private Business Reception (PBR)
- Weekly Meeting or Regional Meeting and Conference
- Corporate and Team Conference Calls

- One-on-One Presentation or Two-on-one presentation (flip chart, Tablet)
- Regional Events
- National Convention
- Lifestyle Events. (Yacht Cruise, Sporting Events, Black Tie, etc.)
- Board of Directors & Launch Call's
- Training Calls and Training Webinars



Mobile App is a great tool - The mobile app allows you to turn your cell phone into an ATM

As a professional, network marketer - you are going to pique the interest of your prospect and get the interested prospects to (A.) Review a tool (B) Attend an event

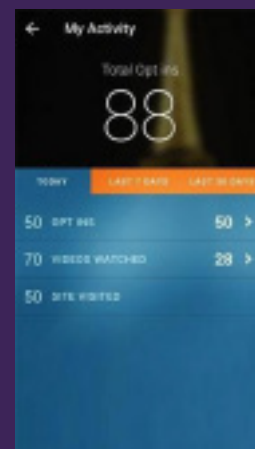
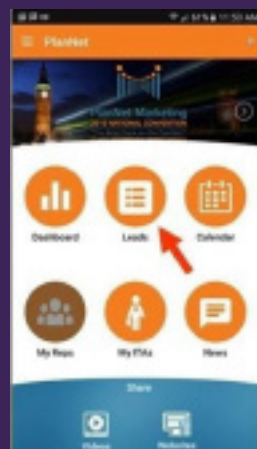
Use your mobile App to send them a specific Video (Suggest the “REP and or Preview ITA videos” from your PlanNet mobile app!

The videos will give a brief overview of the company, and capture information that will allow you to follow up with your prospect!. You can send videos in English and Spanish! Simply scroll to the appropriate video, hit share, enter the prospects info and send! SIMPLE! This is the first way to Pique Interest with a prospect.

Let’s invite them to be your personal guest and get them to a live PlanNet Marketing Live Business overview These presentations take place on Monday’s, Tuesday’s and on Thursday’s. You can invite them to be your personal guest at a Super Saturday.

## Step 2

You will receive a notification from your mobile app, when your prospect has reviewed the information that you sent to them. They have reviewed the video or videos and are interested in knowing more. They have questions regarding the business.





# 3

## 3-Way Validation

3-Way Calling is the most important but most under utilized tool in Network Marketing

### WHAT IS A 3 WAY CALL?

A 3 way call is a call between the rep, the interested prospect and the senior business consultant. The 3 Way call is where the rep brings their guest on the line with the senior / experienced business partner to hear more about the opportunity, for the senior business partner to share their story and answer all questions from the interest prospect.

### WHY ARE 3 WAY CALLS IMPORTANT?

These calls provide third-party validation, and social-proof (allows guests to see what's possible by hearing other success stories). For new distributors, the calls are invaluable as it allows them to get off to a fast start (simply learning the art of inviting—inviting to a presentation or call) and following up with a 3 way call (where their sponsor can help them answer questions, objections, and close).

This allows new business partner to also leverage the experience of the sponsor and learn the business by listening, taking notes at how the senior business partner answered their questions and lead them to another exposure or to getting involved as your business partner.

The 3 way call also let's the new consultant get off a fast start while they're still learning/perfecting the story, this helps them develop their skill, and knowledge base. It allows the new consultant to learn how to answer questions and handle objections. Not to mention, these calls foster quick duplication in your organization.



Leaders use these calls too, as it allows their prospect to hear different perspective and provides further validation of the opportunity.

## WHEN TO USE 3 WAY CALLS?

Immediately after your prospect has listened in to an opportunity call, attended an event, or reviewed material and are open to learning more.

**Closing Script:** Ex: Now that you've seen the big picture what do you like best....travel, residual income or both?" (Listen for response) WFA "That's my favorite part too! What questions do you have if any at all?" If they have questions listen to them and say "Those are terrific questions. Let me see if I can get my leader/coach/expert on the phone. They are extremely busy but they know 100% of the facts, their making some serious money, they love to have fun and help people. Hold on a sec while I try to get them on the phone?" (Be sure you have scheduled time with your upline leader prior to calling your prospect!)

Connect your leader to the call, introduce them "Bill, this is the person who showed me this project and they are a top leader in the company. (Leader's Name),this is my friend Jan who I told you all about. Jan likes to travel and she has some questions. Take it away Bill." After your introduction mute your phone and let your leader conduct the remainder of the call. You can expect your leader to address the prospect's concerns and close the deal. That's it!

If they don't have questions simply say "Is there any reason we can't get started today?" (WFA)

If no, point them to your PlanNet Marketing site and walk them through the sign up process! That's it!





## HOW TO DO A 3 WAY CALL

This is where you are bridging the two separate lines to all be on one line. If you are not aware of how to do a 3 way call – merge the lines, google how to do a 3 way call and practice before you do your actual call.

## SCHEDULING THE 3 WAY CALL

When a prospect expresses interest after hearing more from you, or from a call, meeting or event, scheduling a 3-way call with your sponsor or upline afterward is very powerful.

If you are new, simply say: “I want to share more, but I’m new and just getting started. Can I introduce you to my business partner to share more with you? This way, you’ll get all of your questions answered, and this will help me to learn more as well!” (Edify the success and accomplishments of your sponsor and share their success story to provide further validation of the opportunity, and what’s possible).

If you’re not new you can say “I have access to a top leader in the company and I’d love to introduce them to you. You’d enjoy hearing her story and I think you guys would get along well. Can I make a quick introduction?”

When they agree, schedule the time with your sponsor, or upline. Edify your senior partner before you get them on the line, once you get them on the line – introduce your interested prospect to your senior business partner. Once you make the introduction – Mute your phone and do not come off of mute until your senior business partner calls for you.

