

EAGLE WEB TECHNOLOGY **GUIDE BOOK**

THE CIPFERE FORMULA

THE 7 SKILLS AND STEPS TO BE A NETWORK MARKETING PROFESSIONAL.

The Book contains only Theory steps for Beginners.

THE CIPFERE FORMULA

- 1. C- Contacts*
- 2. I- Invite*
- 3. P-Present*
- 4. F-Follow up/ close*
- 5. E-Enroll/upgrade*
- 6. R-Retain /coach & train*
- 7. E-Event /Training, zoom, Fun*

1. CONTACTS/ CLIENTS/CUSTOMERS.

Ways of getting Customers

1. Personal contacts

2. Offline Contacts

3. Online Contact

Online contacts

=They are totally strangers who you meet Online. The big number of customers you will get is Online.

Ways of how you get Customers Online ;

1. Facebook
2. What'sapp
3. Instagram
4. Twitter
5. Job sites
6. Dating sites
7. Snapchat
8. Messenger

Personal contacts

=they are the people who you know –your friends and family members.

Offline contacts

= they are strangers who are around you.

Ways of how to get them as your customers;

- giving out fliers:in churches, schools, in town etc
- use of posters
- Business cards
- stickers

#SKILLS. 2. INVITING CLIENTS TO YOUR BUSINESS

- Inviting is a process of sharing what the business is and getting to know your clients in 3 ways; Name and location.. We normally use WhatsApp mostly, it's always effective.
- [Why use WhatsApp](#)
 1. For easy, fast and better communication.
 2. For easy follow up on your status, Calls and broadcast.

[Inviting Strategy](#)

- a. We normally follow a method called copy and paste. (Use of Templates messages)
- b. These are messages created for the purpose of inviting, they are just brief messages that makes the conversation flow.
- c. Your inviter will share with you.

#SKILLS. 3. PRESENTATION

- These is the process of showing what your business entails in details.

Ways of doing Presentation

1. Google /Blog presentation
2. One on one
3. Zoom training
4. Business seminars

Most people use the Blog presentation,. The presentation well explains what the business offers, the value, Benefits and potential of the business.

#SKILLS. 4. FOLLOW UP /CLOSING A SALE

- THESE IS THE MOST IMPORTANT SKILLS TO LEARN. It's the only Activity that will take you to the Bank.
- The Fortune is in the Follow up And Closing.
- Your Aim when your client get the presentation, is to make sure they see the potential and value.

WHAT IS CLOSING A SALE.

Closing is the first exposure to show your clients the value of the business immediately after the presentation.. Ways on how to do an effective closing is ;

1. Phone call
2. Appointment
3. Whatsapp(Use of the powerful questions)

80% of the clients don't join during their first exposure. You will need to do Follow up on them.Ways on how to do follow up ;:

- a. Broadcast
- b. Status
- c. Phone calls

#SKILLS. 5. ENROLLING /UPGRADING /SIGNING UP

- These is the process of showing your clients on how to get started.
- You need to learn how to guide your clients, assist them where necessary in case of any error.
- Everyone has a link, make sure you identify yours.

IMPORTANCE THINGS TO UNDERSTAND

1. Guide clients how to pay in installment.
2. How to get your clients account number or code
3. The 2 Mode of payment

#SKILLS. 6. RETAINING /COACHING /TRAINING TEAM

- These is the process of understanding the business, knowledge and Results.
- Before you start retaining your Team, retain yourself first.

Ways of how you can Retain Yourself in the business

1. Following your WHY (reasons of joining) = your dreams is what keeps you in the business. When business goes down always look upon your dreams, strong desires to achieve Big. This will always keep you strong.
2. Knowledge = learning more to gain knowledge and more skills to do the business. The more you learn the more you Earn. Get knowledge from other leaders, you tube, books, etc.
3. Results = getting good money in the business will Retain you.. Results gives Confidence and Believe.
4. Having positive mindset = having a positive attitude towards the business will Maintain your passion in the Business.

After Retaining yourself, you can now start retaining, and Coaching other. .

Always Assist your team, This is where the Big Money is.. If your team get Retained, Money will follow you everywhere, your dreams and goals will be achieved

#SKILLS. 7. EVENTS /TRAININGS /MEETINGS

- Events are so important and as a Company we understand the importance of Holding Events.
- These is where Members interact and learn from each other.
- Examples of Search are;
 - a. Team meetings
 - b. End years party
 - c. Annual anniversary
 - d. Camping
 - e. Member meetings in various Towns. (for growth)

**Business without having Fun is not Business*
**Showing up in the events has been the breakthrough to many.*
**always show up.*

SUCCESS IN LIFE IS A MATTER OF CHOICE NOT CHANCE

- **DECIDE WHAT YOU WANT . FOCUS AND PUT MASSIVE ACTION**

GET TO LEARN PRACTICALLY ON HOW TO WORK THROUGH ;

1. *TELEGRAM CHANNEL*
2. *YOUR INVITER*
3. *WHATSAPP GROU*
4. *FROM OTHER LEADERS*
5. *YOUTUBE*