



Steps Success System



Gano ExcelTM
NORTH AMERICA

Rules

Stick to the 4 Steps Success System!



Systems duplicate, personalities do not!

NUMBERS - You will earn income in direct proportion to the number of people you accurately take through and teach The 4 Steps Success System!

CRITICAL TO KNOW-90% of all people

who join will do so after the completion of **Step 2!**

Expect people to join you! Be sure to

Ask
them to get started!

Expect Success

Use the **3 E's**
Excitement, Emotion,
& Enthusiasm as you
approach candidates!



STEP 1 - Approach

YOU – Listen, I don't have much time right now. I recently started working with an International gourmet coffee and tea company that is expanding in our area. I am looking for a few key people and thought of you. If the money were right, and it fit your schedule, would you be open to some extra income right now?

CANDIDATE –
What is it all about?



YOU - I would love to tell you about it, and honestly, you really need to try this coffee. When can we sit down together so you can try the coffee and discuss the details?

STEP 2 - Expose

Press **PLAY** on the Official Gano Excel Presentation.

KEY POINTS TO REMEMBER

- Be the messenger not the message.

PUSH PLAY

- Your candidate will receive 100% of the correct information, 100% of the time, by exposing them to a proven corporate presentation.



- **This is Duplication 101.**
- After they have reviewed the material, your candidate will inherently feel that they can do this too.



STEP 2 - Expose

Now, ask **Two IMPORTANT** Questions.

After they have reviewed the presentation, ask them:

“**[Candidate Name]**, What are the things you liked best about what you just saw?”

Now that you have asked the 1st question, stop talking and listen. Let them tell you all the things they liked!!!
When they have finished say, “Me too, those are some of the same reasons why I decided to get started.”

Now ask them the 2nd question:

“**[Candidate Name]**, at the end of the presentation, it asked if you are a 1, 2, or 3. Which one are you?”

-If they have questions, proceed to STEP 3.

-If they respond with 1, 2, or 3, and don't have questions, skip to STEP 4.



STEP 3 - Validate

When your candidate has questions,
IMMEDIATELY 3-Way them onto a call
with one of your up-line business partners.

** (Be sure your up-line knows to expect your call in advance of your appointment.)*

Say, *“Great question(s), let’s find out
together.”*

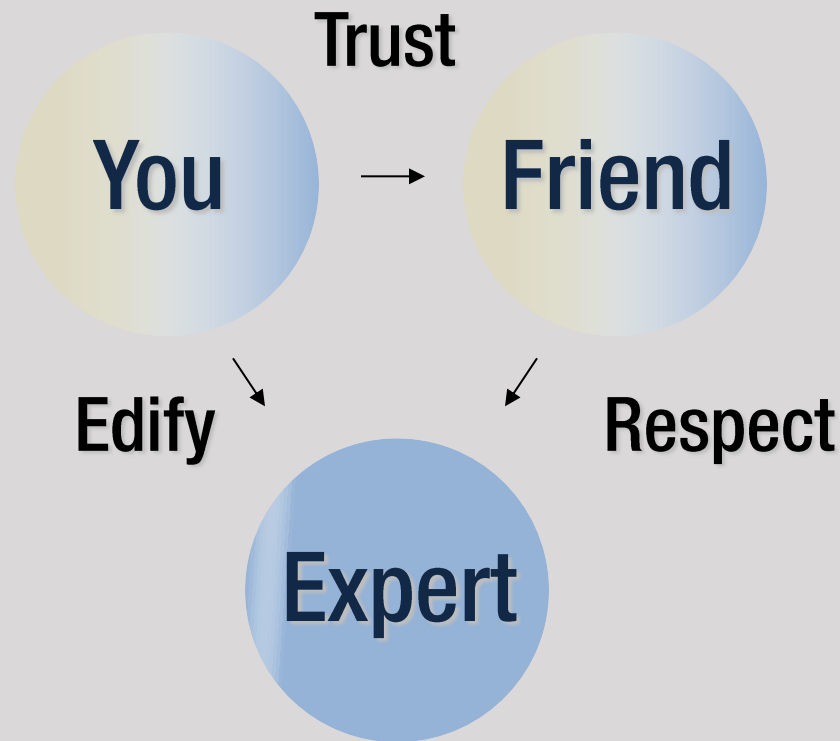
(Don’t ask them for permission! Pick up
the phone and call your up-line partner!)



Build Your Business Using An Expert

Phone Call

1. Set-up time to call Expert
2. Show standardized presentation to friend
3. Edify expert
4. Call expert
5. Let expert do the work
6. Listen and be attentive



Live Meeting

1. Invite friend to live meeting
2. Let the expert do the work
3. Listen and be attentive
4. Learn and become trained
5. Ask closing question
6. Introduce expert

Edify

It is critically important to edify, (i.e., say great, sincere things) about your up-line partner before introducing them to your candidate and be quiet as you listen and learn. (Do NOT speak until you are invited back into the conversation by your up-line partner!) This gives your “Partner” credibility to HELP YOU “Validate” and helps you enroll your candidate!



STEP 4 - Enroll

“[Candidate Name],
Where do you see
yourself fitting in?
Are you a 1, 2, or 3?”

Whatever option they
choose say, “Great, let’s
get you started!”



(Always get them in where THEY fit in.)

ASK one of the following based on their response!

“Do you prefer...”

1. “to pay Retail or Wholesale price?”
2. “Smart Start (\$50) or Smart Start + (\$100)?”
3. “ESP1, ESP2, or ESP3?”

This is the proven way to Approach,
Expose, Validate, and Enroll
a candidate...**Duplication!!!**

Practice and then...
TAKE ACTION
IMMEDIATELY!!!

