

Biz to Biz Training

Step 1

Create your Company Name

Step 2

Obtain an 800 Number with the GRN 800 Auto Response System at:
www.telecentersignup.com/grn or call 1-800-454-5930.

Step 3

This is key, get yourself set up with Attain Response, as a customer at:
www.globalresortnetworkmarketingsystem.com to be able to properly manage your business or email Scot Chatron at scot@grnadmin.com to learn how to get your marketing system paid for.....

Create files, HTML Coding, Presentations & Promotions with video emails & live broadcasting sharing technology & response letters, campaign management.

KEY: You/Me/I will always come back to this technology to manage your business forever.

Step 4

Get a Website (see very simply solution below)

Create a website through www.grn.networkscentral.com and go to the PRESENTER Section.

Ask for any special Promotions this week from Networker Central. Tell them you are with GRN and that you heard about them on the conference calls & training webinars.

Greg Andrews

VP, Sales & Marketing
877-462-4411
www.networkercentral.com
greg@networkercentral.com

- OR -

Go to www.godaddy.com, spend a few bucks to design your own site, or pay someone to do it for you. (i.e. "www.scotchatron.biz")

Back at VM/Attain Response, you may create form fills to add HTML Code Content or Hyperlinks on your websites to use as automatic lead capture pages. Using the Networker

Central Sites, will do the same thing, but puts them in a different auto responder that will limit what you may do in the future.

Step 5

Make the following:

Biz Cards, Flyers, Sales & Literature Aids, Pamphlets, Coupons, Advertising.

If you need Graphic Arts Design Assistance, contact:

Darlene Fatica

d_fatica@yahoo.com

1-440-944-5607

Tell her your are with GRN to receive discount pricing.

Step 6

Create An Article

(see example below)

The 5 Steps I Used to Promote & incentivize my Business (IE Example) Do not use the content below, as you are defeating the purpose.....

There are innumerable amounts of internet sites offering you certificates, or some sort of premiums to use to promote your company, while optimizing sale time and profit, the majority of these sites are bunk and you would do best to steer clear of these sites, with special consideration to those that have a bad reputation. With these five easy to follow steps you can save money while attempting to promote your company and will in addition grant you the most possible gain from the effort that you put forth in using promotions & certificate premiums.

Step I: Research

This first step is very important to make your company aware of how to use certificates & premiums, to keep you ahead of your competition, without knowledge of current market pricing you could easily over-estimate the worth of your advertising and knock it clear out of the running of the other promotions, that will drive your products or services home. The easiest place to do research on current perks, promotions & certificate premiums is right on the internet, browse forums, classifieds and those fast talking advertising firms that you most likely bought your incentives & perks from in the past. After perusing the price points that are most attractive for your operations, then you may come up with a competitive price & perceived value that potential prospects, customers, & buyers will find attractive.

Step II: Paying Fees

There are many firms out there requiring that you pay upfront fees for them to take on the

responsibility or availability to use their perks & premiums to promote your company. You can trust the companies that require this, if they have a background of integrity, with little or no complaints. They may even promise you your money back if you are not satisfied with their performance. The matter lies in the fact that once you have given them this upfront fee, will they be there in the future to take care of your needs for future orders. A company with partners that have longevity in their particular industry is usually a great starting point.

Step III: Commission

A commission is the best way to make sure a sales rep, will work their best at getting you a quality product with little or no hooks and at the best possible price. Be sure to ask the percentage that your broker or sales rep will receive after the sale is complete, keep in mind that this will usually be a deciding factor on how long that particular rep will want to work with you. It is ok, that they make commission. Be sure to ask if there is an ongoing commission structure built into the original sale.

Step IV: Advertise

Advertise as much as possible, among as many different forms as possible. The most effective form of advertisement is what keeps you ahead of your competition. It's not always the cheapest one. The proper use of premiums & promotions will be an invaluable resource for you when advertising your products & services. It literally puts the entire market at your fingertips and allows you to reach a global audience, insuring that there will be someone out there that will be more than willing to purchase your products, & use your services. It's not business as usual anymore.

Step V: Be Careful

Be wary of programs that sound too good to be true. Remember, a good product usual has a price point that may sound too high or outside of your reach, but well worth it, when it works. Using faulty programs, or discount certificates that have hooks attached, or hoops that your end user (customer) has to jump through may sound attractive in regard to cost, but could very well be the quickest way to lose clients and rob you of the most profit.

By following these 5 easy steps, you will most assuredly find a product that is compatible with your company, allowing you to sell your goods & services quickly and profitability. I am a business owner, marketer & have used promotions, certificates for 25 years. Visit my page www.wcipromotions.com for further information on how to effectively promote your business.

Step 7

Create a FREE account with www.ezinearticles.com

Submit your article for approval, use the management of the site to do it right.

You will want to use verbiage from this article in all internet advertising

Step 8

Go back to www.godaddy.com and manage your domain names and forwarding features.

Use the masking management, copy & paste your title from your ezine article.

Copy & Paste some part of the description

Open a new tab & go to www.google.com.

Click on Google Ad Words to see keywords & descriptions (find out how many people are searching for the content you want to advertising)

Use the www.compete.com site to compare websites and keywords

Step 9

Sign Up for a YouTube website at: www.youtube.com

Create a video that makes sense for what you are advertising. Publish it properly with all content from your article.

Step 10

Go to directhorizon.com/notesgrn.pdf. This will let you download what was taught on the Live Coaching Call that were presented in the 1st Week of November regarding Online Marketing with Mike McCoy.

(Make sure to tell them you are with GRN to receive Major Discounts on Services)

Michael McCoy
Direct Horizon
Business Development Group Inc.
www.directhorizon.com
support@directhorizon.com
1-770-932-2035

Mike McCoy's company has been marketing online for the past 8 years. They stated the fastest growing website marketing firm in the country in late 2007. Over the past 2 years, they have helped over 1,000 different businesses with their online marketing needs

Step 11

Get Some Leads

Get started while setting everything up.

Go to www.grn.networkercentral.com ask for Greg

- OR -

www.cemdia.com, ask for Ryan. Tell him that you heard about specials on the GRN Conference Calls

You may want to purchase Local Business Leads and use the Auto Phone system at Live Caller Technology by going to: www.phonebreeze.com to make your calls or perhaps the auto dialers provided by the lead company that you are purchasing from.

Step 12

Samples scripts for emails, phone calls and presentations are provided below:

WCI Promotions

Phone Script for Setting Appts with Businesses

“Hello! My name is _____, and I’m with WCI Promotions. May I speak with _____ please?”

(Assuming you’re now on the phone with the DM). “_____, we’ve recently added the most amazing new service to our program – it’s something that is working extremely well for businesses just like yours! It creates happier employees AND lowers your advertising costs. Now, we don’t sell advertising, but how is yours working for you?” Would you like for it to be better? (wait for answer) “What I’d like to do is set up a time to stop by for about 15 minutes, and just go over a quick survey to see if our incentive program would benefit you. Would tomorrow morning or _____ afternoon be better? You are more than welcome to go to www.wcipromotions.com to see a little more about what we do. Make sure you fill out the form there, as that will allow us to have your information for a return call. You can call us anytime at 800-584-1665

ANSWERS TO OBJECTIONS:

1. “How much does it cost?” - The survey and consultation are free - on the incentives, you can spend as much or as little as you like.” If they press - “ _____ , if you give me 15 minutes of your time, that won’t be an issue, and it could save you literally thousands of dollars over the next year – not to mention, if you install our employee program, it could become tens of thousands. Will tomorrow afternoon work?”

Key Questions:

2. Would you like to have happier employees?
 3. If I could show you how to save money on advertising, would it be worth 15 minutes of your time?
 4. If I could guarantee you that I have an inexpensive way to make your employees happier, and perform at a higher level, would it be worth 15 minutes of your time?
 5. How’s business?
 6. Do you advertise?
 7. Is your advertising working for you?
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Power Keys to a Business Presentation

- **Be Animated & Energetic.** Record yourself – everything should come from the heart. DO NOT be weird – be yourself!
- **Make the Prospect the Superstar.** The moment they find that you are truly interested in them, the more they’ll be interested in your product.
- **Hold a Conversation, not a Presentation.** The best way to set anyone at ease is to talk about them. DO NOT dump facts & details on them – come across as a leader and a friend. Hold a conversation that
- **Get them involved with Questions.** Ask as many as they’ll let you – the more information you can gather, the more tools you’ll have to

close. Answering questions gets them psychologically engaged.

- is normal and non-threatening. They want to feel comfortable.
- **Focus on value, not volume.** If you sell value from the heart, your volume will come. People are not going to buy ANYTHING until they see the value in it.
- **The 3 R's** – Be Real, be Relaxed, and be Reassuring. People can smell a fake – they can hear it in your voice. They'll just go away, and you'll never know why. People need to be reassured – get in the habit of saying things like “I'm going to be there every step of the way.
- **You Will Mess Up, Just don't Give Up.** Every entrepreneur has made mistakes – it's just an educational process. On a bad presentation, don't beat yourself up. Just take a few minutes to review how you could have done it better, then put it out of your mind.
- **The 3 C's** – Get Comfortable – talk about them. Connect – find something in common, with conversations about career, geography, interests, sports, hobbies, family, and kids.

1. Look at the issues that make you crave change and outline your goals.

What are you satisfied with about your current situation? What are you dissatisfied with? Is it your boss or the culture of your organization? Or do you really want to change careers? Outline your goals - for example, more money, more time off or more flexibility. Write it all down.

2. Work to understand your inner critic.

Observe thoughts that trap you with fear and prevent you from achieving your objectives. Write these down on a piece of paper, then crumple it up and throw it away to symbolize your freedom from thoughts that interfere with your goals and dreams.

3. Recognize recurring patterns in your life.

What makes you happy? What are your recurring interests and social needs? What makes a work environment feel good or not so good to you? Write it down.

4. Network and investigate career interests that map to your goals and needs.

Once you've identified your patterns and desires, start thinking about careers that make sense for you. Give yourself one to three months to explore your curiosity by finding people who do these jobs and talking about the pros and cons of their work. Explore anything and everything until you're satisfied -- or until your time runs out.

5. Make a plan that takes your financial situation into account.

Change is never simple, but having a plan that outlines your steps and financial requirements makes it doable. Will your new career require additional education, a small business loan, time off from work or relocation? Make a plan with financial considerations and a realistic timeline and that you can follow through on.

Charting your new professional course can take time, but it is well worth the investment.

Letter for promoting your opportunity

Hello,

We are getting back to you in regard to working from home with our company. Please listen to the following message as it will allow you to understand better, just what our industry has to offer. Just click on the link below

IE Example www.scotchatron.biz

I am going to take you through this just like I would for a member of my own family. There will never be any pressure here, just me giving you enough information until you decide it is for you, or not for you. So with that in mind, here is what I want you to know.

How would you like to own a business that accomplishes all of this for you?

A business that has:

- Substantial immediate income
- Low initial capital investment
- A product that has real value
- A product that can sell itself everyone wants and needs it
- No need to stock products
- A very duplicable system that is proven and easy to use
- A business that transcends the continental US, to all parts of the world
- Support – via one on one mentoring/coaching, web training sites, live event Webinar training and weekly conference calls

- Exponential growth
- Perpetual Leverage

If these are some of the things you are looking for, then maybe GRN might be for you.

We have actually combined three of the hottest industries of today which are **travel**, (a 7 trillion dollar industry), the **internet** (Need I say more?) and an online 'Virtual' Automated Contact Management System along with Video Email technology that is second to none. It simply does everything from scheduling calls, to sending e-mails, to keeping track of every marketing move you make.

Just go to the website and check it out –IE Example www.myscotinohio.com

Make sure you read the overview of GRN, available to you by clicking on the link to the left hand side of the home page. See if this is for you.

I am betting it is; it certainly is for Scot from OH. Here is what he has to say:

Eight ½ months into the business, I cleared over \$225,000.00 "Ten months in the business....**The travel business allowed me to sell all my other companies and put myself in a position for the first time in my life to earn the kind of income I want and need...** to be with my family and the freedom to work the business as I wish." – Scot, OH

Letter for promoting 5 plans, independent contracting, or working from home

Subject Line: <FirstName> <Phone1>: Is this correct?

WCI Promotions & SET Management

Please call IE Example (1-800-584-1665) Listen 1st hand, at what's got Entrepreneurs around the world beating down our doors wanting to be involved in the Number #1 Business in the World.

<FirstName>,

Not long ago you submitted your information inquiring about work-at-home opportunities. We have kept your information on file. At this time, we are aggressively reviewing candidates with which to work in your region. In coordination with the expansion of our company, we will be holding interviews in our Northern Ohio Office the months of November & December to interview and train select candidates for

Home-Based Sales, Biz to Biz Incentives, Technology and Internal Operations for our Richmond Heights Location, including Directorships.

As entrepreneurs, through events & interviews such as this, as well as through ongoing, direct personal mentoring, our company has helped thousands of like-minded individuals from around the world transition into operating very successful home-based businesses of their own, including working from home or out of one of our many locations as Independent Sales Agents. Keep in Mind, It's NOT business as Usual anymore! We would like to meet with you personally, <FirstName>, to determine if you have the qualities of the type of person that we seek to assist and to train to duplicate our success.

If you are still looking, or have not found the success you want, then you owe it to yourself, without obligation, to come and sit with us in person. Get your questions answered once and for all about becoming a successful home-based business owner or an Independent Sales Agent with our company.

Private & Group Interviews being held by appointment only on Monday, Tuesday & Wednesday during the months of November & December.

Reserve your appointment for any of the remaining available times

by phone at IE Example 1-800-584-1665.

Remember, <FirstName> if you change nothing, nothing will change.

<mytable.FullName>

Scot Chatron