

"The Perfect Close"

By Gordon Oswald

After The Presentation:

Turn to your prospect, look them in the eye and say --

“What intrigues or impresses you most about this?”

Then BE QUIET!

If they are not interested – get help, or ask for referrals.

If they are somewhat to very interested – Take out the e-Z Start Introduction page, put it in front of them and say --

“Which of these categories do you see yourself in?”

Wait for **THREE SECONDS**, point to the text at the bottom of the page about tax benefits, and before they speak say --

“And by the way, the tax benefits for owning a business like this are fantastic, but we’ll get to that later.”

Then BE QUIET!

If they are not interested – get help, or ask for referrals.

If they check Product Consumer – Review the Health Challenges and Product Solutions form then place the order.

If they check either Business or Product Advocate say --

“Hey that’s great! We’re both on the same page! Let me show you how I got started.”

Take out Phase I of the e-Z Start Training Program, the Application you want to use, and begin filling it out!

Then Closely Follow The e-Z Start Training Program!