

## The Coffee Shop Presentation

The goal here is to build a relationship first, because with building a relationship comes trust. And the only way to do that is to get related.

The **purpose** of the meeting is to see if this person will commit to being one of the four leader legs in your organization. Your goal is to present the Youngevity business opportunity in such a way that the prospect can easily see themselves hitting THEIR GOALS, therefore, being successful. So your job is to ask questions and LISTEN!

No matter where you meet your prospect, make sure you have nothing on the table with you but your Coffee Shop Interview sheet and a pen. Leave all your brochures and your TELEPHONE in your pocket or briefcase. All that stuff is nothing but a distraction. If you do the interview right, they will be begging you for additional information.

If you have no idea where you are going, you are never going to get there, in the interview OR in your Youngevity business. During the interview you will learn:

Who they are

What is important to them

What is missing in their lives.

You will know that you have been successful in your interview if you are able to answer the following questions:

1. Do you know your prospect better than almost anyone in his/her own life?
2. Do you know the reasons why Youngevity will be a perfect fit for THEM?
3. Do you know what their dreams are?
4. Do you know if they are willing to achieve those goals?
5. Do you know what is missing in their lives and why?
6. And do you know if YOU want to partner with this person?

The first step is to "chat". But you are chatting with a purpose. Your goal is to get your prospect talking about themselves, their lives, their passions and their dreams. We are all passionate about different things. You need to help them find THEIR passion. Out of the conversation you will construct why you think Youngevity is a perfect fit, based on what you have heard them say. Some questions you want to ask are:

What do you do for a living? Do you like your job? Are you married? What does your spouse do? Do you have children? Ages? Do you have a college fund? What are your hobbies? Do you exercise? Eat healthy? Do you own your house? Do you like cars? Like to travel? What about retirement?

Just be engaging and CHAT! And jot down notes, nonchalantly. Pay attention for things that they will love about Youngevity!

THEN you say "Can I ask you a few questions?" Even though you have been asking questions the whole time they will feel this "shift" in the conversation and say yes. Write the answers down (short notes.)

1. What would you do with an extra \$48 per month? (See the bottom of the sheet to see where these numbers come from.) They will probably say dinner. You say "where". Write it down. No matter what the answer is.
2. What would you do with an extra \$240 per month? Write it down.
3. What would you do with an extra \$912 per month? Write it down.
4. What would you do with an extra \$3,216 per month? Write it down.
5. What would you do with an extra \$12,432 per month? Write it down.
6. What would you do with an extra \$61,684 per month? Write it down.

You now have chatted (more likely, you have had a heartfelt conversation that was really beneficial to you and your prospect!) You have an idea of their money situation, you have their goals, and you have their dreams, all in about 20 minutes. You know who they are, what is important to them, and what is missing. And all you did was listen!

Now it's your turn. Say, "The reason I wanted to talk to you was because I have gotten involved with a company called Youngevity, which is a home based business opportunity. It is awesome!" Then tell a few things about Youngevity that you know they will love. Here is an example:

"You said you love nutrition. That is so great. Dr. Joel Wallach of "Dead Doctors Don't Lie" heads up this company. His tape has been heard over 65 million times and he owns Youngevity with his wife Dr. Ma Lan. You said you worked out a lot and love basketball; well several NBA players love our Rebound product. And money, you said you need to save for your down payment for your first home. This company is perfect for you. You can get started for under \$200 and be in business with me right away! "

Let me ask you this: If you were to partner with me in Youngevity and joined my training program, what would success look like to you after one year? They will ask "what is the training program?" You say, it's this:

1. You commit to 15 hours per week.
2. Agree to partner with me.
3. Agree to do what I do.
4. Agree to go on a 150 bv monthly product order.

Now ask them "how much money does success look like to you on a monthly basis?" (This answer will tell you so much. You are hoping for an answer between \$4,000 - \$20,000 per month.) When they tell you, **ROUND UP THE NUMBER** to a number divisible by four. So they say \$5000 per month, you say, "lets make it **SIX**." And then you say, "Together we can get you there, all you need to do is find **FOUR** people who each want to earn \$1500 per month and help them do it. If they each make \$1500, **YOU** make \$6000! And all they need to do is exactly what you do and I do and teach their people to do the same thing."

"So it looks like this. You make sure you are set up with your monthly product order of at least 150bv. And then we work together to bring in your four leaders the same way. You will have four people in your business and your check will be \$48 and that gets you to **X** (whatever they were spending the money on it the interview. Make sure you tie their efforts to **THEIR** dreams.)

Then you teach those four people to find their four. You now have 20 people in your business and you just made \$240 in your business, which buys you the **X**.

And now it's starting to duplicate! Isn't this cool! The people you taught are now able to teach the same thing, and they have all found their four! And you now have 84 people in your business, your check is \$912 and you now have paid for the **X**. And remember you only brought in **FOUR** people and trained them right!

Here is where it gets exciting! Everyone does what **YOU** did again. You now have 340 people in your business and you are making at least \$3216 per month and you were able to buy the **X**. And you only brought in four people and trained them to do what **YOU** do!

Financial freedom has hit! Those four duplicate and now you have 1396 people in your business! Sounds like a lot, but remember, you only brought in and trained four! And your check is \$12,432 and you were able to **X**.

So how about it? Partner with me. Let's go get this done. Who are the four people who you think will want to partner with you and let's call them! I will come with you and do this presentation until you are comfortable enough to do it by yourself!"

4 x 6 Matrix (4 find 4, down to 6 levels)  
Based on 4 Leaders (MA or higher)  
(MA's require a minimum of 150bv)

Level 1: 4 people at 150 bv X 8% = \$48 monthly total  
Level 2: 16 people at 150 bv X 8% = \$192 = \$240 monthly total  
Level 3: 64 people at 150 bv X 7% = \$672 = \$912 monthly total  
Level 4: 256 people at 150 bv X 6% = \$2,304 = \$3,216 monthly total  
Level 5: 1024 people at 150 bv X 6% = \$9,216 = \$12,432 monthly total  
Level 6: 4096 people at 150 bv X 8% = \$49,152 = \$61,584 monthly total