ACTION PLAN
8 STEPS FOR SUCCESS
WELCOME TO VASAYO!

Because you’re reading this, you likely have a desire to make your life better in all areas. And that’s great—because we believe that Vasayo offers a vehicle to help you achieve success in all areas of your life.

The elements and principles found in this Vasayo Action Plan have been put together by top Vasayo Brand Partners who have decades of experience and success. These principles have been proven time and again. We encourage you to use them. If so, we’re certain that you’ll find success both in the short-term and long down the road. This success can benefit your health, your financial security, your family life, and your overall well-being.

Again, we’re thrilled that you’re part of the Vasayo family. Let’s get going and we’ll see you at the top!

DALLIN & KARREE LARSEN
FOUNDERS OF VASAYO
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IMPORTANT INFORMATION

My Success Team

Keep your important contacts and other information where you can access them quickly:

My Name: ____________________________________________________________

Brand Partner Username: ______________________________________________

My Join Date: __________________________________________________________

My Sponsor

Name: __________________________________________________________________

Home Phone: __________________________________________________________________

Office Phone: __________________________________________________________________

Cell Phone: __________________________________________________________________

Fax: ________________________________________________________________________

Email: ______________________________________________________________________

Other: ______________________________________________________________________
Vasayo Corporate Information

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www.vasayo.com

Social Media

Facebook @Vasayo facebook.com/Vasayo
Instagram Vasayo_Official instagram.com/vasayo_official
Twitter @Vasayo_Official twitter.com/Vasayo_Official
YouTube Vasayo Official https://www.youtube.com/c/VasayoOfficial
Pinterest Vasayo_Official pinterest.com/vasayo_official

Vasayo Gear & Tool Store

VasayoStore.com
GETTING STARTED

As you begin building your Vasayo business, it’s important to do so at your own pace. But there are certain steps and activities that, if done within certain time frames, greatly enhance your prospects for success. And getting off to a successful start will tend to attract others like a magnet to the opportunity.

The principles contained in the Vasayo Action Plan are part of a system that has proven time and again that it works. This system can work for you also, assuming you commit yourself to implement the principles in a timely and consistent manner. And of course, modeling your activity and behaviors after those who have already accomplished success will help you understand much more quickly how to achieve your own goals.

The system found in this guide is simple yet powerful, and most importantly, it’s scalable. That means you can easily duplicate the principles and behaviors with your team members, thereby helping both them and yourself to succeed.

Duplicate Yourself! As you move forward, teach the principles found in this guide to your team members. As you do, you’ll duplicate your own efforts and activities, thereby contributing to a higher level of success for the entire team.

Income level achievements are dependent upon the individual Brand Partner’s business skills, personal ambition, time, commitment, activity and demographic factors. Vasayo makes no income guarantees.
Your First 48 Hours

How quickly you succeed depends on getting started correctly. Here are some key activities to begin doing right now:

1. **Enroll:** If you haven’t already, enroll as a Brand Partner.

2. **Place Your Appropriate Initial Order Based On Your Goals:**
   Don’t wait — do it now!

3. **Automate Your Order:** If you haven’t already, get on our convenient and optional Loyalty Convenience Program (LCP).

4. **Review the Starter Kit:** Read through and become familiar with this *Vasayo Action Plan* and your starter kit.

5. **Log Into VCloud:** Familiarize yourself with the various resources in your VCloud team office.

6. **Download the Vasayo app:** This app has all of the content you need and makes it easy to share the Vasayo story.

7. **Meet with Your Sponsor/Upline:** If you haven’t already, meet with your sponsor/upline and get their help establishing a strategy.

8. **Start Building:** Begin working on your customer/prospect list.

9. **Like the Vasayo Facebook Page and Join Your Team’s Facebook Group Page:** This is a great way to stay connected with the company and team communications.
Build Your Model, Then Scale the Model

The principle of duplication in building a successful Vasayo business is crucial. First, become a Brand Partner (BP) and then create Brand Partners. You become an Executive Brand Partner (EBP) by personally sponsoring one Customer and two Brand Partners who also become Active, with ONE on the LEFT and ONE on the RIGHT side of your business. You must have at least 800 CV on your Lesser Leg and accumulate at least 80 PV monthly.

Once you do this, you’ve become an Executive Brand Partner! Your next step is to help your personally sponsored Brand Partners to also become Executive Brand Partners. When you help those whom you’ve personally sponsored turn around and sponsor one on their left and one on their right, both of whom become Active, then they also achieve the rank of Executive Brand Partner.

Becoming an Executive Brand Partner and creating Executive Brand Partners is the simplest and most powerful model to be duplicated in your organization!

Understanding and consistently implementing each step in the Vasayo Action Plan will produce growth in both YOU personally and your business.
Notes:

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STEP 1

DEVELOP A MILLIONAIRE MINDSET

What Is a Healthy Mindset?

To begin, you will need to unlearn most of what you already know. Enthusiasm isn’t enough to be successful. There must be a shift in the way you think and process information. This business is based on relationships and self-growth. Without these two elements, you do not have a business. You need to create a millionaire mindset. Turn off the money waster (TV), stop scrolling Facebook, and spend that time reading, listening to audio self-growth presentations, watching and attending trainings, and changing the way you have previously thought. You need to understand, that your personal income will never outgrow your personal growth. If you can focus and work
harder than you ever have for a season, you will benefit from it for life. One of the greatest habits you can pick up from millionaires is to do 30 minutes of reading each night before bed. See the reading list in the “Suggested Activities” section for additional recommendations.

How to develop a healthy, millionaire mindset:

1. Determine your “why” behind your Vasayo business.*

2. Learn to set and achieve goals for your why.

3. Create a plan of action to achieve these goals and implement it.

4. Prove to yourself that you are a capable person by consistently accomplishing your goals.

5. Maintain a healthy attitude by remembering and focusing on your why.

*Individual results will vary depending on market conditions, commitment levels and the sales skills of each participant.

A healthy mindset requires conscious commitment to your Vasayo business goals, developed and fortified over a period of time, due to a strong, personal why. With a healthy mindset, you will focus on goals and applicable actions on a consistent basis.

As you focus on goals and on accomplishing those goals, you will begin to turn your conscious action into subconscious response. Once you finally begin to subconsciously devote your time and energy toward your Vasayo business goals, you will
now know that you have started to develop a healthy mindset.

Sounds easy. So why do some people struggle with this skill?

A healthy mindset stems from your deepest desires for success in your business and in life. Naturally, people are not focused on their goals. It’s easier to just let the days pass and come as they may. Such an attitude is not an attribute of the successful, and is a key indicator of an unhealthy business mindset.

Ways to Maintain a Healthy Mindset

As you learn to develop a healthy mindset, you will likely find it more conceivable to strive to develop the following attributes of successful business leaders. Listed within each attribute are several examples of how you should conduct your business and lead your organization on a day-to-day basis.

Be Committed

Getting started is just the beginning. Stay committed to your activity goals and allow time to work in your favor to achieve your Vasayo business goals. Remember, starters are common, but finishers are rare. Choose to be a finisher. When you set goals, see that you stick to seeing them accomplished.

Reach Your Goals

Set goals that are actually attainable. There is nothing less motivating than consistently setting unattainable goals and then
never reaching them. It’s a sure-fire way to give up on your Vasayo business. On the other hand, nothing can be as encouraging as setting a personal goal and seeing it accomplished. Remember that you alone are responsible for the goals you set. See each goal through. Do not make excuses that will allow you to brush your original commitment aside. Use both rewards and consequences to hold yourself accountable to your goals.

**Use the Products**

Make a decision to use Vasayo products on a regular basis. It is helpful to have a healthy emotional attachment to the products. This healthy attachment will come as you consistently use the products and witness how they improve your quality of life. This will encourage you to share both the products and your business with fervor and a healthy passion.

**Loyalty Convenience Program (LCP)**

Consider taking advantage of our convenient and optional Loyalty Convenience Program. Be passionate and excited to use and share the products as they come. See that each of your Brand Partners and Customers become loyal users of the product who order, consume, and share every month. Thank and acknowledge them for their business and share in their excitement about the results of the products.
Be Enthusiastic

Enthusiasm is one of the best ways for you to display your commitment openly. Talk about the product in terms of delight and gratitude. Talk about your business in terms of vigor and passion.

Practice, Out Loud

Before presentations, stand in front of the mirror or someone you trust. Confidently smile as you share your why and describe your business goals. Repeat this again and again. Your goal is to be enthusiastic at your own command.

Be Positive

Feed your enthusiasm. Fuel your dream with a daily commitment to reading and listening to books and teaching audios. Associate with positive people.

Appreciate Your Mentors

Thank your mentors often and acknowledge what they do to help you succeed. Write notes and leave emails. This will feed your positivity and encourage your mentors to think highly of you and give you encouragement in return. Never speak negatively about your leaders or others’ leaders. If you do think something poorly of a leader, discontinue your train of thought and do not feed it. Replace each negative thought with three positive thoughts, and move on. Accept their feedback with grace. Teach your Brand Partners to do the same, and this will serve you well as a future leader.
Give Yourself Time

Remember that this is not a “get rich quick scheme.” It’s going to take time, so don’t let yourself be disappointed with the time it takes. Instead, acknowledge your efforts and successes, and seek to consistently set and reach attainable goals to make you feel like you are indeed making progress.

Be Teachable

Commit to staying teachable and learning the skills you will need to be successful. Share your why and your dreams with those who will support your desire for success, especially your team leaders. Ask them to help you to stay committed.

Report Your Progress

Regardless of your activity or inactivity, report your progress to your mentor. Be consistent about it. Even if you make a mistake, always report your progress and express your desire to build your business. As you do, you’ll be encouraged to keep going even when you don’t measure up or meet your goals. Because of your report, your mentor will be able to offer advice and encouragement to help you keep going.

Be Involved

Participate in opportunity and training calls. Attend the local, regional, and national events and conferences. Become a promoter and promote all events to your team. Lead by example and show up.
Attend Conferences

Go to conferences! Do all you can to bring your team members. Be attentive at conferences and seek to apply the new principles and ideas you learn. Talk about these and get involved in the conversation.

Attend Trainings

Go to as many trainings as are available and seek to learn from the experts. Search for leadership opportunities and make it known to your leaders that you’re interested in developing your skills. Get involved by actively practicing the skills taught at these trainings. Also, volunteer to teach others the skills that you’ve mastered.

Attend Conference Calls

Within the team, there are weekly calls to both inspire you and to answer common questions within the business. Be aware of what is discussed within each of these calls and be prepared to answer follow-up questions about it to get action going within your team.

Attend Vasayo Online Events

Vasayo offers regular opportunity meeting calls and training on social media platforms and other company software to help you in your business. Check your Vasayo emails regularly so you are aware of when these calls occur and what content is discussed on them.
Read Common Materials

Many network marketing professionals suggest business builders read the books we’ve included in the Additional Resources section of this book. Reading these materials will help you keep up with the pace of entrepreneurship. You’ll gain confidence in the language of business building and will be more comfortable when talking with those who are more successful than you. This will strengthen your resolve to build a thriving business.

Take Ownership

Take ownership of your business. Be responsible and learn how to build your business. You’re not in business by yourself, but you’re certainly in business for yourself. With that comes the responsibility of ownership—benefits and difficulties alike. When you take ownership for your business and are proud of the decisions you’ve made, you will add to the skill of a healthy mindset, and this will help you to feel good about your progress and commitment.

Don’t Dwell on Errors

It’s in human nature to blame others when something bad happens to us. Even if you’re 100% assured that a problem is another’s fault, do not dwell on this fact. Instead, focus on what you do have control over, and start taking action to resolve the issue. At the end of the day, your Vasayo business and it’s success is truly your responsibility. You will, of course, have
to work with others to make that a reality, but its success is determined by the owner—you.

**Acknowledge Your Mistakes**

If you do make a mistake, don’t dwell on it. If your decision has hurt another, be sure to explain yourself and apologize if necessary. Teach your Brand Partners to do likewise and this will create a culture of trust within your business. Keep in mind that when you make a mistake, you do not need to go out of your way to publicize your mistake, but you do need to be ethical and inform those who may be misinformed, misled, or poorly affected.

**Be Honest**

Strive to be honest in your Vasayo business. It is very important to your credibility and reputation, as well as the company’s image and reputation, that you are always honest and truthful, especially when prospecting. Do not misrepresent the opportunity in order to gain favor with a contact. With all the great things that Vasayo can do for families, there is never a need to exaggerate or misrepresent our opportunity, or make income claims. Always do what’s right and never say things that could be interpreted as being deceptive.

**Ask for Help**

You can’t just sit there and wait for things to happen. If you have a question, there are many who are willing and prepared to give you more information themselves, or teach you how to find
information that you need. Your business only grows when you give it attention. It’s all up to you, so take action and seek help!

**Be a Success**

Successful people find a way. Consider yourself successful right now. Let your thoughts, words, and actions line up with the desires of your heart. You are a success! Remember the saying—whether you think you can or you think you can’t—you’re right.

**Redefine Failure**

Failure is only failure when you quit. If something doesn’t go as you’d planned, learn from the experience, and move on. Do not focus on these moments, and do not call them failures. Look toward the future and keep pressing forward.

**Reprogram Your Mind**

Your skills amount to 20% of what you need. Conquering negative beliefs and fear, and resetting your mindset amounts to 80%. When you have personal growth, you will also see growth in your income, so the best investment you can make is in yourself. Decide what your budget for personal growth will be for the next year and work toward increasing that every year.

When you feel those negative emotions sneak up (fear, anxiety, anger, insecurity, doubt, guilt, uncertainty, resentment, envy, hate, etc.), the best way to conquer them is ACTIVITY. Prospect, present, and work on your self-growth.
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STEP 2

ESTABLISH YOUR “WHY”

As you begin building your Vasayo business, knowing why you are doing it will be your most important intangible asset. This vision—often called your “Why”—is more powerful than a mere goal, and much more motivating than ambition. In fact, your why is what will drive your success—it is the cumulative result of all your dreams. Dig deep and discover what drives you to build your business. A well-developed why will clearly and powerfully help you and your team members break through unexpected obstacles and guide you in deciding how to spend your time and efforts.

What is Your Why? When you enrolled as a Vasayo Brand Partner, what was your reason for doing so? To make money isn’t a good reason. You could work at any job to make money. To make a lot of money isn’t really a good reason either. Instead,
answer this question: Why do you need money? What is it about Vasayo that reignites you and has you dreaming big? Of course money interests you, but why is it that you want money?

In order to develop a healthy mindset, you need to know your why, and you need to know it deeply. If your why is strong enough, then your “how” will come together as a result of your pursuing the why. Your daily decisions should all come back to your why. Your why is the motivator that will drive you to achieve success in your Vasayo business.

To help you discover your “Why,” answer the following questions.

1. What drives you the most?
2. What drives your actions now?
3. How would you like to improve your life?
4. Are there ways you want to enhance your lifestyle?
5. How would you like to help and support your children and other family members?
6. What do you want for your future?

The list below contains a number of “why” statements—things that most people desire in their life. The list may be helpful in prompting you as you identify your own motivations:

- I want myself and those I love to enjoy optimal health.
• I want to cover all my monthly bills.

• I want to be financially secure.

• I want to eliminate all debt.

• I want my children to have a college education.

• I want to enhance my lifestyle.

• I want more time freedom.

• I want to have more time to spend with family and friends.

• I want to improve myself.

• I want more satisfaction and happiness in life.

• I want to help others achieve their goals and improve their quality of living.

• I want to give back and contribute to the world around me.

Take a few minutes to write down the things that comprise your “Why.” Be as specific as you can:

1. ____________________________________________________________

2. ____________________________________________________________

3. ____________________________________________________________
It’s also important that you share your why and dreams with your spouse, family, sponsor, and team leaders. This will help you stay committed. It will also allow them to assist you in setting goals that will help you achieve those dreams.

“People buy products or services not for what they are, but for what they represent. When you are approaching your business, think about WHY you are doing it. People don’t buy WHAT you do, they buy WHY you do it.”

— Simon Sinek
Notes:

________________________________________________________________________

________________________________________________________________________

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STEP 3

ESTABLISH YOUR GOALS & COMMITMENTS

The natural step to follow establishing your “Why” is to determine what you want to achieve because of your “Why”—in other words, you need to establish realistic goals.

J. Paul Getty once said, “If you don’t know where you’re going, you’re sure to end up somewhere else.” The truth is, very little in life is achieved without setting goals. Those goals are the steps that will lead you to realizing your dreams and your ultimate success. The level to which you succeed will be determined by the goals you set for yourself personally and for your business.
Most business experts agree that in order for a goal to be achieved, it must adhere to the following criteria:

- Written down
- Specific
- Measurable
- Realistic (though still challenging)
- Date-oriented

Long-term Goals

First, start with long-term goals. These are goals that might take a year or longer to accomplish. Writing them down will make them real. It’s difficult to reach a goal if you can’t see it. Write down specific, measurable goals that will help you see them more clearly. These goals should be related to what kind of income you want to earn, how many Brand Partners you’d like to have in your team, where you’d like to live, and so forth.

My Long-term Goals

1. 

2. 

3. 

4. 

5. 
Short-term Goals

Short-term goals are goals that move you toward your long-term goals, and ultimately help you achieve your why. Actions of seemingly small consequence can yield a monumental outcome. Your first short-term goal should be reaching the Executive Brand Partner rank within the first 48 hours of enrolling. Remember, this happens as soon as you sponsor one Active Brand Partner on your left side and one Active Brand Partner on your right with a minimum order of 80 PV.

Short-term goals should focus on activities—such as updating your customer/prospect list every week, contacting a certain number of prospects every day/week, making a certain number of presentations a week, following up with your contacts within a certain timeframe, and so forth. Achieving short-term goals will help you establish momentum for achieving your more long-term goals. A great short-term goal would be to talk to 1–2 people every day from your Sharing List. Another good example would be to show the plan 3–5 times a week and obtain one new customer a week.

Take a minute and write down five short-term goals for this week—your first week in business.
My Short-term Goals

1. ________________________________

2. ________________________________

3. ________________________________

4. ________________________________

5. ________________________________

Put reminders of your why and your long- and short-term goals where you will see them—on your bathroom mirror, in your wallet, on your fridge, in your car. Never lose sight of them. This will inspire you and help you overcome unexpected challenges. Start with the end in mind. If you know what you want in the beginning, it’s easier to get there in the end.

With Vasayo, it’s also helpful to establish goals related to achieving specific ranks. Reaching the different ranks guarantees certain levels of financial rewards and indicates you’re on the way to even more success. With the help of your upline sponsor, establish realistic dates by which you can achieve the following ranks:

1. Date to become BRONZE: ________________________________

2. Date to become GOLD: ________________________________

3. Date to become BLUE SAPPHIRE: ________________________________
4. Date to go DIAMOND: ________________________________

5. Register for VASAYO event: ____________________________

Be Committed

Simply writing down some goals does not guarantee success. To achieve those goals, you must back them up with a commitment to action, a commitment to see the goals through to the end. In life, there are many starters but few finishers. Determine now that you’re going to be a “finisher”!

The following are some commitments you should consider when it comes to achieving your goals:

1. Commit to using the principles and steps taught in the Vasayo Action Plan.

2. Become a “product of the product.” In other words, commit to regularly using the Vasayo products.

3. Always look for opportunities to share Vasayo products and the opportunity with others.

4. Educate yourself regularly on every facet of Vasayo and network marketing in general. Develop necessary skills and teach them to your team members.

5. Develop an Action Plan. Consult with your sponsor or upline mentor as often as you can to develop and implement your plan of action. Continually review that plan.
6. Set your Action Plan in motion. After acquiring the necessary information and tools, and establishing your goals and game plan, it’s time to start working in earnest. Begin sharing Vasayo with others. Reach out consistently. Be persistent and consistent in your efforts. Simply thinking about it doesn’t count. You have to do it.

7. Enroll and duplicate. Help team members with a desire to change their lives and achieve their dreams get on the same path you are. Duplicate the steps and activities that you have taken.

8. Read, listen, and participate. To be successful, you need to commit to improving yourself personally in business. The best way to do this is to take time to read and listen to self-improvement books, talks, and other media. Also, attending trainings and other meetings is a must. Commit to regularly taking time to improve your skills and personal attributes.
### Personal Goals to Thrive

#### Goal to Diamond

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<th>Date</th>
<th>Projected Time</th>
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20/20 Foundation for Success

The building blocks for establishing a successful long-term Vasayo business is following the 20/20 Foundation for Success. The 20/20 Foundation for Success is personally sponsoring 20 Brand Partners on your left leg and 20 Brand Partners on your right leg. Your goal to accomplish this program is within 6 to 9 months of committing to build your Vasayo business. Experience shows that 1/3 of all personal enrollments will become loyal Vasayo Customers, 1/3 of all personal enrollments will become builders or lead you to someone who wants to build, and 1/3 will buy the products one time or occasionally.

90-Day Run to Gold

Launching your Vasayo business can be fast and exciting by consistently doing a set of results-producing activities in the first 90 days to lay a solid foundation:

1. LIST

2. ITV

3. SYSTEMS

**LIST:** Build your Prospect List of names. This is your inventory of people to start your business. Follow the guidelines in Step 3. You’re simply looking for people who are looking. Some will be ready now and some later. Move quickly during your 90-Day Run!
**ITV:** ITV means “Invite to Vasayo.” This is how you now expose the people on your list to the Vasayo products and opportunity. There are many ways to accomplish these invitations. Follow the guidelines in Step 4: Contact and Invite. Remember, many people take 5–7 of these exposures to commit to join. Set a personal goal for how many people you will contact each day during your 90-Day Run to Gold.

**SYSTEMS:** Plug into your upline leaders support system. First, lead by example by plugging in yourself. Then, as you enroll your new Brand Partners, ensure that you instruct them to plug in to the systems as well. The support systems are like the umbilical cord to your business. The system can be there when you can’t. A good system will work for you 24/7. A great support system will have daily conference calls, weekly webinars, weekly live events, teaching, training, recognition, and an events calendar. A great system will have both offline and online marketing strategies. This leaves no one out.

Your first 90 days in the business only happens once. Make it count. Your early success is what will attract people to you like a magnet. Taking consistent action each day is what produces results. Massive action equals massive results. In this type of activity-based business, we don’t get paid for what we KNOW, we get paid for what we DO.

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STEP 4
BUILD YOUR CUSTOMER AND PROSPECT LIST

Who are the people you’re going to share the Vasayo opportunity with? You’ve probably already thought of several people who you believe would be good candidates for what we offer. Now it’s time to put names on paper.

As you begin, try to write down at least 100 names. As you consider who to put on the list, it’s important that you don’t mentally disqualify anyone. If someone comes to mind, add him or her to the list. Consider everyone you know, and also consider who might have specific leverage points that will open up opportunities you otherwise might have missed. Think of people you would like to work with, people who have a positive attitude, people who are ambitious, and those who are respected in their circles of influence.
Successful Vasayo Brand Partners tend to recruit people who are better than they are. By this we mean that in addition to sharing the business with everyone, they also spend time working on recruiting people who have better contacts, or better skills, or who operate in broader circles than they do. They recruit “up.”

When considering who to put on your Sharing List, you do not want to prejudge, but you DO want to pre-qualify. In time, everyone deserves the opportunity to at least see and try the products. Do not leave any known person off your list. They are the basis for the foundation of your organization. In fact, once you’ve created a list of at least 100 names (you could easily have a list of 200–300 names), it’s important to decide on your “top 10.” This means to put down the 10 names of those who you think could possibly make the best Customers, and the 10 names of those you think could make your best Brand Partners.

If you have a hard time coming up with names, use the following “memory joggers” to help you focus. Start with people you interact with on a regular basis.
Memory Joggers

People I Know:
Parents
Siblings
Neighbors
Friends
Uncle
Aunt
Cousin
In-laws
Niece
Nephew
Best man in your wedding
Maid of honor in your wedding
Wedding photographer
Attorney
Accountant
Pharmacist
Pediatrician
Family doctor
Dentist
Dental hygienist
Optometrist
Chiropractor
Massage therapist
Pastor/minister
Friend at church
Children’s coach
Children’s school teacher
Mail carrier
Co worker
Former co worker
Hair stylist
Barber
Teacher
Bus driver
Social worker
Realtor
Interior decorator
Salesperson
Mechanic
Flight attendant
Bank teller
Seamstress
Former schoolmates
Political club members
Church group members
PTA President
Former sports coaches/teachers
People on your Christmas/Holiday Card list

Other People I May Know:
Golf pro
Physical therapist
Student
Accountant
Chiropractor
Fire chief
Business manager
Flight attendant
Carpenter
Radio announcer
Receptionist
Airline pilot
Teacher
Financial planner
Bank manager
Dentist
Actor
Bartender
My Top 10 Brand Partner Prospects

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# My Top 10 Customer Prospects

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These are the people you will focus on for the first month. Remember, most people need at least five exposures to any business opportunity before they say “yes.” Just because they don’t enroll today doesn’t mean they won’t in the future. Make consistent follow-up with your contacts a regular part of your business building efforts.
## My Prospect List

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Income level achievements are dependent upon the individual Brand Partner’s business skills, personal ambition, time, commitment, activity and demographic factors. Vasayo makes no income guarantees.
Never stop adding to your contact list. It is your most important resource as a Brand Partner. Make it a goal to add at least two new people to it every day. And remember—“no” does not mean “not ever.” It simply means “not now.” So don’t cross any names off your list. A great question to ask a “no” is, “Do you know of anyone that might be interested in the Vasayo product or business. Would you mind giving me their name and information so I can contact them?”

Prioritize Your List

Before contacting the people on your list, a little prioritizing will go a long way. Below is a list of eight characteristics. Consider the people on your list in relation to these characteristics and add a star next to each name on your list where there is a match.

- Knows a lot of people
- Has high credibility or influence with those people
- Is dissatisfied with their finances or lifestyle
- Is very competitive and loves a challenge
- Has previous network marketing experience
- Has previous network marketing success
- Has at least $250–$1,000 to start a business
- Lives within driving distance of an upcoming Vasayo business presentation

The people with the most stars by their name are where you will start. Always involve your upline mentor and work with him or her to develop a game plan on how to best contact people on your list.
STEP 5
CONTACT AND INVITE

Inviting people to take a closer look at Vasayo, first as a Customer and subsequently as a possible Brand Partner, is the heart of your Vasayo business. Organizing a list of names is important, and must be done, but this list will not generate $1 of commission if you never invite these people to be a part of what we offer.

We know this step can be especially challenging for new Brand Partners. After all, what if they say no? You already know that not everyone you speak to about Vasayo will want to be a part of it. With that realization, you can view rejection as temporary and move on to the next candidate.

Your Vasayo Story

One of the first things you need to do is develop your Vasayo story. This is a powerful tool you’ll use to inspire others with
your own Vasayo experience The quality and success of your business will be directly related to the quality of the questions you ask yourself on a daily basis, and how well you communicate those answers to your prospects. The following questions can help you craft a short, 30-60 second story that you’ll share with your prospects:

1. What am I most excited about in my Vasayo business?
2. What am I most proud of about my Vasayo business?
3. What am I most grateful for in my Vasayo business?
4. How do I feel about the value of the Vasayo business?
5. What am I enjoying most about my Vasayo business?
6. What was the No. 1 reason I became involved with Vasayo?

My Vasayo Story

Using the answers to the previous questions as a guide, write your own story as you would communicate it to a new prospect:

Many people come to Vasayo without any prior network marketing experience or even sales experience. Here are some helpful hints to get you started:

**Understand People First:** People have different personality types. Consider each prospect individually; anticipate their wants and needs before you speak to them and understand how Vasayo can meet those needs. Often when we start the process
of contacting and inviting people we try to tell them about the product instead of focusing on the task of qualifying them to see if they are really looking for an opportunity.

**Be Patient:** This all won’t explode in the first week or two. It may take you up to 90 days to fill your pipeline of leads and start seeing results. Keep sharing the products, tools, and opportunity. Remember, you’ll get better at it as you go.

**Use the FORM Method:** A great way to contact others, particularly a new contact, is by using the FORM formula: Family, Occupation, Recreation, Motivation. Most people will talk about one (or all!) of these four topics. And they’re usually the most meaningful things in their life. So ask about their family. Inquire about their job/occupation. Try and discover what they do for fun, or what “motivates” them (their “why”). The more you understand about them, the easier it will be to adjust your message about Vasayo to them.

**Practice Makes Perfect:** Practice your Vasayo story (whether through texting, social media, or face-to-face) with friends and family or your upline mentor.

**Remember to Follow Up:** Continue to follow up with a prospect. Track who you’ve followed up with so you don’t forget anyone.

**Keep Your Vision/Why in Mind:** Think long-term and set goals. Always remember your why for joining Vasayo.
Key Contacting and Inviting Activities

With the above hints in mind, below are some key activities you need to do regularly to be successful:

1. **Practice Your 30–60 Second Story.**

Review and practice your short Vasayo story over and over. Practice with your spouse, other family members, and friends. Recite it to your upline mentor and get his or her feedback.

2. **Contact 1–2 People Each Day. Meet 1 New Person Daily.**

This is pretty straight-forward. You need to contact people every day. And if you make a point to meet new people, your Sharing List will always continue to grow. So how should you connect with others and start the conversation about Vasayo? Begin by using your cell phone contacts. Start using social media. Reach out by text/email to individuals.

Other ideas include leading with the amazing Vasayo products. Use and carry the products with you. Show them on social media. Share the products with others. Also wear your favorite Vasayo shirt to the gym or while running errands.

3. **Invite 1–2 People Every Day to Try Vasayo Products and Learn about the Business.**

The next step after contacting someone is to invite them to try our products or to learn more about the company/opportunity. Again, a text, email, or message via social media is a great way to do this. Of course, face-to-face or over the phone are very effective.
How should you invite? Well, hopefully you’ve found out something about the person that is important to them (remember the FORM method?). If they’ve indicated they want to be healthier, you invite them to learn more about the products. If they’re dissatisfied with their job, you can invite them to learn more about the financial benefits of Vasayo. You simply have to say something like, “Hey Sarah, I’ve started working with a pretty amazing company. We’re able to help people with their (health/money/lifestyle). Do you have a few minutes today or tomorrow to chat?”

4. **Identify 1 Customer a Week.**

Of course, many of the people you’ll be contacting and inviting will be interested in certain areas of health, which means the Vasayo products will appeal to them. Customers form an important part of your organization. The more customers you have, the more likely some of them will turn into Brand Partners and contribute to a healthy, vibrant organization.

**Sample Scripts**

**After giving your short Vasayo story**

“So, Taylor, there’s more I’d like to share with you. But we’ll need just a little more time—about 20 minutes or so. Would tomorrow at 3 p.m. or later at, say, 7:30 p.m. work for you?”
After seeing a reply to a social media post

“Hi, Jessica. I saw your comment on my post. Thanks for the interest! It seems like you’re pretty interested in being healthy. I’ve got something you might be interesting. I could chat with you about it—would probably take 15–20 minutes. I’m available right now, or later this evening about 8 p.m. Which works best for you?”

Reaching out to a friend

“Hi, Mary. I don’t have a lot of time right now, but I had to reach out to you. If I told you there was a way to generate additional income—without changing your schedule—would you want to know about it?” Set up a meeting or coffee date with the person you’re speaking to. If you look busy and keep it short, there will be fewer questions and people will respect you as well as your time.

“Hi, John. I am just about to walk into a meeting so can’t chat long. I am incredibly excited about a business concept I was recently introduced to and it’s an incredible way to make residual income. If I sent you some information would you have a look at it?”

“Hi, Amanda. The reason I am contacting you is because I have recently been introduced to something I am incredibly excited about. If I sent you some information would you have a look at it? When is the soonest you are going to be in front of your computer?”
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STEP 6
SHOW THE PLAN

Once you’ve invited your prospect to learn more about Vasayo, it’s time to show (or present) them the Vasayo company, products, and Rewards Plan. We’re in the network marketing industry, which means we will always be presenting to others person-to-person. It’s essential that you never forget this.

However, modern technology has made it easier than ever to show the plan to others. You can do this by simply texting a video (learn more about this in the following section) or emailing a link to a video or pdf. Whatever route you take, showing the plan—as outlined by Vasayo Corporate—is obviously a vital step in helping others understand how Vasayo can help them.
As you are showing the plan to new prospects, they must be able to:

- Touch and try the products
- See the excitement of others
- Develop relationships in the business

This does not necessarily have to happen with the first exposure or first presentation, but it is vitally important that these happen within the first few weeks of someone learning more about the business.

Remember, as you share Vasayo with others, you want to focus on people who want to:

- Feel BETTER physically and financially
- Have a dream...a DREAM they are willing to fight for
- Experience more CHOICES in life
- Create another stream of INCOME

Key Activities for Showing/Presenting Vasayo to Others

Share the Vasayo products and business 1–2 times every day.

It’s simple—activity equals income. And the good news is there
are several ways for you to be active and find success on a daily basis. The more of these proven methods you use the more likely you will find success:

**One-on-One Presentation**

These meetings, which might happen in a coffee shop, park, or home, should last 20 to 40 minutes. If you have never shared the opportunity before in a home meeting, it is best to have two people sharing with one person; you and your upline or you and your spouse. The idea is to be as comfortable as possible and simply share the opportunity. You can use a video, the Vasayo tear pad presentation, PowerPoint, flipchart or other tools to give the presentation.

**The Vasayo App**

One of the easiest ways to show/present Vasayo to others is to use the Vasayo app. This powerful app contains a comprehensive library of sharing tools and capabilities, from videos, PDFs, social posts and more, all of which you can text to your prospect or post to social media. After you’ve invited them to watch or view the tool, you simply select the tool you want to send, and text it to them. You’ll then get notifications as to when they watched it, how much they watched and so forth, thereby making your follow-up with them more effective. The great thing about the app is it allows the video to give a polished, consistent presentation while you are simply the messenger.
3-Way Calls

For new people, one of the biggest obstacles is trying to know exactly what to say to a prospect. There’s a great solution for that. Using your sponsor or other upline mentor in a 3-way call eliminates that worry. Once your prospect agrees to talk, you simply tie them in to a call with your upline expert and explain that you have them on the phone, and that this friend will explain a few things and answer any questions your prospect might have. The benefits to having your upline present is that they deliver a polished, consistent presentation (and can answer the questions). After you hear your upline do this a few times, you’ll better learn what to say, how to present, and how to best answer questions/concerns. Soon enough, you won’t need your upline help (and you’ll be the “expert” for some of your new team members!).

Vasayo View Home Event

These should last 45–60 minutes. Home meetings are especially helpful after you’ve enrolled someone through a one-on-one presentation. After enrolling them, immediately schedule a home meeting for him or her if at all possible. This reinforces the fact that you are committed to helping them build their business. Having you (and/or another upline expert) presenting the program at the home meeting with a video or flip chart presentation is the best format for sharing the Vasayo opportunity.

A Vasayo View home event is a great way to present the Vasayo
story to multiple prospects at once. It also allows others in your team to bring their prospects. Commit to attending or booking these events every week. Again, the excitement and energy your prospects will feel at these events goes a long way in helping them want to be part of the Vasayo family.

**Social Media**

You can share about Vasayo products with your prospects through your social media posts. Once you’ve created curiosity and they begin reaching out to you, you simply take the conversation offline and proceed like you normally would by sending them a video, PDF or other tool, or offering to get on a 3-way call, etc. The following are some basic yet crucial principles to follow when it comes to social media:

**Use the “80–20” Rule:** With social media, it’s very important to be a “giver” rather than an “asker” or “taker.” If you contribute in some way to others (by posting practical information, funny/entertaining posts, inspirational content, and so forth) instead of constantly asking others to buy product or join your team, you’ll find much higher levels of success. So, about 80 percent of your social media content should be of the “giving” type while the remaining approximately 20 percent can be specifically related to promoting Vasayo and your team. Again, remember that you’re looking to create a presence that shows your audience the kind of life they could have, but doing it in a genuine way that isn’t “selling.”
**Push the Positive:** As you share your story, you want to project an image of someone that is enjoyable, pleasant, and uplifting. Post content that uplifts and inspires, not content that is negative or depressing. Don’t whine or complain about what’s wrong in your life. Don’t ridicule. Compliment others and express gratitude. You’re ultimately trying to create a brand that communicates trust and integrity.

**Steer Clear of the “Verbal Vomit”:** You want to create a positive, trustworthy, and inspiring brand on social media, so it’s important to avoid “verbal vomit.” This means you can’t go crazy and post all day, every day about every little thing. Show restraint, class, and consistency in what you post.

**Short Is Sweet:** With social media, less is usually more. Keep text posts shorter than a paragraph.

**Get the Relationship to “Offline” As Soon As Possible:** Everything you do on social media should have in mind the goal of cultivating online prospects to the point that they feel comfortable and confident enough to partner with you. This means that once they’ve expressed interest, you should invite them (by using the direct message function) to talk “right now” or later today/tonight. The early cultivating of the relationship occurs online (using social media), but will eventually need to become personal. Simply send a message saying something like, “Hey,
thanks so much for your response to my post. That made my day. If you’re interested, I’d love to discuss this more with you. In fact, do you have a couple minutes right now to talk, or would tonight work better?”

**Keep it Real, Raw, and Genuine:** Post content that portrays an honest picture of you. Remember, you’re trying to create an online brand that says, “You can trust me!”

**Don’t Go After “The Kill”:** Once you connect, remember that you’re trying to cultivate a relationship. As you do this, the “sale” happens naturally and without pressure. Your new friend will join because she trusts you and feels comfortable joining your team, not because you “sold” her on Vasayo. Don’t try and “hard sell”—this will often just turn them off and you’ll lose all the trust and confidence you’ve worked hard to build.

**Use Video:** Social media has quickly become video dominant. If you’re not using video in your social posts, start doing it now.

**Regularly Recognize:** Make sure you’re recognizing your team members for their achievements. This will make them feel appreciated and show you in a good light as well.
Basic Guidelines for Having a Successful Vasayo View Home Event:

1. Invite people to arrive at your home by 7 p.m. Emphasize promptness. Keep your meeting time consistent so it will never be in doubt.

2. Use the family room—it’s the ideal room for a gathering because it’s comfortable and not too formal.

3. Make sure the presenter arrives a few minutes before 7 p.m. in order to meet and greet the new prospects and pass out any recommended support literature.

4. Begin the meeting promptly at 7:05 p.m.

5. Your dress doesn’t need to be formal—it can be casual but professional.

6. The host should greet and get everyone seated. You should introduce the speaker. The following is an effective introduction: “(Spouse’s name) and I were exposed to the Vasayo products and opportunity recently, and we’ve become very excited about it. We have asked a very good friend of ours, (speaker’s name), to come and help us share this opportunity with you. After (speaker’s name), has explained the program, I’m sure you will see why we’ve become so passionate about these products and the financial opportunity.”
7. Remain seated, and be very attentive during the meeting. Take notes and record them for your own use; when YOU are the guest speaker at a future home meeting, you’ll know how to give a successful presentation.

8. Don’t allow children or pets in the meeting. You want to create an environment that will help your guests focus on the information being presented. Turn off phones, TVs, and other electronic device that might prove a distraction. Have sign-in sheets, product and business literature, product samples, and banners ready to go—they all help to ensure a successful party.

9. Close by thanking the speaker: “Now you can see why we’re so excited. (Speaker’s name) has agreed to stay for a little while to answer any questions on the product and the enrollment and activation process.” Announce the next meeting, and then offer assistance in getting people enrolled and started.

10. Of course, not all prospects will be interested in joining. Should they not be interested in the opportunity now, but still want to be a customer, sell them some of your individual product or send them to your self-replicated website (username.vasayo.com), and ask for referrals. Have brochures and product available for those who request them.

11. When a prospect is ready to get started, assist them in the sign-up and enrollment process online. Enroll your prospect
by helping them secure a position, choose the Vasayo products (or optional product package) of their choice, and suggest they get on the Loyalty Convenience Program. Then, most importantly, book a follow-up Vasayo View home meeting with them to start the sponsoring process. You can have it at your home or theirs!

12. As your guests leave, let them know that it was great seeing them, and offer your contact information for assistance in the future. Also, make a list of people with whom you placed product and marketing materials. Make sure to follow up with these people.

13. Never end a meeting without announcing details of the next meeting!

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STEP 7
FOLLOW UP

Following up with your prospects is a crucial activity for building your Vasayo business. The truth is that most prospects will not make a decision about joining Vasayo after their first exposure. They might need 3 or 4 (or even more) exposures to Vasayo to finally decide. These exposures come in the form of following up with a new video or tool, an invite to a Vasayo View home event, and so forth.

Here are a few guidelines when it comes to following up:

• Track and keep your follow-up appointments. Keep accurate records as to when you’ve last spoken with each prospect along with what information you’ve shared so you can effectively follow up.

• Make sure you re-contact those who might not have been able to set a follow-up appointment. Re-contact them within 24–48 hours of the meeting time.
• Make sure your follow-up is personal and informal to allow for openness and honesty. It will create an atmosphere for prospects to ask questions and allow you to help them define their dreams and reasons for considering this opportunity.

• Be prepared to sponsor/enroll your prospect during the follow-up. Get them to the website and review the opportunity. At times, it may take a one-on-one, home meeting or even an open opportunity meeting before they feel comfortable enough to join.

• Remember: the Vasayo opportunity is all about timing. While the timing for someone might not be good today, it could be perfect in the near future. But you will never know unless you follow up consistently.

Key Activities for Following Up

1. Be prepared to get back with your prospects within 24–48 hours.

2. Keep a log to track when you follow up with prospects.

3. Always have enrollment forms ready when following up.

4. Be prepared to address common concerns. For instance, a very common concern is, “I have no money/time.” A great way to respond to this is, “I know how you feel. I have felt
the same way. This is what I learned: Insanity is doing the
same thing but expecting different results. This business
allows you to leverage your time and create a long-term
residual income. Does that sound good to you?” Then invite
them again to your next Vasayo View home event or
corporate meeting.

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STEP 8
THE ART OF THE CLOSE

What Is Closing?

Closing means resolving your prospects’ concerns and enrolling them as a Brand Partner.

When signing up individuals, do not feel obligated, or be overanxious, to discuss the business opportunity. Sometimes it is counterproductive to encourage them to come to a meeting and become a Brand Partner. If your contact is willing to sign up for a customer package, by all means, agree! Some of your contacts will only want to use the products and that will be a great benefit to you. In the future, you can always invite them to a Vasayo View event and introduce to them the benefits of being an Active Brand Partner.
You will also need to help them feel comfortable sharing the product with their friends.

**Tips for Closing**

Naturally, we “close the deal” on many choices every day. We just tend to overlook these closes and don’t think consciously about them. Review the tips below and consider how you already use these in your daily life with friends and family. As you come to recognize these principles in action, you’ll learn to consciously employ them in the moment when closing a prospect to become your newest Brand Partner.

**Be Detached from the Outcome**

Be detached from the outcome. You cannot come across as needy. You are simply there to educate them and help them, and then they can make a decision based on what’s best for them.

**Communicate Clearly**

They’ll trust your words more when you’re clear and confident. Rehearse your words beforehand to learn to speak confidently in the moment.

**Smile**

People who smile are attractive and enjoyable to be around. Also, people tend to trust others who are consistently happy and smiling.
Use Humor

A little light humor can ease tension and make people feel content during a close. Humor brings hope and can inspire action. Light, kind humor can make a person feel more genuine and less robotic.

Be Positive

No matter how your prospect responds, keep it light and remain calm. Maintain a good outlook throughout your conversation, and don’t appear disappointed when prospects bring up several objections. Have the healthy mindset to detach yourself emotionally from the sell. Seek to inform and educate, and be happy to do so! Focus on what is in your control. Train yourself to consistently respond calmly and positively to anything unreasonable or unkind.

Treat Each Prospect as Your Biggest Sell

Treat each of your prospects as though they’re going to come in with the biggest package at the end of your meeting and then turn out to be one of the best leaders in your organization. If you don’t treat your prospects with this kind of concern and sincerity, it’s unlikely they will become a great leader for you. Even if a prospect doesn’t have money or a budget, treat them as though they do. Wouldn’t you want them to surprise you for the better?

Stay Confident

Be confident that you’ll reach an agreement. Speak as though you will. Speak as though you close with prospects very often
and that you totally know what you’re doing. Negativity will poison your confidence, so don’t focus on the fact that the prospect might turn you down. Speak to them as though they’re going to happily accept your invitations to move forward. If they don’t, then turn your focus on educating. Even when things go wrong, do not act dismissive or discouraged.

Make Eye Contact

Nothing shows confidence more. By consistently keeping good eye contact with your prospect, you’ll demonstrate both your confidence in your words as well as confidence in the prospect to be able to take on the role of a Brand Partner.

Stay Close to the Prospect

Time away can create doubt and uncertainty in the prospect’s mind. This will undoubtedly extend the closing time. Encourage meeting and discussing the opportunity as often as possible until the close.

Handling Objections

You will be firm and confident if you are prepared and practiced to respond to objections. You’ll find that you will almost always hear the same small set of objections from every person. When you learn to respond to these common objections, your confidence will increase, your closing skills will drastically improve, and you’ll receive less no’s from your prospects.
Memorize These 5 Basic Tips for Handling Objections:

1. **Listen to the Prospect**
   Don’t jump all over their objections. Hear them out fully. Give them a chance to explain directly what is bothering them.

2. **Repeat the Objection Back to the Prospect**
   When you’re absolutely sure that the prospect has finished their objection, look thoughtful for a moment, and then repeat it back to them.
   
   “Let me make sure I understand correctly. You’re unsure about...”
   
   “So you’re concerned about... is that right? That’s understandable. I felt the same way, too, when I first got involved...”
   
   “I want to make sure I answer your question all the way. Now, correct me if I’m wrong, but what you’re concerned about is...”

3. **Explore the Reasoning**
   Ask why, why, why. Think of their objection in layers—with the first layer as very general, but not necessarily their real concern. Close friends and family often fall under this category because they’re afraid of hurting your feelings.
4. Give an Answer

Afterward, check back with the prospect and directly ask whether you have fully answered the objection.

“How does that sound like it’s what you’re looking for?”

5. Redirect the Conversation

Be sure your prospect doesn’t have any more objections, and then move forward. Continue your explanation, share another idea, or pull out a package list (computer or hardcopy) together and start moving toward the close.

“Let me just show you what packages are available, so you can be thinking about it.”

Be confident and calm as you walk through the process of handling their objections. Listen to the prospect and remember that you are there to inform and educate. As you do this well, you’ll find that many of your prospects will verbally tell you when they want to close. Looking at a list of packages or suggesting possible website URL names can make the experience seem more real for the prospect and be just the encouragement they need.
Common Objections and Responses

As more and more people agree to meet with you and agree to join the business, note which of your words, phrases, and stories encourage prospects to stay a little longer and learn a little more. When you receive uninformed and informed no’s, record why these prospects stopped meeting with you. What objection could you not overcome? Did you even learn their real concern?
READERS ARE LEADERS

Choose from one of the titles below and become more informed about being a leader, business owner, and communicator. First, finish this training guide from start to finish. Jot your notes down as you read. Then, begin working your way through the following list. This is the preferred reading list from top to bottom. When you finish this list, check with your mentor for additional recommendations.

- *Think and Grow Rich* by Napoleon Hill
- *The Four Year Career* by Richard Brooke
- *How to Win Friends and Influence People* by Dale Carnegie
- *The 7 Habits of Highly Effective People* by Steven R. Covey
- *Secrets of a Millionaire Mindset* by T. Harv Eker
- *Rich Dad, Poor Dad* by Robert Kiyosaki
- *The Second Chance* by Robert Kiyosaki
- *The Magic of Thinking Big* by David J. Schwartz, Ph.D
- *The 5 Levels of Leadership* by John C. Maxwell
- *Touch Points - Creating Powerful Leadership Connections* by Douglas Conant and Mette Norgaard
“I Will Never Do Network Marketing” by Joe Occhiogrosso
Cracking the Millionaire Code by Mark Victor Hansen
The Art of Acting by Stella Adler
Go For No by Richard Fenton
Money Master the Game by Tony Robbins
The Power of Goal Setting by Paul Meyer
Building an Empire by Brian Carruthers
Money Mindset by Brian Carruthers
Beach Money by Jordan Adler
Quantum Leaps by Gloria Mayfield Banks
The Gen Z Effect by Thomas Koulopoulos
Creativity, Inc. by Ed Catmull
Becoming Your Best: The 12 Principles of Highly Successful Leaders by Steve Shallenberger
DON’T WAIT—GET STARTED ON YOUR SUCCESS PATH TODAY!

So there you have it. At Vasayo, we want your dreams to become your reality—that’s why we’ve provided you the Vasayo Action Plan. As mentioned, this system is based on time-tested principles and is proven to work. Vasayo’s most successful leaders have demonstrated this time and again. And that’s our promise to you—if you faithfully follow the guidelines and principles contained in the system and commit to doing it for the long-term, you’re sure to taste sweet success.

We know you can do this. So don’t wait—get started today. And begin to enjoy the success of your efforts!

Income level achievements are dependent upon the individual Brand Partner’s business skills, personal ambition, time, commitment, activity and demographic factors. Vasayo makes no income guarantees.