



# LAW OF AVERAGES

A SYSTEM FOR FINDING BUYERS

90%=NO 10%=YES Law of Averages (LOA) is the system for finding the 10%



## BASKETBALL THEORY

**Objective:** to make 30 free throws.

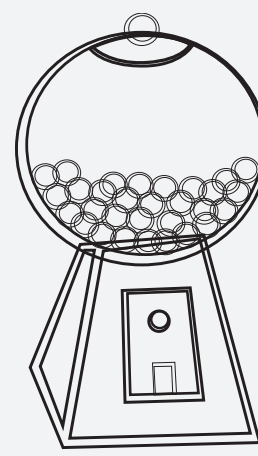
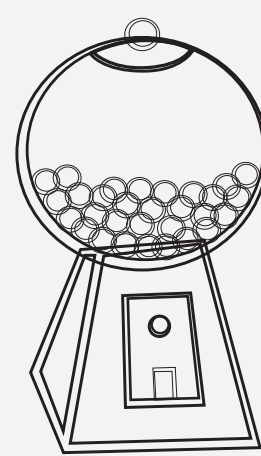
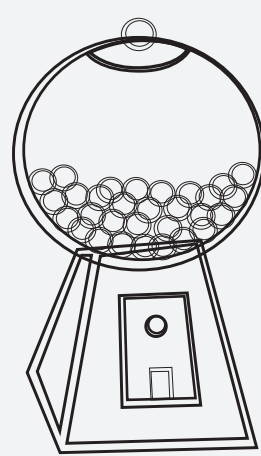
Could you make 30 baskets if you had 30 shots? Probably not.  
Could you make 30 baskets if you had 100 shots? Maybe.  
Could you make 30 baskets if you had 300 shots? Yes!



## GUMBALL THEORY

**Objective:** To get the most red gumballs as you can with 30 quarters. You have 3 gumball machines with 100 different color gumballs in each machine. How would you use your quarters?

**You could put 10 quarters in each, or...**  
Put all your quarters into one machine to increase your chance of getting red gumballs

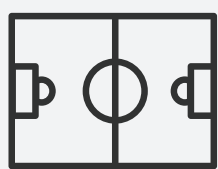


## IN THE CLUB

**Objective:** Get as many phone numbers as you can. \$100 bet!

How does someone win?  
-Protect their attitude  
-Don't cherry pick or pre-judge  
-Maximized their territory; talked to everyone!

This is the reason why some people have a great day and others struggle in the exact same location because of these 3 things! A store hasn't been worked until it's been worked by you.



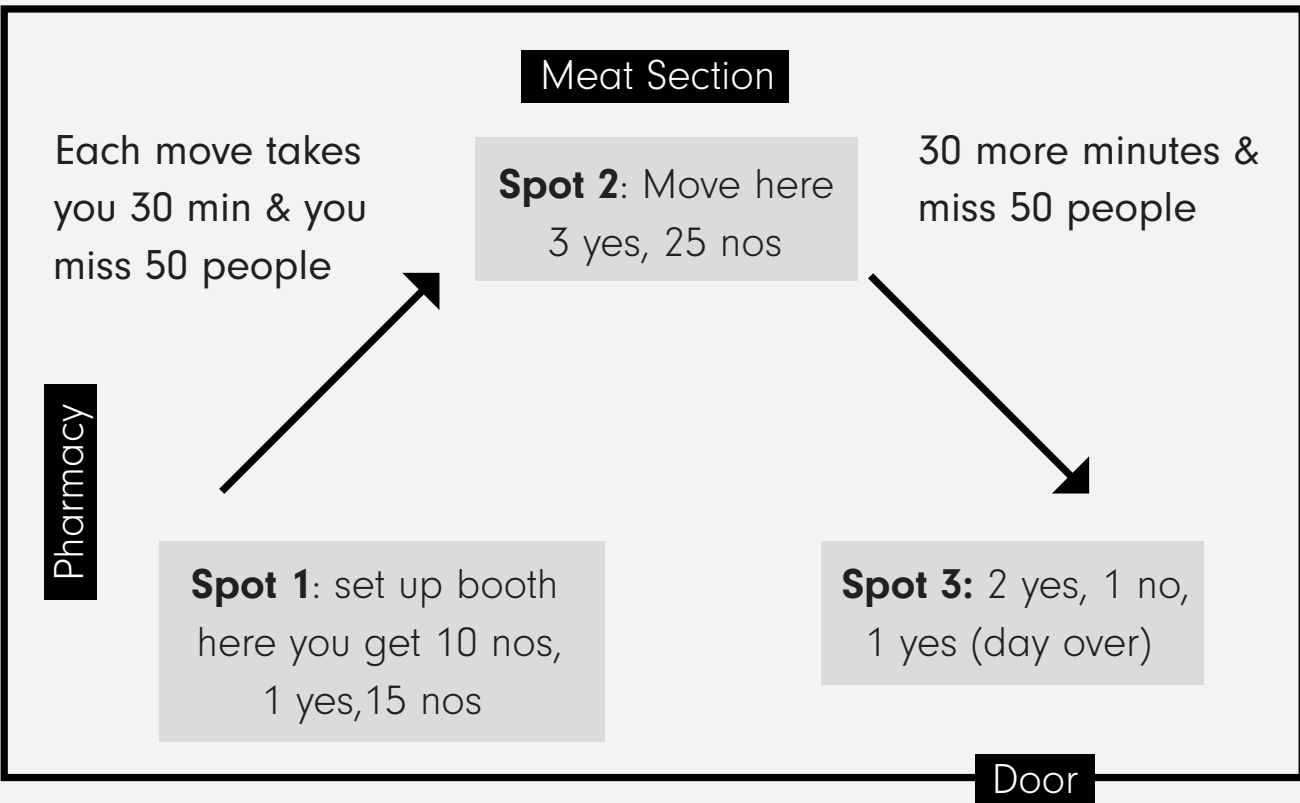
## IN THE FIELD

**Hardest day: Slow AM**  
It's difficult to stay positive when you're seeing **less** people because Law of Averages is slower to play out

**Easiest day: Fast AM/Steady**  
It is easy to stay positive when you're seeing **more** people because Law of Averages is quick to play out

### WHAT HAPPENS WHEN YOU GET DISCOURAGED AND MOVE AROUND?

You will have consistent great days when you know how to keep your attitude during a slow AM day.



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80% OF PEOPLE ARE PREDECIDED | 20% ARE ON THE “FENCE”

The purpose of FUGI is to get the no’s to a no faster and the yes’s to a yes faster of the 20% that are on the fence.

FEAR OF LOSS

**Event = limited time**  
“We are a traveling roadshow, we actually have X days left”

**Product = not carried on stores shelves**  
“When we leave the product is gone.”

URGENCY

**EVERYONE IS IN A HURRY AND SO ARE WE**

Drop the no’s and moving the yes’s

**Create action**  
**Verbal:** right now, today, before we leave, really quick  
**Non-verbal:** body language, organize booth, turn and burn

GREED FACTOR

**THE JONES EFFECT**

Everybody wants what everybody else has

**Active**  
Buying frenzy, one person tries to out do the next

**Passive**  
Find a real testimonial

INDIFFERENCE

**WE AREN’T SALES PEOPLE, WE’RE PROMOTERS**

- We don’t need a yes or a no to make or break our day  
- It’s only a good deal if the member can use it  
- Never try to turn a no into a yes

**Verbal**  
It’s totally up to you, showing everyone

**Non-verbal**  
Step back and stay back, shrug shoulders, hands up, no big deal face

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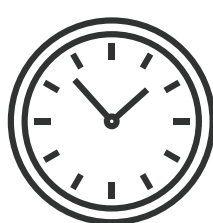
# 8 STEPS TO SUCCESS

## A SYSTEM FOR SUCCESSFUL WORKING HABITS



### 1 HAVE A GREAT ATTITUDE

- 99% attitude, 1 % ability
- Let attitude determine production



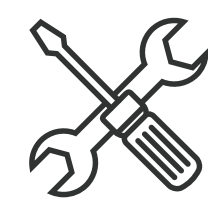
### 2 BE ON TIME

If you're not early you're late

**AM:** one on ones, office atmosphere, conference calls

**Field:** go straight there, no pit stops, relieving others

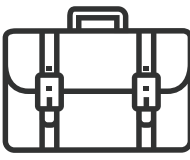
**PM:** business dinners, team nights, breaking down days



### 3 BE PREPARED

**Mentally:** For 90% of nos you're going to get

**Physically:** Bring name badge, supplies for event, note book, pen, snack and comfy shoes



### 4 WORK A FULL DAY

- Our systems are based on a full work day
- Limit cell phone use
- Maximize your time by taking shorter breaks



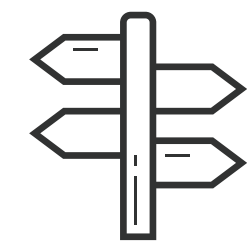
### 5 MAXIMIZE YOUR TERRITORY

- Every person, place, nook and cranny
- Territory is everyone you can see (15-20ft)
- Talk to everyone



### 6 PROTECT YOUR ATTITUDE

It's normal to lose your attitude; what matters is how quickly you can regain it



### 7 WHY YOU'RE HERE, WHERE YOU'RE GOING

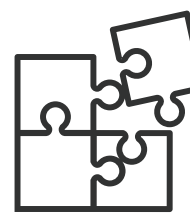
**Set goals:**

short-term = daily and rotational

mid-term = 31-60 days

long-term = 61-90+ days

- Surround yourself with people you want to be like
- Chase your rabbit; success breeds success



### 8 TAKE CONTROL

**Customers:** get a solid yes or no

**Situations:** be a problem solver. If you have a flat tire, fix it. If you spill coffee, clean up and move on.

**Future:** set goals

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# 5 STEPS TO A CONVERSATION

## A SYSTEM FOR BUILDING IMPULSE

### 1 INTRODUCTION: A QUICK ICEBREAKER

**Example:** “Hi, there!”

**S.E.E. Factor:**

**Smile** - It’s contagious

**Eye contact** - Builds trust

**Enthusiasm** - Creates curiosity

### 2 SHORT STORY: QUICK WHO WE ARE & WHAT WE’RE DOING

**Example:** “Just showing everyone luxury pillows today”

**K.I.S.S. factor:**

Keep It Short Simple

The more we talk the more impulse drops

### 3 PRESENTATION: PUT PRODUCT IN CUSTOMER’S HAND TO CREATE A SENSE OF OWNERSHIP

**2 to 3 key points about the product**

**For example:**

- Limited time promotion
- Hypo allergenic
- Keeps you cool

**Stress the deal**

- High vs Low
- Retail vs Wholesale
- Dollars (Save) vs Bucks (Spend)

### 4 CLOSE: HEIGHT OF IMPULSE

**Ask qualifying questions**

“That’s a pretty good deal, right?”

**Ask yes/yes questions**

“I know that one is for you, how many can I grab you for gifts?”

**Assume the sale**

“We had a lady who grabbed 5 for gifts. Do you need the same or just a couple today?”

### 5 REHASH: DOUBLES CASH VALUE

**Read and recognize to create deals and specials**

“Since you picked that up, you qualify for our upgrade!”

**Paint the picture**

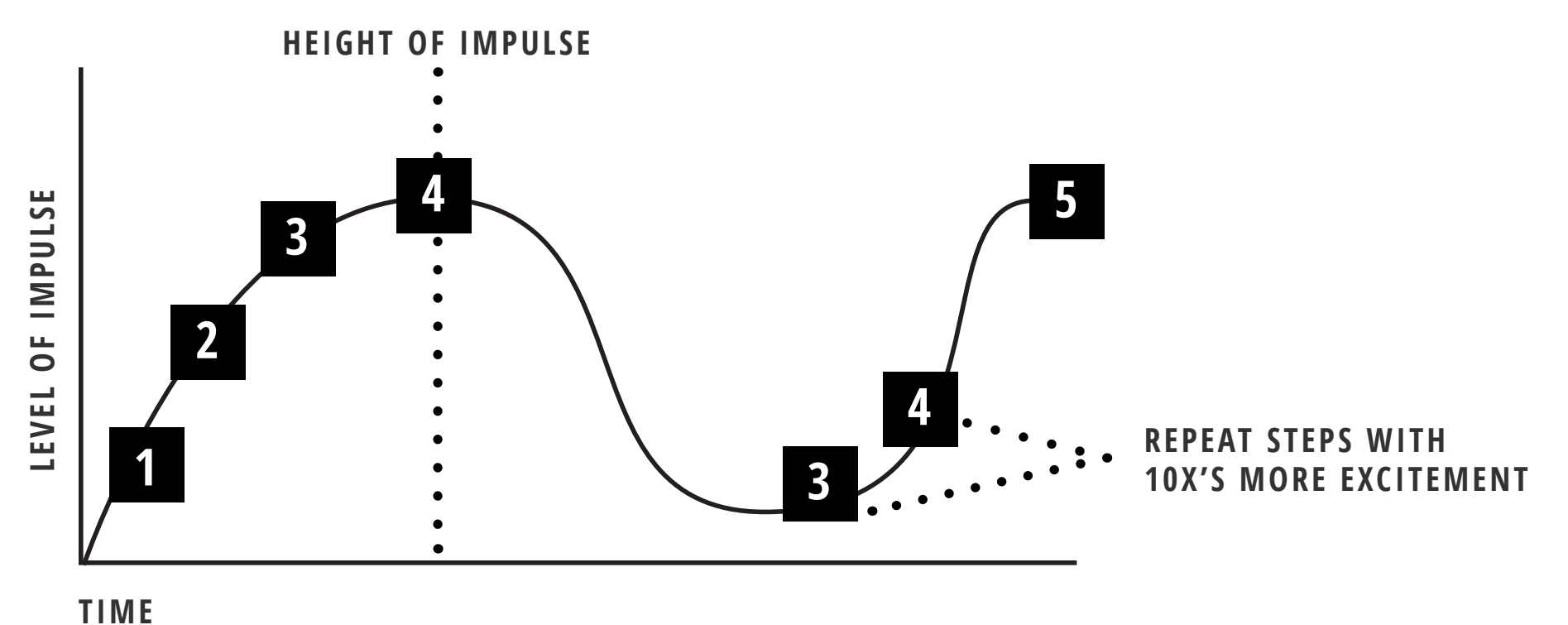
10x the excitement

**Promote gift ideas**

Birthdays, weddings, anniversary, events, parties and holidays

- Never end on a “yes”

- 2 nos and a go



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