

Welcome to the “Power Pitch Audio/Video Recruiting System”

This system will help you build momentum using an Automated System.

One of the most frequent downfalls in building a Large Network Marketing Team is caused by loss of discipline due to excitement. Yes, that’s true. We all know we must use a simple, effective and duplicable system that removes the need for highly developed skills and sales ability. We know that if it is not easily copied by those on our Team, it will hinder rather than enhance our growth. However, we frequently just can’t resist putting ourselves more heavily into the process by personal presentation and long conversations and even debates about our business. Never fear, there is a cure.

We have a simple and substantially complete, multiple step process that works like a flow chart system filling the funnel of success. If followed, the results are substantial and easily measurable, not only in your personal results, but in the duplication and even multiplication that results in Momentum! We urge you to follow it like the instructions for baking a cake or re-building an engine. Skip a few steps and you may seem to be taking a shortcut to success, but end up on a side path that leads to a fallen cake or useless and poor operating engine. Success is found by sticking to a system and following the path to Success.

We wish you the best as you learn to use a system that works real hard, so you don’t have to.

To Success,

Steve Thompson

National Consultant, Ambit Energy

Tools required for using this system:

Computer, Internet Access and Reliable Internet Service

TNT Ambit Power Pitch (\$8.95)

Ambit Websites (\$24.95). Already there if active Ambit Consultant

Energy Gold Rush capture page. (\$10 monthly)

Flyers/Bookmarks/Sizzle Cards/Business Cards etc. (All available through Ambit)

Time period required for Successful Test and implementation of system: 60 – 90 days

First let’s talk about the tools.

PowerLine is included when you become an Ambit Consultant, but to use it for this you must upgrade to the Ambit PowerLine Power Pitch. Beyond the many other uses, it will give you the key to operating this system. Visit your Ambit PowerZone, click on PowerLine and upgrade or purchase Power Pitch.

Ambit Website. We use a couple of the regular Ambit Websites, so there is no extra expense. There are several websites to choose from but the most common is [www.\(yournickname\).energy526.com](http://www.(yournickname).energy526.com).

EnergyGoldRush Capture/Landing Page: If you have another lead capture or landing page great, but the easiest and least expensive to use is [www.\(yournickname\).EnergyGoldRush.com](http://www.(yournickname).EnergyGoldRush.com). You can get it at www.EnergyGoldrush.com for \$10 monthly.

Flyers/Bookmarks/Sizzle Cards/Business Cards etc. Get the word out. Be creative on style, but don't change the wording. Too much information will ruin the success.

60 – 90 Days. Success does not happen overnight, but it can happen very quickly. Use it yourself so you become proficient. Give the system enough time to work and it may change your life. The people brought in using the system will be very likely to succeed as they will tend to build their business using the same system that brought them in to Ambit.

Setting up your system:

- Make sure your Ambit Websites are operating and you have updated your payment information so it does not go down causing your system to stop.
- Order the Ambit Energy PowerPitch system at www.ambit.tntvoice.com. Either do it through your PowerZone or contact Consultant Support for assistance. (Note: The Toll-Free Unlimited will not work well as PowerPitch because of the 11 second delay and menu after the recorded message. You may have both products, but should use PowerPitch for your Recruiting Message)
- PowerPitch comes loaded with a 3 Minute Message designed by NC Steve Thompson. You may use that message without any changes or you may record or upload a new recording for your outgoing message on PowerPitch.
- Order Sizzle Cards/Bookmarks/Flyers from Ambit Store or design and print your own using the suggested wording.
- Go to www.EnergyGoldrush.com and register your own site. All of the needed information and instruction is available from that website, as well as training on its use.

Working the system:

Step One: The Audio Sizzle Message

- The purpose of this system is to facilitate exposing a large number of people to the Ambit Opportunity with minimum personal explanation and presentation. This is the very basis of the system! Trust in the system and do not add or subtract from it as you may limit your success. Please resist the temptation to add your own conversations, presentations, and explanations.

Do not derail the system by allowing the prospect to control the conversation, and thus the system, by asking the questions and getting you to answer them. (The person asking the questions controls the conversation). Let the system work!

Start conversations with an excitement statement about what you have found.

"I Found Something Great That May Change Our Financial Life Forever!"

Then ask these Four Questions:

- What do you know about Energy Deregulation?
- How many people do you know that use Electricity or Natural Gas?
- Would they like to pay less or even potentially get their Energy for Free?
- If I can guide you through a brief system, would you give me a few minutes to learn about a company that will pay you significant income to help others save on their home utilities?
It only takes a few minutes and starts with listening to a 3 Minute Recorded Message.
There is no obligation.

Hand them a flyer/sizzle card/bookmark with only the words:

Change Your Financial Life!
Earn Significant Income Helping Others Save Money on Their Home Utilities
3 Minute Recorded Message
(XXX) XXX-XXXX

You may add graphics and use different colors to enhance, but DO NOT ADD MORE WORDS!

Ask the prospect to please call the number on the card and listen to the overview. If they want more information, just leave their name and number at the end of the 3 minute recording. They may ask for more information right now, but it is critical that you avoid that by saying, "Please just listen to the message. We have a system that works hard so we don't have to. You will enjoy it!"

Remember, the goal of this message is to be a filter. As a filter, it is not designed to "Hook" the wrong people but rather to eliminate the large number of people that just aren't interested. That way you only talk again to those that are interested. It is widely known that many fail in this business by spending too much time talking to the wrong people. Success comes from getting the message to a large number of prospects. Let the system work for you!

- Check your PowerLine at least daily. As people leave messages you will receive an email that you have PowerLine Messages. Go to your PowerLine back office (Click the link in the message) or call and check the messages by phone. The more Sizzle Cards you give out, the more messages you will receive. And these are prospects that WANT TO TALK TO YOU!

At each step of this process be alert to prospects that are extremely excited and are ready to get started. As we feel there is no comparison to a Large, Exciting Group Business Presentation, you should always invite a prospect to the Group Presentation. If they are ready, go directly to that step. If not, go to the next step in the process. (And at anytime someone is ready to get started, quit talking and Register them as an Ambit Consultant!!!)

Step Two: The Video Message

Assuming the person left a message, you should call them right away. The more you delay, the more time you leave for them to stray from the path. Never let a call back go more than 24 hours from when they left the message. If you are getting more response than you can handle, teach the system to your down line and spread the leads.

The Call Back:

- Thank the person for completing step one by listening to the 3 minute audio message. Let them know that it is your job to supply them with additional information. However first you need to ask a few questions to see if they could possibly be a match for us. These are very simple questions and must stay just this brief. Write the answers down to start learning about your prospect and developing a relationship.

Ask:

First, let me verify your contact information. Please confirm your name, phone number and email address.

We are expanding in many areas. Where do you live?

What kind of work do you do now, or did in the past that might make you a candidate for our Team?

Can you devote 5 to 7 hours a week to a business of your own so that you develop a significant income?

Then let them know you appreciate them working through the system and that it shows their ability to work with our Success System.

Ask:

Do you have something to write with as I am going to give you a website to visit to complete step two of the process?

Please visit [www.\(yournickname\).EnergyGoldRush.com](http://www.(yournickname).EnergyGoldRush.com) . You will watch a brief video presentation that will explain our business. If it makes sense to you, we will then arrange for you to get all of your questions answered so that you can make a decision to join our Team. As always, there is no obligation and we appreciate you working with us.

You will be asked to register to view the video and that information only goes back to us, and we already have it. It merely verifies for us that you have completed Step Two. I will also email you a link to the site, so if you need any assistance, don't hesitate to reply to my message.

Here is my personal phone number: (XXX) XXX-XXXX. Please give me a call once you have watched the video. (Very few call back. But if they do they are very hot prospects. You must make the follow up calls!)

Thanks, and we look forward to visiting with you.

You must resist the urge to tell them more or answer more questions. Don't be rude, just let them know that our system is quite complete and we appreciate their patience so that the system can work for them.

Now comes the fun part! When they log into Gold Rush, you will get an email letting you know that they are watching the video. This is your alert that you have the hottest of prospects. A prospect that is informed and got the information from a reliable system is a pleasure to work with.

Now it's is time to call again.

Say:

Thank you for completing step two. You have shown that you may very well be just the kind of person that we love to work with. I would like to invite you to a Live Corporate Overview so you can see all of this for yourself, as well as meeting many of the Top Leaders on our Team. Is Tuesday good for you or would Thursday Be Better? (Always give two options rather than ask a yes or no question.)

If they agree to come to the presentation, let them know how much you look forward to seeing them and introducing them to all of the fun people on the Team. Let them know you will either pick them up or re-confirm a couple of hours before the Overview. Then you should contact your upline or sideline and ask them to call the prospect to re-confirm and make them feel welcome.

The Upline would call and say:

“Hi _____. My business partner tells me you may be a great match with our Team and we are looking forward to meeting you on (Confirm the details of the Overview Time and Location). Thanks and we look forward to meeting you in person.”

This not only makes them feel more welcome, but helps insure that they will be at the presentation.

If they hesitate on the Overview Presentation, it is time for a 3 Way Call. Let them know that you are about to put them on the phone with a very successful person that can answer all of their questions. Ask them to hold and do the 3 Way with you upline or cross line. Frequently this results in a new Consultant, but the goal is to just move them to the next step which is the live presentation. If there is not a presentation, use the 3 Way Call and or the Monday Night Business Presentation Call.

At this point you move to Step Three and host them at a Live Business Presentation. Follow the system for Live Business Presentations and ask the closing questions at the end.

Your success will come from introducing large numbers of people to this system and following the system as closely as possible. The moment you meet the prospect or they pick up a flyer, you are also training them to use the same system.

That is Duplication. That leads to Multiplication. That leads to Huge Successful Momentum!

This system is easily adaptable to advertising and flyer distribution...

Flyers:

Think in hundreds and thousands. They should be bright and colorful. They must not be wordy or try to give too much information. The only goal of the Flyers/Book Marks/Sizzle Cards is to get people to listen to the message. If you give them more information, they may not.

The most critical words are: “3 Minute Recorded Message”. That lets the prospect know that no one is going to answer the phone and try to sell them. And that it only takes 3 minutes.

Do not put them on windshields etc where it will just give Ambit a bad name for being trashy. They are best when handed to people or placed on a counter with a sign that says "Please Take One". Ask for permission to place them at stores, dry cleaners, restaurants, convenience stores, service stations and etc. You will find that they are glad for you to put some on their counter. Don't do it without permission or they will cause more trouble than good.

One great method is to put a large one on bulletin boards with tear offs that just say "3 Minute Message – (XXX) XXX-XXXX" That way the flyer stays up for all to read and the individual takes the tear off.

Ads:

Ads can eat up your money in a hurry, so be careful. If you do advertise, the ads should be small and not contain any more information than the Flyers. If you use radio, you should repeat the phone number 3 times. Very short radio commercials or very brief ads in the right places may get you a lot of calls. Have fun with it.

But remember, this is Relationship Marketing. Nothing compares with calling people you know or meeting people in person and establishing a relationship. Allow it to grow and you will have much more success.

This system also works very well for a new consultant as they approach their friends.

Learn how to maximize your warm market through the 526 Blitz & Success Passport Training Systems (Both available on www.NeverQuitSteve.com). **DO NOT SHORTCUT YOUR SUCCESS BY NOT MAKING A LIST OF EVERYONE YOU KNOW.** After you help a new person create and prioritize their list, you just use this system as a way to introduce those prospects to Ambit. It is much better than just sending a new consultant out to TALK ABOUT SOMETHING THEY ARE NEW AT!

Encourage them to give out the number to their prospects or give your new consultants a stack of cards. Encourage them to get their prospects to listen to the message and then follow the system all the way through.

Not knowing what to say or how to approach their friends holds a lot of people up. This system can solve that. If they use your number, they must tell their prospects to be sure and leave on the message that they are friend of the new consultant. Of course that means you get the messages and that enables you to make the calls with the new consultant.

Let the law of large numbers work for you. Follow the system and let the system do most of the work.

We suggest a 90 day concentrated blitz with this system. It takes a little preparation and a little practice to get the call back system down. Practice it with someone first. It is a simple system, so become an expert. It will earn you a fortune.

If you find that the system is not working as well as you would like, review what you have been doing. Frequently the system is suffering because you are **JUST SAYING TOO MUCH!** It is time to go back to letting the system do the talking and keep your explanations/presentations out of the way.

Stick to the system and find Momentum!