

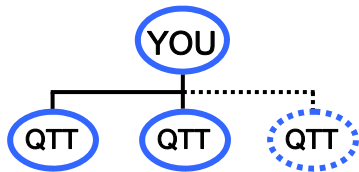
# LAUNCHING YOUR WB ACN BUSINESS

IBO#: \_\_\_\_\_ Password: \_\_\_\_\_ Direct Storefront: \_\_\_\_\_

## 1 GET ON THE **FAST TRACK PLAN** FOR SUCCESS *Know your WHY and understand how the money is made!*

Write Your Reason(s) WHY: \_\_\_\_\_

**ETT**  
IS YOUR **IMMEDIATE**  
GOAL!

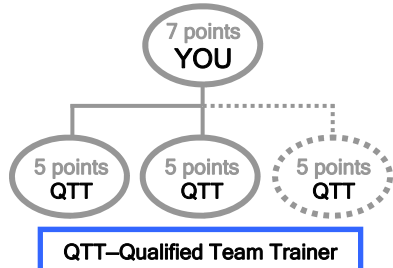


How much money do you want to make in the next 30 days? \$ \_\_\_\_\_

Week 1: \_\_\_\_\_  
 Week 2: \_\_\_\_\_  
 Week 3: \_\_\_\_\_  
 Week 4: \_\_\_\_\_

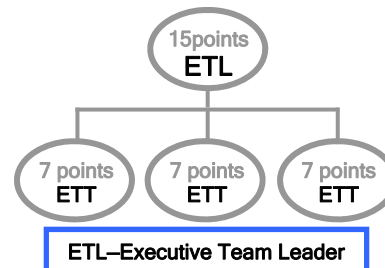
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- Let's say in your first week, you personally sponsor 3 people; in your 2nd week each one of your new IBOs only sponsor one each; in the 3rd week the same; and in your 4th week the same, giving you 12 new IBOs in your 1st month in business. What would you earn in your first month?  
 I will be an ETT by \_\_\_\_\_ and I will be an ETL by \_\_\_\_\_.



T-CABS up to \$3,000\*\*

TT Open Line	BONUS
2 QTT =	\$100
4 QTT =	\$500
6 QTT =	\$1,000
9 QTT =	\$1,500
12 QTT =	\$2,500
15 QTT =	\$3,000



T-CABS up to \$7,000\*\*

TT Open Line	BONUS
3 QTT =	\$200
5 QTT =	\$750
10 QTT =	\$1,500
15 QTT =	\$2,500
20 QTT =	\$3,000
25 QTT =	\$4,000
30 QTT =	\$5,000
35 QTT =	\$6,000
40 QTT =	\$7,000

\*\* To qualify to the Executive Team Trainer (ETT) position, an IBO must have at least 7 personal customer points and at least one QTT in two separate legs at any level. Team Customer Acquisition Bonuses (TCABS) are paid based on the number of Team Trainers that start in a calendar month and get Qualified with their first 30 days. Success as an ACN Independent Business Owner is not guaranteed, but rather is influenced by an individual's specific efforts. Not all ACN IBOs make a profit and no one can be guaranteed success as an ACN IBO.

## 2 TO REACH ETT QUICKLY, Show the ACN Opportunity to as Many People as Possible *Within Your First 10 Days*

- ▶ The Home Meeting (PBR) is the key to reaching ETT and is the most effective use of everyone's time.
- ▶ Show the ACN Opportunity to a **MINIMUM of 15 people** during your first week in the business.
- ▶ If you have 30 confirmations, expect 15 people to show up for your grand opening (50% will "flake").
- ▶ Your primary role is to **INVITE**. Let your mentors present, explain and enroll people in your business.

Use the Memory Jogger to create a list of everyone you know – "Top 10" first – **DO NOT PREJUDGE** anyone. Business owners, people with MLM experience, people who are already successful, and everyone else. A minimum list of 100 people is a great start!

- ▶ **INVITING** *(Important: do not make calls without first role-playing with your uplines!)* **Key points to cover:** 1) Do you look at other ways of making money? 2) Relate to your prospect; insert your objective or reason "Why" 3) Online Storefront & Utilities, 4) Edify the Presenter, 5) Set up confirmation call.

- 1) Hi \_\_\_\_, this is \_\_\_\_, how are you? Do you have a minute? (Listen) Let me ask you a crazy question. Do you look at other ways of making money?
- 2) (Me too...) I realized that what I'm doing is not going to get me where I want to be. So I started looking for something. When I saw this I immediately thought of you...
- 3) I just opened an online storefront where we can get paid when people pay for Utilities and other bills!
- 4) And, I've met an individual name \_\_\_\_ who is expanding the business in our area, and having tremendous success; he/she is extremely busy and this may be the last time I can get him/her to do this for me. I am inviting a handful of key people over for a grand opening at my place \_\_\_\_ at \_\_\_\_ and I really want you there. Can I put you down as coming? (Always insist they bring their significant other!)
- 5) IF YES: Someone may be calling you to confirm the appointment. See you (day & time).

FOR ALL QUESTIONS: It's about the deregulation of utilities. She/he will be over at my house on (date/time) to explain this business to both of us. The reason I was calling you was to help me evaluate it. Can I count on you to be there?

*(For your top ten prospects and anyone with multiple questions, use the script and do a three-way call with the presenter.)*

**3 Keys to Inviting – EXCITEMENT – URGENCY – CONVICTION!**

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**TO GET PAID YOU MUST BE QUALIFIED WITH A MINIMUM OF 5 POINTS**  
*with at least 2 preferred customers, SO GET QUALIFIED IMMEDIATELY.*

▶ **CUSTOMER SOURCES:**

- ▶ **YOU! Become your own customer & get paid on your services!**
- ▶ **Prospects who choose not to become IBOs (Have them fill out our survey)**
- ▶ **Everyone else (Family, Co-workers...)**

▶ **KEYS TO CUSTOMER ACQUISITION SUCCESS:**

- ▶ **The HUGE Favor Approach**
- ▶ **Excitement–Urgency–Conviction**

*Can you do me a HUGE favor? I just recently partnered with a very large company and opened an online utility storefront where people can get good deals on services they use every day, such as wireless phone, gas, electricity, TV, etc...*

*The reason I'm calling is I'm very close to getting a promotion and I really need your help. Would you do me a HUGE favor, help me out and try all, some, or at least one of my services? Please.*

*Great!! Let's go to my Online Store website,*

[acndirect.com](http://acndirect.com)

*I really appreciate you doing this for me to help me reach my goal TODAY!*

**QUESTIONS?  
CALL YOUR UPLINE ETT, ETL OR TC!**

▶ **CUSTOMER ACQUISITION PROCESS:**

- ▶ **Step 1 – Activate your Personalized Storefront & Your Business Assistant in IBO Business Center**
- ▶ **Step 2 – Sign up your services**
- ▶ **Step 3 – Goal: 30 Days 50 Points**

▶ **Residential Services**


Home Phone Service: 2 Pts.	Traditional	Digital (requires wired High Speed Internet)
Internet: 1-2 Pts.	DSL w/phone services	Clear Wi-Max
Satellite TV: 2 Pts.	DirecTV	Dish Network
Home Security: 2 Pts.	ADT	Vivint
Wireless: 2 Pts.	ACN Flash Wireless	Verizon, T-Mobile, Sprint
Energy: 1 Pt.	Electricity	Natural Gas
Additional Services: 1 Pt.	Business Assistant (\$29.99/mo.)	ACN Mobile App, Computer Support

▶ **Business Services**

Digital Talk: 2-5 Pts.	DigitalTalk Express	DigitalTalk for Business
Satellite TV: 2 Pts.	DirecTV	Dish Network
Energy: 1 Pt.	Gas or Electricity	New Customer
Additional Services: 1 Pt.	Computer Support	New Customer

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**THE DIFFERENCE BETWEEN HAVING SOME SUCCESS AND MASSIVE SUCCESS IS HOW WELL YOU UTILIZE AND MASTER PROMOTING ALL OF THE EVENTS. *Events build Knowledge, Belief, Confidence, and Action, Which Equals Results!***

▶ Review New Team Training in IBO Business Center	<a href="https://myacn.acninc.com">https://myacn.acninc.com</a>		
▶ Weekly Conference Call	Date/Time:	Phone #:	Passcode:
▶ Regional Training	Date/Time:	Location:	
▶ International Training	Date/Time:	Location:	
▶ Next Training Event	Date/Time:	Location:	

**ACN Phone Numbers**

Representative Services	(704) 260-3226
Long Distance & Local Bundled	(877) 226-1010
Digital Phone Service	(888) 414-1958
Wireless Service	(866) 629-7757
Xoom Energy Customer Service	(888) 787-8997
DirecTV Satellite Service	(800) 653-1730
Dish Network Satellite Service	(866) 579-4272
ADT Customer Service	(866) 417-3044
Vivint Customer Service	(877) 479-1668
CLEAR Wi-Max Service	(800) 305-9788
ACN Mobile World Service	(866) 827-3039
ACN Premium Technical Support	(877) 265-3407

**Support Team**

ETL: \_\_\_\_\_

TC: \_\_\_\_\_

RD: \_\_\_\_\_

RVP: \_\_\_\_\_

SVP: \_\_\_\_\_