



LESSON #3 – THE OPPORTUNITY

THE BEST WAY TO PITCH THE OPPORTUNITY

If you do a brain dump on your prospect you will lose them immediately, it is overwhelming. There is **just** far too much information and too many benefits to tell someone about everything at once.

At this stage you should only cover the benefits that appeal to the prospect. The benefit that solves their immediate pain or problem.

Remember you asked a question, it may have been “are you happy with your job?” or “Are you earning enough money there?”

So, you need to help them understand the benefit that will remove or reduce their pain/problem. So, if the prospect said they hate their job, you could say.

Well, I have **just** started in this new business and I am doing it part time to make some extra money. I **really** think it’s a wonderful opportunity for you as well. You could start part time and once you are earning enough commission you could resign from your job.

So, if the prospect said they love their job, but they get a very low salary and need more money. You could say.

I have **just** started in this new business and I am doing it part time to make some extra money.

I really think it's a wonderful opportunity for you as well.

You could start part-time and earn a commission to increase your income, so you can stay at the job you love.

When they say, sounds great show me what you are doing or tell me about it.

You can now give a very basic overview of what the business is about and how they earn a commission.

Let's give a brief overview of the New Nation Education Company.

The company is the New Nation Education Company. Their main focus is on making sure the children in South Africa get a great education.

Most of the money generated through the company goes to the schools, but there is so much more.

This is the only Multi-Level Marketing company that helps pensioners. Students, unemployed people and people on social grants.

I am sure you know at least one or two of the main Multi-level marketing companies already running in SA.

There is Tupperware, Avon, Amway, Herbalife, and Sportron. You will also know they all sell their own range of products.

The New Nation Education Company sells groceries. These are the same ones you would normally purchase every month from the supermarket.

As a member you will purchase R295.26 worth of groceries each month online through the NNE company.

I will go through all the benefits and rewards you get by being a member and making a small monthly purchase.

Basically, there are 4 customer types, when you register

1. How the company helps pensioners, unemployed people and people on social grants.

These people do not have to purchase anything for 12 months, but they can still earn a commission.

When they register, they register as an **Unemployed person**.

2. How the company helps – Students

Students do not have to purchase anything for 12 months, but they can still earn a commission.

When they register, they register as **Students**.

3. Employed people will register as an **Employed Person**

4. Schools will register as **School/business.**

This is where the real benefits come in for a family. Families which are looking after grandparents. And still has children studying at college or university and school.

Explain with the slide below how they benefit as a family and still only spend R295.26 per month.

Explain what a SPONSOR is.

A sponsor is normally the person that introduced you to the New Nation Education Company, this is normally the person that told you about the opportunity.

The sponsor could also be a school or a youth club, which you would like to register under.

Example:

You introduce Rose and she wants to join but she wants to place her mother (a pensioner) above her in the system.

That would mean that YOU are the sponsor for her mother and her mother is her sponsor.

YOU – Mother – Rose

The NNE down-line

The prospect registers their parents (pensioners or unemployed) under You the sponsor. Because they are pensioners, they don't need to Purchase anything for 12 months.

The prospect then registers under his/her parents as an employed person. The prospect then registers her child (older than 16 still studying) under him/her As they are a student, they don't need to purchase anything for 12 months.

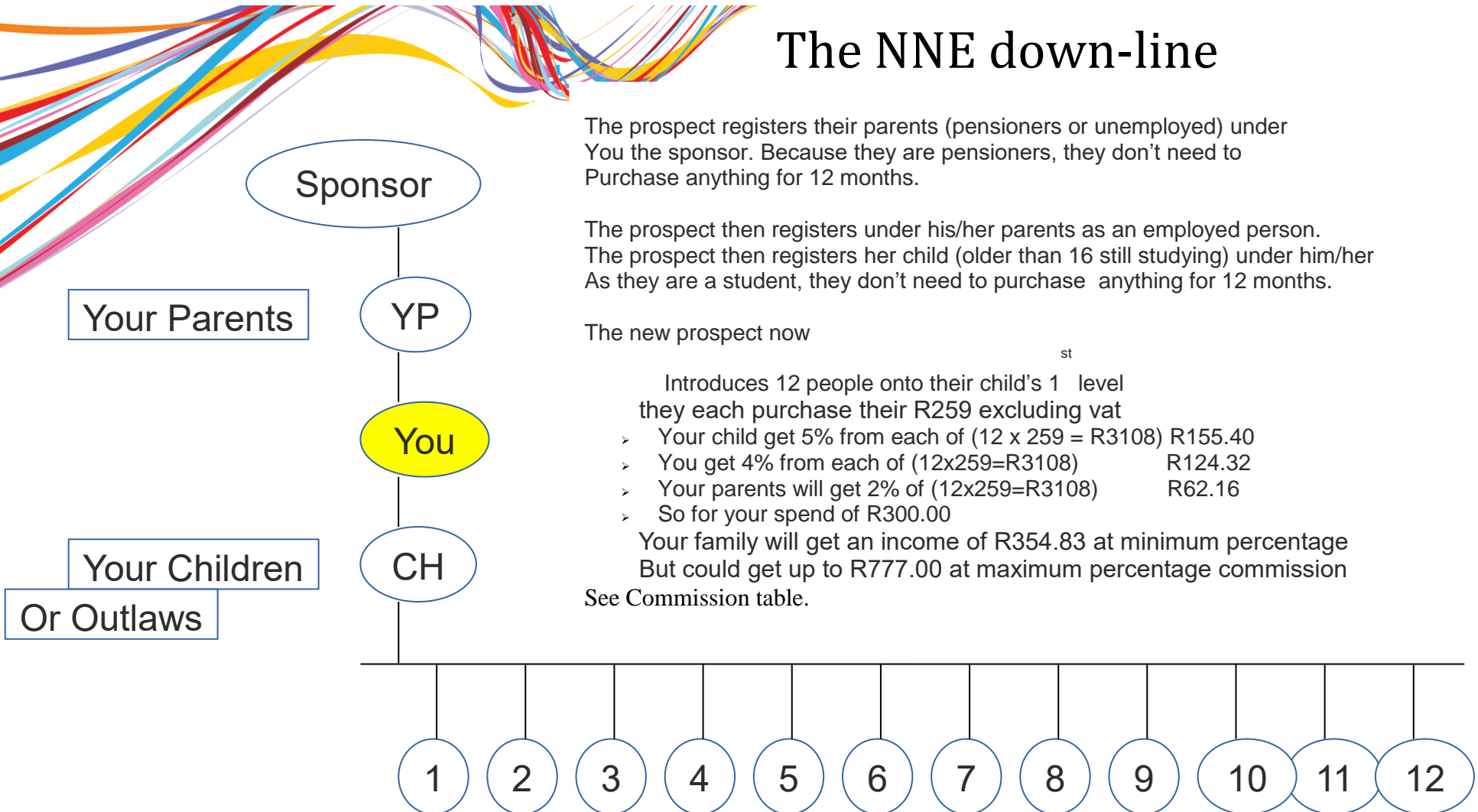
The new prospect now

Introduces 12 people onto their child's 1st level they each purchase their R259 excluding vat

- > Your child get 5% from each of (12 x 259 = R3108) R155.40
- > You get 4% from each of (12x259=R3108) R124.32
- > Your parents will get 2% of (12x259=R3108) R62.16
- > So for your spend of R300.00

Your family will get an income of R354.83 at minimum percentage But could get up to R777.00 at maximum percentage commission

See Commission table.



Commission Table:

Member status level	Bronze	Silver	Gold	Platinum	Diamond
Number of active people on your first level	9 or less	10 or more	20 or more	30 or more	40 or more
Level 1 percentage	5%	5%	5%	5%	5%
Level 2 percentage	4%	5%	6%	7%	8%
Level 3 percentage	2%	3%	5%	8%	12%

How it works:

1. You will see that the top line of the commission table has 5 member status levels, Bronze, Silver, Gold, Platinum, and Diamond

All customers that join will automatically be Bronze level when they start.

2. The second row you can see on the table is related to the number of **ACTIVE member's** someone has on their first level below them.

An ACTIVE member is typically a customer spending R295.26 or more every month on groceries. Through the NNE Company.

Although Students, unemployed people, pensioners and people on social grants are automatically activated by the system. **They are not classified as ACTIVE members** because they are not purchasing anything.

3. **Your first level**, this is normally all the people you have introduced yourself. They would be one level below you (Your First level)

4. The NNE Company only pays down to 3 levels below you as can be seen from the commission table.

1. **To increase your commission**, you can see that you need to have more ACTIVE members on your first level.

2. You will also notice that as you get more ACTIVE members on your first level. Your membership status level changes. So not only do you earn more but the rewards you can earn also increase substantially.

3. From the commission table, it can be seen that the maximum percentage one can earn as a **BRONZE** member. Would be 5% on your 1st level, 4% on your 2nd level and 2% on your 3rd level.

4. It can be seen that the maximum percentage one can earn as a **SILVER** member.
Would be 5% on your 1st level, 5% on your 2nd level and 3% on your 3rd level.

5. It can be seen that the maximum percentage one can earn as a **GOLD** member.
Would be 5% on your 1st level, 6% on your 2nd level and 5% on your 3rd level.

6. It can be seen that the maximum percentage one can earn as a **PLATINUM** member.
Would be 5% on your 1st level, 7% on your 2nd level and 8% on your 3rd level.

7. It can be seen that the maximum percentage one can earn as a **DIAMOND** member.
Would be 5% on your 1st level, 8% on your 2nd level and 12% on your 3rd level.

Before we go into the rewards – Let's just explain how SIMPLE IT IS.

So what does a customer actually have to do?

Go to the website. www.gwcorp.co.za and click the register button at the top left of the screen.

The registration page will open,

- Fill in Your User Name
- Fill in Your Email address
- Fill in Your First Name

- Fill in Your Last Name
- Select Your customer Type: (are you Employed, a student, unemployed or school or business)
- Fill in from the drop down menu select your SPONSOR (the person that introduced you to the business)
- Click on check box ACCEPT terms and conditions
- Click the blue register button

The system generates a very long password and sends you an email, we recommend that you open the email, click on the link and change your password to something simple for you to remember.

Now login on the website www.gwcorp.co.za and place your first order for R295.26 excluding delivery fees.

- Remember you want to keep your parcel as light as possible, because courier fees are calculated on weight and size.
- You select the delivery fees related to the weight of your parcel and if you are in JHB, Pretoria or national.
- You may select your closest service centre if one has been set up in your area.
- Click Proceed to checkout
- The system will ask you to fill in a delivery address and a contact number.
- Check your order to make sure it's correct
- Select if you will pay by credit card or Bank Electronic Funds Transfer (EFT)
- Click the check box for I ACCEPT terms and conditions
- And then proceed to check out.

If you selected to pay by credit card, a credit card page will pop up.

If you selected to pay by EFT bank transfer, the system will send you the order and the NNE Banking details.

You go to your bank and set up the payment to the NNE company and make the payment, you're done.

Your parcel will be dispatched to you in 5 working days.

Next month

- ❖ You only login
- ❖ Place your order
- ❖ Pay for the order
- ❖ And you are done.

You will receive a monthly reminder by email to place your order.