

10 “In Play”

Always Have At Least 10 Prospects “In Play”

A Prospect “In Play” is a person who has received information but hasn’t said yes or no. He or she is “In Play.”

Step 1 - Put your first 10 prospects “In Play” by getting 3rd Party Tools into their hands and following up to determine interest. **Step 2** - As soon as one of your 10 says yes, get them started right (Coach or customer) and put another prospect “In Play.” **Step 3** - As soon as one of your 10 says no and you can’t move them to the next exposure, put another prospect “In Play.” **Step 4** - Have at least 10 “In Play” at all times. Lead by example!

Put Your First 10 Prospects “In Play”

[illegible]

