



Todd Pegelow
todd@kaiana.com
845 444 1050



Plug In and Power Up!

Whether you are a new MC or a recently promoted RC, the key to success in your Ambit business - and in just about any business - is *training*. How many businesses can you think of that you would jump into and just start doing on day one without training? Every new business requires time and training to reach even a modest level of proficiency.

Your billion dollar Ambit Energy 'franchise' is no different. You need quality training. This document is intended to help you find and utilize some of the best training materials in the business. But all the training in the world won't make you a dime. As Brian McClure (Ambit's #1 income earner) is fond of saying: "Knowledge isn't power. Knowledge combined with massive positive action is power."

Spend Time with This Information

If you spend some quality time with the concepts and the training in this document, then you will learn in the next few minutes what it took some of us weeks or months to really get a handle on. When you do, you will be more focused on what it takes to promote quickly and get to where the money is serious in this business. If you fail to master the basics and miss some of these key points, it may take you a lot longer to get where you want to go.

Key Point #1: Get Trained

Ambit Energy and Ray Montie's EC Factory make it easy to get trained. Everything is provided for you either by Ambit Energy as a part of your \$24.95 website subscription or by your team for free.

[AmbitTraining.net](#) is the website for The EC Factory's live training webinar that's held 6 days each week. You'll receive an email each week with the subject line, "Team Web Trainings Tonight and This Week." This email will contain the times and hosts for the week's webinars. The very first thing you should do, before anything else, is to plug into this training and to make absolutely certain that your consultants do the same thing.

Ambit University is a part of PowerZone. After logging into your [PowerZone](#) account, look for the Ambit University tab in the orange menu bar. There is a half hour jump start training video which is a great place to begin. Then, a series of 12 intensified training videos walk you through the essential mechanics of this business. There are also a series of PDF documents that you can download and use. You'll also find other resources from list builders to scripts to reference materials to how-to video tutorials including overviews of PowerZone, business tools and more.

[The EC Factory](#) is a great resource for finding credibility documents, tips on how to make the most of the Success From Home magazine, and archives of terrific customer gathering training calls and team conference calls. Ray and his EC Factory team host customer gathering training calls throughout the week. Watch your email for details on dates and times. Ray also holds a team conference call on Sunday evenings. The EC Factory website has archives of these calls though they may not be up-to-date.

[Top Ambit Leaders](#) is Brian McClure's website. Brian is Ambit's #1 income earner and his website is full of training materials videos and other great resources. It's worth spending some time there exploring and finding those things that bring value to you and your business.

Our team is building a webpage of great resources that will continue to grow and expand over the coming months. You can find the page at [Kaiana.com/ambit](#). You'll find links to some of the things we've already talked about, ranging from Ray Montie's 6-step training videos to Brian McClure's great Ambit resources. But you'll also find some resources we've either refined or developed on our own.

These include things like:

- The **New Consultant Training Pack** that every new MC should have print and use;
- A collection of Ambit Energy flash tools in PDF format;
- Documents that cover how we get paid in the Ambit business.

You'll also find:

- A series of articles written to help those on our team understand the opportunity and execute;

- the **526 videos** in both flash (FLV) and quicktime format - perfect for mobile tablets or iPads

Lastly:

- Inspirational/motivational videos via links
- Classic works like *Think and Grow Rich* and *As A Man Thinketh* in PDF format

Key Point #2: Keep it Simple

This is a simple business. It's not always easy but it's simple. One reason that it's not always easy is that too many of us try to make it more complex than it is. There is really only one focus to this business and when we understand this, everything falls into place.

What is that one focus? Bringing paying customers to Ambit Energy.

If you look at the compensation plan, unlike other network marketing companies who charge higher enrollment fees and then use a part of that fee to pay the sponsor, Ambit keeps the enrollment low and only pays consultants when paying customers are acquired.

Taking that one step farther, Ambit understands the power of leverage. That's why each of us are paid so little for the customers we personally enroll yet so much more for customers our team brings in many levels beneath us. Ambit incentivize us to leverage our own effort through other people to gather thousands and thousands of customers.

Nobody in Ambit Energy gets paid until customers are enrolled. The more customers your team gathers, the stronger your residual income. (See [The Importance of Customer Gathering](#))

Keep the message simple

So, keep the message to potential customers simple. Follow the 6-step training closely and learn from the best of the best as to how to gather customers (see [EC Factory customer gathering calls](#)).

With close friends and family, focus on the favor they can do for you in helping you start your business. Make sure they understand that it won't cost them anything, nothing will change for them as a customer, they're guaranteed to save money and there's absolutely no commitment.

With others that you may approach who may be less motivated by the favor they can do for you, focus on Ambit's industry-exclusive benefits and highlight both guaranteed savings and the ability to earn free energy. Use your sponsor or your upline to help you explain the benefits because people who know you probably know you're not an expert in electricity and natural gas. Use the implied expert status of a third-party to help you present the customer benefits to your potential

customer.

Keep the Business Invitation Simple

The less you say, the more you make. Keep that line in mind as it pertains to inviting a prospect to take a look at the business opportunity. It's all about mindset. You're not trying to sign anyone up at the this point. You want nothing more than to get them to *take a look at the opportunity*. At this point, the less said the better.

How do we get someone to take a look? Ask. *How* you ask is going to depend on your relationship with your prospect.

Susan, I've got a business opportunity that I need you to look at. When can you give me 30 minutes?

Chris, I have come across something I think you'll find very interesting. Would you have 30 minutes to look at a new business presentation with me?

Dawn, I'm looking at a new business opportunity and I'd really like to get your opinion on it. Would you spend 30 minutes looking at something for me and then let me know what you think?

Bob, you recently told me that you were looking for a way to increase your income. If you haven't got that handled through your job, I've got something you really need to look at. Can you set aside 30 minutes for us to look at it together?

John, you recently told me you were worried about your job and that it felt like all of your eggs are in one basket. I've started a part-time business that's building a stream of residual income for the long-term. I know this is something that would be powerful for you and your family. If you can give me a half hour, I'll share everything I know about it.

It's likely that you're going to be pressed for details before your prospect agrees to take look. Avoid the temptation to get into the details and remain focused on *getting them to take a look*.

Susan: Okay, I guess. What's it all about?

You: Well, it's really a lot easier for me to show you than to tell you. I have a DVD that we can watch together in about a half hour. When can we get together?

Chris: Sure. Half an hour? Tell me about it.

You: I can do better than tell you. I have a short video that explains it a lot better than I can so when we get together I'll show you.

The other approach that we've seen work very well is to invite your prospect to a personal meeting with your sponsor or your upline. Think about it this way: you are a known entity to your prospect and it's likely that as much as they may like you and trust you, they may think that you don't know

a great deal about energy or business. And if they know you're new to it, having someone more experienced there with you can be a great benefit. It also goes toward showing your prospect that they won't be alone when it's their turn to present the opportunity.

Getting good at the introduction is a lot like learning to ride a bike. You're going to make mistakes. You're going to say too much. You're going to say the wrong thing. You're going to mess up. But the more you do it, the better you'll get at it. This business is very much a numbers game. The more people you can get to take a look at the opportunity, the more people you will sponsor into the business.

As hockey legend Wayne Gretzky said, "You miss 100% of the shots you don't take." So get out there and start taking some shots!

Key Point #3: Keep it Honest

This is a fantastic opportunity just as it is. There's absolutely no reason to exaggerate or fabricate. Doing so will almost always work against you in the long run.

Setting appropriate expectations

If you tell someone that the money will be big right out of the gate and two months later all they've accomplished is getting their jump start bonus, they're going to be disappointed and disillusioned. When that happens, their motivation level sinks and they're less likely to be successful in the business.

However, if you tell them that this is an opportunity to build a massive residual income over the course of the next few years, then they're more likely to remain committed, persistent and consistent.

Key Point #6: Use your Upline

Using your sponsor or your upline is an important part of the process. One of the most important things it does is show your potential business partner that they'll have a great team behind them, that they're not alone in this business. If your upline is committed to your success (and they have every incentive to be committed), then they'll be every bit as committed to the success of the team of business partners you build.

Your upline, just by being your upline, has at least the appearance of experience in the eyes of your new prospect. Your upline is likely to be unknown to your prospect so even if they have just a little more experience than you, they appear more experienced. Of course, the more experienced upline you can enlist, the better.

Key Point #7: Understanding Enrollment and Sponsoring

Enrollment begins when your new business partner goes to your Energy526 website and hits the "Join Now" button and it ends when they receive their brand new C number. This isn't where your responsibility as their sponsor ends ... it's where it begins.

There's a difference

Enrolling a new business partner is the easy part. *Sponsoring* them takes time, dedication and commitment. Sponsoring begins with training and that means making sure your new MC gets plugged into the Ambit system. That means working with them to share all of the resources, all of the training materials, all of the web trainings and team calls. It means being there for them at hotel meetings and two-on-one presentations. And it means making sure they do the same with those they sponsor.

Sponsoring also means making sure your new MC knows what it takes to get paid and then making sure they hit those targets and actually get paid! There's nothing more important in the first few days or weeks of your new business partner's business than getting them paid because that makes it real. Then, it's just a matter of duplication.

Key Point #8: Understanding Promotions

There are a couple of things to understand right from the beginning about Ambit's consultant 'codes' and getting promoted. The consultant codes are:

- MC: Marketing Consultant - every new consultant starts as an MC
- RC: Regional Consultant
- SC: Senior Consultant
- EC: Executive Consultant
- NC: National Consultant

Each of these need to be thought of as *separate* businesses and getting promoted from one to the next is done by achieving the goals required at each level of the business. The compensation increases with each new level.

The consultants you bring into one code of your business and the customers they gather will always be in that code. MC consultants and customers will always remain in that code and will generate residual income. When you earn your promotion to each new level, you start a fresh business with new customers and new consultants.

Getting Promoted to Regional Consultant

You've heard it a lot by now ... 526. What does that mean and why is it important?

526 is the cornerstone to the Ambit business. It describes the first goal that every MC must understand because it's what starts them on the path to promotion and success in the business.

5+2+6: 5 customer points + 2 personally sponsored consultants + 6 total consultants on the team

The first goal is obtaining 5 customer points. Ambit gives 2 points when you sign up for your websites. Your own home can be your third point. That means that when you find just 2 more customers (family, friends, etc.) you've reached 5 points and you've met the first requirement for your first promotion.

Two personally sponsored consultants refers to the two people you need to personally enroll as new consultants.

Six total consultants in your downline is the final milestone. You can personally sponsor all six or you can sponsor two who both sponsor two ... any combination that totals six consultants in your downline. When you've achieved 5-2-6, you're automatically promoted to Regional Consultant.

Getting Promoted to Senior Consultant

5+2+18: Enroll 5 more customers for a total of 10 customer points (customer points carry over from one 'code' to the next), personally sponsor a minimum of two MCs and build a team of 18 consultants in your RC code and you've earned your second promotion to senior consultant.

Getting Promoted to Executive Consultant

5+5: Enroll 5 more customers for a total of 15 and help 5 consultants promote to SC in your SC code. Starting fresh, you want to sponsor as many consultants as you personally can into your SC code but you also need to work with your total team to build a solid business with as many of them as you can. When 5 of the consultants anywhere in your SC code promote to SC, then you earn your promotion to executive consultant.

SC is a great level to consider working with groups and non-profit organizations because it benefits you greatly to personally invest your time helping them create a great business and stream of revenue. Help them get to SC and you go a long way to getting yourself to EC.

Getting Promoted to National Consultant

5+5: Enroll 5 more customers for a total of 20 and help 5 consultants promote to EC in your EC code. Starting fresh, sponsor as many consultants as you personally can into your EC code and help 5 of the consultants anywhere in your EC code promote to EC.

Key Point #9: Rinse and Repeat

This business is all about duplication. Sponsoring a new business partner means making sure they understand the business well enough to do the same with those they bring into the business. Duplicating yourself through the efforts of others is one of the keys to true wealth. And in Ambit Energy, it's the key to long term residual income and financial freedom.

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The Kaiana Group
845.444.1050