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In Ambit Energy, we're in the people sorting business.

At some point in your Ambit career, you're going to hear one of the leaders say that we're not in the energy business, we're in the marketing business. Think about that for a minute. Do you have any energy to sell? I don't. But what I do have is an opportunity to save money and make money and my business is getting those opportunities in front of the right people. That's a marketing function.

And a big part of that marketing effort in a network marketing company really comes down to sorting people. One of the very best tools we have for that is the E.R.I.C. table that's found at the back of the [New Consultant Training Pack](#) that you can download at Kainana.com/ambit.

The ERIC table helps you convert your written list of prospects into a sorted list of candidates based on the four factors of:

entrepreneurial (drive, spirit or attitude)

resources

influence

City

The table helps us rate each person in our list in each of these four categories on a scale of 1 to 3 against ourselves.

Rate the personal a 1 if you rate them lower than yourself in the category. Rate them a 2 if they are the same as you and a 3 if you rate them higher than yourself.

Using this table makes it a relatively simple exercise to sort your list and uncover the 20% of the list you should spend 80% of your time on.

To your success,

todd

Resource: The New Consultant Training pack containing the ERIC Table:

http://www.kaiana.com/files/3313/2865/4956/New_Constant Training_Pack.pdf

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