

Recruiting Business Owners

This training is only for those people serious about getting to EC within 12 months. The following outline is a system we are using to recruit business owners. We will be working closely with everyone who makes a commitment to follow this outline.

Why Business Owners?

The reasons why I recruit business owners are:

1. ***They have money and influence...two things they need to be successful.*** In my first network marketing business I was taught the philosophy: "Recruit at your level and above." Who do you need on your team to help you be successful? People with money and influence! When I talk to a prospect I want to know that \$455 isn't going to be a problem. I also want to know they can gather customers and put me in front of other potential consultants quickly. This is why I recruit business owners. \$455 is nothing for them. They also have a client base and influence in the community. Even if they have no background whatsoever in our industry people "lend" them credibility because of their success with their business.
2. ***They understand how to run a business.*** Business owners don't need to be taught how to be disciplined, how to manage their time, or how to start/expand a business. Show them how our business works and let them put their experience and skills to work developing a downline with your guidance.
3. ***They want to lead.*** Business owners catch on to training well and very quickly become independent. Their ability to be independent and develop a team is critical in your being able to establish leaders in your downline. The more leaders you have the deeper your business grows.
4. ***They understand how to look at a business opportunity.*** How many times have you approached someone with no business background and they say "Things like that don't work." I know I have. I roll my eyes, shake my head, and say "Next!" Business owners can look at a business model quickly and see the value of the product/service and the compensation. They normally don't prejudge and will analyze the opportunity from the numbers.
5. ***They understand a business takes time to grow.*** Most business owners understand it can take 2 yrs before a business breaks even. Normally, in the first 12 months of operation, a business owner takes little or no salary! They understand it takes time to develop a solid foundation and are patient as their business grows.
6. ***They have an income to fall back on while they develop their business.*** This is a key ingredient for anyone you recruit: do they have an income in their family they can rely on while building this on the side? Business owners have their primary income from their business so they aren't pressed to make ends meet. They can allow their Ambit business to grow at their pace.
7. ***It's a down economy and they are looking more than ever for solutions.*** Boy is this true! We saw our profit margins falling over the last 3 yrs in our insurance agency. Every business owner I know is experiencing the same thing. Business

owners are entrepreneurs at heart and entrepreneurs don't sit around waiting for a business to fail. They take action to turn things around. They are usually very open-minded if they trust you.

How to Approach Business Owners

There is a system I have used for years to approach business owners. Tweaking it to fit the Ambit model I have included a few key components below:

1. **Network.** The best way to see a business owner is through a referral from another business owner. A warm referral goes a long way. The party referring you has just lent you their credibility. I suggest joining a networking group or, preferably, starting one in your community ASAP.
2. **Dress for Success.** If you are going to approach business owners make sure you're dressed to be taken seriously. No sneakers, sandals, shorts, etc. Dress business casual (no ties...ties equal salesperson and business owners don't like salespeople). I normally wear a button down shirt and khaki pants and a comfortable pair of shoes.
3. **Know what you're talking about.** This is HUGE!!! Don't go see a business owner and start blathering on about energy, residual income, Ray Montie, etc. Be short, concise, and know your script (which is found at the end of this training).
4. **Leave information behind.** I suggest a 1 page introduction for the business owner to read after you leave along with your business card. And let me say this about anything you leave behind: make sure it looks professional! Your business card should be an Ambit card and your letter (which I also include at the end of this training) should have Ambit on it as well.
5. **Target is 20 to 40 contacts a week.** "Wow! How can I do that many, Ron?" People who want to get to EC in 12 months find a way. When I prospected for insurance I could hit 20 businesses in 4-5 hours on one day. You pick the days and times.
6. **Keep it small.** I only go into businesses with 20 or fewer employees. Why? You are most likely to find the owner there and accessible.

The System to Approach Business Owners

1. **It's best if you know who you're going in to talk to.** I recommend using Reference USA (part of virtually every library system in the US). You can search by area, industry, size of company, etc. Better to ask for an owner by name then to sound like a salesperson and say "Can I talk to the owner?"
2. **The Script.** Here's a modified Ambit version of what I used to do when I walked in to see business owners.
 - a. "Hi, my name is Ron Clark and I own an Ambit Energy franchise here in town. I stopped by to see (name of the business owner) to introduce myself and drop off some information. Is (name of business owner) available?"

- i. If he/she's not there I usually leave my info behind and follow up in a few days.
- ii. If he/she is there and is willing to chat with me here is what I say:
 1. "Hi, (name of business owner). My name is Ron Clark and I own an Ambit Energy franchise here in town. I wanted to stop by and introduce myself and leave you some information. Are you familiar with what Ambit is doing with energy deregulation?"
 - a. Usually the answer is no
 2. "In a nutshell Ambit works with business owners to tap into their existing customer base and create a residual income. Here's a really dumb question: how many of your customers use electricity?"
 - a. You'll usually hear "Everybody does."
 3. "The Public Service Commission estimates that in the next 3 yrs 40% of the population will switch energy providers to save money. Think about this...40% of your customers are going to switch energy providers in the next 3 yrs. Here's a question: will you get paid for referring them or will someone else get paid?"
 - a. "What are you talking about?"
 4. "I'm talking about you creating a secondary residual income stream from your existing customer base with Ambit's help. If I told you it takes little time on your part and could potentially match or surpass what you're making right now would it be worth your time to investigate it further?"
 - a. "I guess so...but what would I have to do?"
 5. "I can explain all that when we sit down for 15-20 minutes and go over this, fair enough? Look at your calendar and see when you can fit me in."
 - a. "What's it going to cost me?"
 6. "If it doesn't make sense to you it won't cost you a dime. If it does make sense to you it will cost less than a weekend at the beach. Best of all, you can have your investment back in a matter of weeks! When is the best day/time for us to meet?"

Here is the letter I leave behind if I CAN'T set an appointment to meet with him/her

My name is Ron Clark and I own an Ambit Energy franchise in town. I just stopped by today to introduce myself as one fellow business owner to another. I also wanted to give you some information on Ambit Energy and how it would benefit your business. Here are some advantages of working with my company:

- Offer a service to your clients that EVERYONE of them already uses (Electricity) and you can offer it for less through Ambit
- Create a substantial secondary income from your existing customer base that is residual and lasts a lifetime
- You'll have the marketing support and training from our team of experts to help continue to build your customer base

At this point most business owners would say "Sounds great, but how much is this going to cost me?" If it doesn't make sense to you it won't cost you a dime! If it does make sense to you it costs less than a weekend at the beach and you can recover the entire investment in a few weeks! As a business owner how long did it take you just to break even in your current business? I can show you how working with Ambit will have you back to even in less than a month after starting with us.

I would love to set an appointment to talk further about what Ambit can do for you. However, I know you're probably busy like I am. And, there is no point in wasting each other's time if this isn't something that makes sense to you. So I will direct you to my website that will explain the entire business in 20 minutes in video format. The website is: (**www.your website.com**). Click English and just watch (and take notes if you like). I will follow up with you in a few days to get your impression of our business model.

As an FYI the Public Service Commission estimates that 40% of electricity customers will switch to a PECO/PPL alternative in the next 3 yrs. Multiply that times your customer base and ask yourself this question: Do I want to get paid a residual income from all my customers I worked so hard to get or allow someone else to benefit from them?

I look forward to speaking with you in a few days.

Sincerely

(Your Name)
Energy Consultant
Ambit Energy
Phone
Website