

THE SYSTEM

THE THREE LEGS OF MLM (Definition)

Just like a stool would need a minimum of three legs to stand, our business needs three legs to operate effectively. Eliminate any one of these and your business will not thrive, or if it does in the beginning, will be bound to stall along the way. Thus, ensure you maintain these legs and watch your business thrive!

Note: Remember that the **true objective** of our business is to **create a productive asset** that will generate **passive income (cash flow) with infinite returns for a lifetime!**

1. First Leg: Consumption and Selling
 - a. Consumption is the backbone of our business. You need to ensure that both you and all your downlines are consuming the products. Find products that you buy everyday (from the supermarket) and replace with Tiens products
 - b. Network Marketing is not a selling business but you can make a lot of money selling! If you are coming in full time or need to urgently increase your income, then selling will feature prominently *in the beginning*. But remember that true wealth and asset building is not based on a foundation of selling but network building.
2. Second Leg: Training
 - a. Without correct knowledge especially on how to *effectively duplicate the system*, you will not be able to build this business. Our business is hinged on network building but this can only be effectively done through knowing the system well. That comes from training.
 - b. Our trainings are the OPP (Open Plan Presentation), Kit Handover and the Orientations (New Distributor Orientation). It is also wise to read up thoroughly on the subject of MLM by buying books and gaining online resources. One great resource for Tiens is (<http://tianshi-africa.weebly.com>).
3. Third Leg: Network Building
 - a. The true structure under which the whole business is hinged. This involves prospecting, then inviting, the OPP (very, very important!), the kit handover and the orientation. These are the cornerstone activities of our business. Without these your business will not grow – period!
 - b. It is here that passive income (earnings that keep coming for something you do once) is generated. But like all genuine assets, they take time and effort to create. This can be anything between two to five years. Once established, the asset will give *infinite returns* on your investment.
 - c. Infinite returns are earnings that you get after recouping your initial investment. If for instance you invested \$500, once that comes back, any other income is an infinite return and in this case, your returns will continue coming indefinitely.

FREE ONLINE RESOURCES

These online resources are free and will help both you and your downlines to grow and see progress. Since they are online, they will also give you and your team a way to learn all that is taught in Tiens, as well as give regular updates on what is available including announcements and updates.

1. Tiens System Online resources: -
 - Tiens regular Newsletter (<http://lcp.trwv.net/lcp/lordsoracle/tiensnewsmailings/27541>)
 - Online email orientation (<http://lcp.trwv.net/lcp/lordsoracle/tiensorientation/27206>)
 - The Online prospecting system (<http://lcp.trwv.net/lcp/lordsoracle/tienstrustsystem/27754>)
 - Unofficial Tiens Resource site (<http://tianshi-africa.weebly.com>)

KIT HANDOVER (45mins)

After you register, schedule to have this procedure done right there and then otherwise it must be scheduled to be presented within a day at most. This is done to introduce you to the business and the system.

1. Explain kit and pricelist
 - a. Company profile
 - b. Product Guide
 - c. Marketing Plan
 - d. Organizer – Emphasize Diary and Tools
 - e. Pouch – Receipts, Joining Form (Purchase new joining pad), Pricelist and all its components
2. Get first order (get the full details by visiting this link online...)
 - a. Two network categories and four kinds of Distributors
 - i. Categories – **Consumer Network** and **Operator Network**
 - ii. Kinds of Distributors
 1. **Users** – Strictly focused on product usage only
 2. **Referrers** – Users that actually recommend others to the same
 3. **Retailers** – Focused on sales as a major component of their business
 4. **Network Builders** – A combination of all the above three but with a long term perspective of developing an asset (passive income)
 - b. For part time network builders

Definition – Those who join Tiens but have other sources of income and are thus not pressured to seek immediate income returns at the start of their business. These can focus on network building right from day one and adopt sales if they want to.

 - i. Replace all branded items with Tiens products (Soap, Toothpaste, Pads, Tea and Coffee)
 - ii. Health care – Cleansing first, then replenishing, strengthening and finally balancing
 - iii. Apparel – Wallet, Undergarments, Ties,

- c. For Full time MLM and network builders
 - Definition** – Those who join Tiens and rely on it as their main source of income as they have no other source whatsoever. They need sales from day one to meet their basic living expenses and network building as a long term plan.
 - i. On top of the items listed on 2a I, ii and iii, must also “invest” in stock to the value of \$200 (K1, 000) or 200Pvs for starters.
 - ii. May buy more if funds allow (*consult upline for this*)

****Remember that income generation is a great motivation. Sales create an opportunity for regular and predictable income!**

- 3. Schedule NDO (New Distributor Orientation) “The 8 Steps to Success” Session (3 – 4hrs)
 - a. Must have diary (new – A5 or larger page per day type)
 - b. A4 exercise book – for name list (*you must NOT CONTACT anyone as yet! Detailed lesson can be found on <http://tienshi-africa.weebly.com/lesson-4--the-prospect-list-name-list.html>*)
- 4. Review Tools
 - a. Booklet – The Truth About Money (Also an online version found on this link <http://tienshi-africa.weebly.com/how-to-make-4000-a-month-working-from-home.html>) or The Ultimate Dream Lifestyle DVD
 - b. Presentation (Also an online version found on this link <http://tienshi-africa.weebly.com/lifetime-opportunity.html>)
 - c. DVD – New Tiens Videos 2011; The Ultimate Dream Life Style Video (UK); Millionaires Alliance sets

GETTING STARTED – THINGS TO DO (NDO – NEW DISTRIBUTOR ORIENTATION) (3 – 4Hrs/ 2 – 3 WEEKS)

EIGHT STEPS TO SUCCESS

1. Dream

- a. This is an inner vision that you are very passionate about and would be willing to do whatever it takes to realize.
- b. The dream has within it all that you hope to become. The best way to make this happen is by first writing out that which you desire most in every area of your life. To do this effectively, we first assess the eight key areas of our lives as follows...
(*Score out of 10, 1 being absolute failure and useless and 10 being excellent*)

- i. Spiritual (Vertical)
 - 1. Current Score (*out of ten*) _____
 - 2. Ideal Score (*out of ten*) _____

Factors leading to a full score of ten

ii. Health

1. Current Score (*out of ten*) _____
2. Ideal Score (*out of ten*) _____

Factors leading to a full score of ten

iii. Family

1. Current Score (*out of ten*) _____
2. Ideal Score (*out of ten*) _____

Factors leading to a full score of ten

iv. Mental (Personal development)

1. Current Score (*out of ten*) _____
2. Ideal Score (*out of ten*) _____

Factors leading to a full score of ten

v. Career (Your true calling)

1. Current Score (*out of ten*) _____
2. Ideal Score (*out of ten*) _____

Factors leading to a full score of ten

vi. Financial

1. Current Score (*out of ten*) _____
2. Ideal Score (*out of ten*) _____

Factors leading to a full score of ten

vii. Social (Horizontal)

1. Current Score (*out of ten*) _____
2. Ideal Score (*out of ten*) _____

Factors leading to a full score of ten

- viii. Recreational (Hobbies, R&R)
1. Current Score (*out of ten*) _____
 2. Ideal Score (*out of ten*) _____

Factors leading to a full score of ten

- c. Take all the ideal score and combine it to form your vision and mission statements encompassing all the eight areas. Remember Vision = What you aspire to become, Mission = Present-tense statement of why you exist, who you serve and how.
- d. Use the figure at the end of this sheet (page ten) to help frame your full strategy at the end of these lessons (*refer to it throughout*)

2. Promise – Make a commitment (*Must be done*)

- a. Minimum of 15hrs a week toward business building.
 - i. There are two streams of income, **selling** and **network building**. (*The Maize vs. Orchard Analogy*)
 - ii. Business building encompasses four activities namely 1 – Prospecting and inviting, 2 – Presentation, 3 – Kit Handover and 4 – Orientation.
- b. Take first six months as a learning experience (training)
 - i. The 1 – 3 – 5 – 7 principle. (1 Year – Profitable, 3 Years – Sustainable, 5 Years – Professional, 7 Years – World Class)
- c. Set goals (*As much as possible must be done for now*)
 - i. Goal worksheet – Clearly define your personal goals
 - ii. Outline Tiens Business Goals and Awards (*Use Personal & Business Goals worksheets*)
- d. Find and commit 15hrs of the week (*Use Weekly Schedule on extra sheets provided – must be done – do not skip!*)
 - i. Be committed to this 15hrs or they become exclusive consumers until they can commit
 - ii. Schedule only the network building activities – sales are NOT PART of the minimum fifteen hours weekly
 - iii. An illustrated 15hrs/week guide would look like this (*Example only*)
 1. Monday to Friday – 3hrs – Prospecting (by phone or email)
 2. Monday to Friday – 3hrs – Prospecting (Packages – Booklets or DVDs)
 3. Wednesday & Saturday – 3hrs – Kit Handovers
 4. Saturday – 3hrs – OPP
 5. Sunday – 3hrs – Orientation
- e. Work the business – Network Building (*Defined*)
 - i. Prospecting then inviting
 1. 5 invitations daily x 5 days a week = 25 invitees/weekly
 2. Average expected attendees = 7/weekly (from the above 25 invites)
 - ii. The OPP (Open Plan Presentation)
 - iii. The Kit Handover

- iv. The Orientation (NDO)
- f. Expected income from network building via bonus for average successful distributor...
 - i. First month - \$3.72, Second Month - \$9.00, Third Month - \$18.00, Fourth Month - \$60.00, Fifth Month - \$120.00, Sixth Month - \$200 etc...
- g. Learn to re-invest all your money back into business. Do not spend all your earnings, capital or profits, instead plough back a portion (preferably 50%) into the business in the form of stock and prospecting activities.
- h. Make a one year commitment of this business and follow the system.

3. Write Name List (minimum – 300 people)

- a. 100 names for starters, but build up to 300. *(No compromising on this one)*
 - i. Do not pre-judge, just write down everyone you know
 - ii. Former primary, secondary, tertiary (Uni and college), work, church, home, club etc... Everyone should go on that list
- b. Invite to home meeting or OPP
- c. Joining – Follow the system
- d. Thinking or missed – Move on! *(Will get back to them later)*
- e. Do NDO with new people and repeat process for them and for yourself. *(Each downline you recruit must see you do this process at least three times)*

4. Invitation

- a. The true essence of this business is in how many you manage to invite regularly. Statistically, remember the following figures...
For every 10 prospects you invite, 2 – 3 will attend
For every 10 prospects who attend the presentation, 2 – 3 will join
For every 10 who join, 6 become inactive, 3 are nominal and 1 becomes a network builder.
So, on average its 30 prospects that give you 1 network builder!
- b. The four rules of invitation (applies to business prospecting – NOT SELLING)
 - i. No Tiens – Bad experiences, bad leaders, lousy distributors who have never made money in Tiens and wrong info.
 - ii. No Herbs – Some associate herbal medicine with witchcraft.
 - iii. No Chinese – The general paradigm is that if it's Chinese, it's cheap and inferior.
 - iv. No Presentation – Do not under any circumstances try to present, always INVITE TO THE OPP instead or use the tools (books, DVD, and Skype).
- c. Methods of inviting
 - i. Direct one on one – By phone or in person. The phone is more ideal, convenient and quick. You could also use email although we SERIOUSLY DISCOURAGE this method as it is NEVER effective! Instead make it a point to CALL your prospects and SPEAK to them IN PERSON.
Always give two presentation dates from which they can choose one. Either Wednesday or Saturday.
Ensure you confirm time, venue and day twice in the conversation, then send a reminder SMS ONE DAY BEFORE (in the evening) as well as ON THE DAY of the

OPP (early in the morning – 6am preferably). Your message should be in this format as shown below...

(Reminder – Business Presentation today at 10am sharp at [venue][time]. See you there. [your name])

- ii. By poster – Under the supervision of your upline using tried and tested text and format. DO NOT TRY without being guided as your results will be minimal and ineffective. Learn the right way through being part of the Alliance system.
- iii. By Social Media – Same as above.
- iv. Both method ii and iii are very effective and will generate massive numbers of leads when used correctly but are always best done under supervision of your network leaders. These methods also work powerfully when done correctly and in conjunction with those experienced in COLD CALLING.

Cold calling is a method of prospecting people you DO NOT KNOW directly in the open.

NO GO AREAS

- 1. Do not knock on doors – extremely ineffective
- 2. Do not distribute fliers – very expensive with virtually zero results
- 3. Do not mass mail – You will be considered a spammer and spoil your list very quickly
- 4. Do not invite via SMS – does not work either and will cost you a lot of money for nothing

5. Presentation

- a. Purpose
 - i. Show prospects how to make money through the MLM business using the Tiens compensation plan
 - ii. Encourage existing distributors on the business by motivating them
 - iii. Train existing distributors about i) Business plan ii) Products
 - iv. Increase sales for both existing distributors as well as prospects
 - v. Find outstanding leaders (distractions – the three character barriers to success; i] pride ii] haste iii] greed. Personal, business, work, education)
 - vi. Foster growth of the business by creating a business building environment
Remember – No OPP, no growth, no sales, no business, no money!
- b. The three meetings
 - i. Before the meeting – Meet prospects, shake their hands, briefly introduce to upline and leaders if present then usher to seats.
 - ii. During meeting – Ensure you sit in the middle of, or next to your prospects and throughout the meeting ensure you i) Nod, ii) Smile and iii) Clap. Show you are interested and create the right atmosphere around your prospects. Remain focused on the presentation.
 - iii. After the meeting – Meet all your prospects to handle any questions or objections. Remember to find out i) what they liked best about the meeting and ii) whether they would like to join the business and iii) when. Also ensure that you take note of all their answers and especially the dates they give.

- iv. Note that most objections if probed skillfully tend to come down to i) no money to start ii) not convinced iii) distrustful iv) not interested.
 - v. Whenever you can, have your upline come here to help with answering any questions and endorsing you as a great example of starting and growing.
- c. Types of presentations
- i. One on One – Usually can be done anywhere convenient. It is best done on appointment and can take anywhere from 45 minutes to 2 hours. Not very effective and time consuming. Also a bad way to leverage your time.
 - ii. Home presentations – Usually done at either the prospect’s home or your own home. This method is better than the first one but can be limited in many ways. However, where a running OPP is not present, this is certainly better than the one on one method.
 - iii. Professional Presentation (OPP) – Usually done at a proper venue with lecturers and audio video presentations complete with power point presentations (PPT). This method is the most effective because i) it is professionally done using professional equipment ii) professional presenters iii) professional outlook [business attire and environment – like hotel or lodge] and iv) has a professional MC and music to rev up the atmosphere.
This method is the most leveraged because you can invite many prospects directly there instead of presenting to one at a time, thereby limiting your time for other equally demanding tasks and activities toward building your business. Furthermore, the atmosphere here is usually charged and helps to convince your prospects into making a more positive decision.

6. Follow up

- a. After a presentation, you will get two types of people, the YES people and the NO people.
- b. NO People
 - i. Follow up within 24 hours
 - ii. Answer more questions
 - iii. Use the three-way call method with your upline (A-B-C)
 - iv. Promote other meetings and tools like the DVD and Booklets as well as email series.
 - v. Get definite answers in order to determine what next.
 - vi. Rule of thumb – If they keep missing meetings three times in a row with excuses, drop them and return after one month, if still missing meetings forget them and move on!
- c. YES People
 - i. After registration – fix an appointment for the Kit handover, if out of town, then do it over the phone or the internet (Skype, Google Talk etc.) but DO NOT SKIP OR OVERLOOK this.
 - ii. The Kit Handover locks down the details of what type of distributor they will become one of the following, a user, referrer, retailer or network builder.

- iii. It also helps your distributor give a firm date and commitment as to when they are going to ACTIVATE their account by going to 3 Star (200pvs - \$200).
- iv. Then get a FIRM COMMITMENT for the orientation where you will pass on the **8 STEPS TO SUCCESS**. Here you will help them write down their dream, get an action cycle going and lock down the training schedule.
- v. Also teach them the 7 Daily Things
 - 1. Contact your upline
 - 2. Use the products
 - 3. Add new names to your list
 - 4. Invite to the meetings
 - 5. Do presentations (or attend one)
 - 6. Follow up (all yesses and nos)
 - 7. Join the meetings and trainings

7. Check and Service

Check

- a. Three important standards
 - i. Personal and Team purchases (Alliance members is minimum \$100 monthly), and use of products
 - ii. Number of meetings distributor has attended, as well as the team. Also how many “coaching” sessions done as well as Kit Handovers and Orientations
 - iii. Number of invites, attendees and registrations in each team.
- b. The Six Minute Diagnosis – Carried out monthly with each downline
 - i. Why are you doing this business?
 - ii. Is there a name list? See it...
 - iii. What is the success rate of the invitations?
 - iv. Results from presentations – how many registered?
 - v. What is the situation with the follow up?

Service

- c. Service is most important with regards to customers, even if the customer only buys one product!
- d. Common reasons why clients stop buying from you
 - i. 34% - Moved to another location, attracted by another brand, other reasons
 - ii. 66% - Poor service and attitude from you.
- e. How to keep customers for life
 - i. Contact within 24 hours, handle all objections and concerns
 - ii. Contact within one week – progress and accountability partner
 - iii. Service after one month.

8. Copy – Duplicate

- a. Stick with them – Guide them through the business
 - i. First 2 weeks you are married to them!
 - 1. First week, follow up daily, second week once every three days
 - 2. Ensure you take them through the Kit Handover first, then the 8 Steps to Success next.

3. Ensure you oversee the same process with their first three to five new downlines, this way you coach them BY SHOWING THEM.
 4. Never train downline's downlines without their presence! In short do not train for your downline, guide them instead. Only train if downline is no longer able to continue with the business, in which case you **adopt** the downlines.
- ii. Plan and Schedule with them
 1. 60 days in advance – **All** OPPs, Home meetings and trainings
 2. All major annual events – Award Ceremony
 3. Incentives – Special awards and incentives currently run by the company – These are powerfully integrated into the Millionaires Alliance 12 Level Trainings.
 - iii. The 5 step duplication formulae (*memorize*)
 1. Join and activate (\$20 + \$200)
 2. Maintain with \$100 monthly through sales or consumption or both
 3. Undergo kit handover and full orientation
 4. Recruit x5 committed distributors
 5. Get them to duplicate the above process.

Study the nine Core Qualities of a network leader.

1. Makes Presentations – (*Serious distributors do minimum 3 – 5 weekly*)
2. Develops a customer base (*Purely for selling purposes*)
3. 100% user of the products (*All products that can be replaced by Tiens products are exchanged*)
4. Sets aside personal development time (*Reading, watching and learning*)
5. Attends every meeting (*OPP/Home meetings, Trainings and Events*)
6. Teachable (*Willing to learn and listens to leaders*)
7. Accountable (*For the new distributors in their organization*)
8. Edifies the sponsorship line (*Always*)
9. Follows the system (*To the letter – no deviation*)

