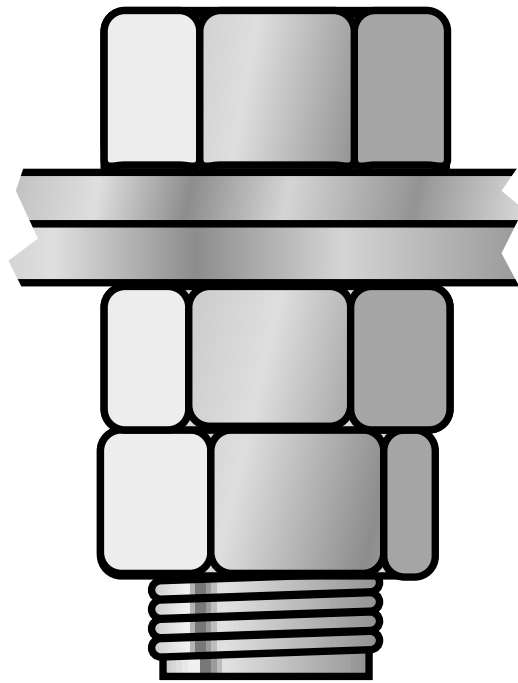


The Profit Clinic

# **THE LOCK NUT SYSTEM**



How to use training as your  
most powerful sponsoring tool

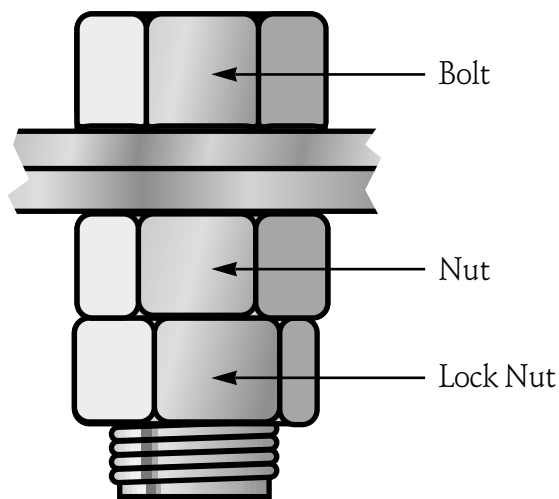
## **RESOURCE NOTES**

# THE “LOCK NUT” SYSTEM

## Network Marketing Survey Results

(Note: these are generalised conclusions only. Exceptions prove the rule.)

- If a new person doesn't sponsor in their first 90 days, they're unlikely to sponsor at all.
- If they don't sponsor, they have no real leverage.
- Without leverage, they have no residual income.
- Without residual income, they don't stay.
- It's critical to ensure that they begin sponsoring immediately.



## THE “LOCK NUT” MINDSET

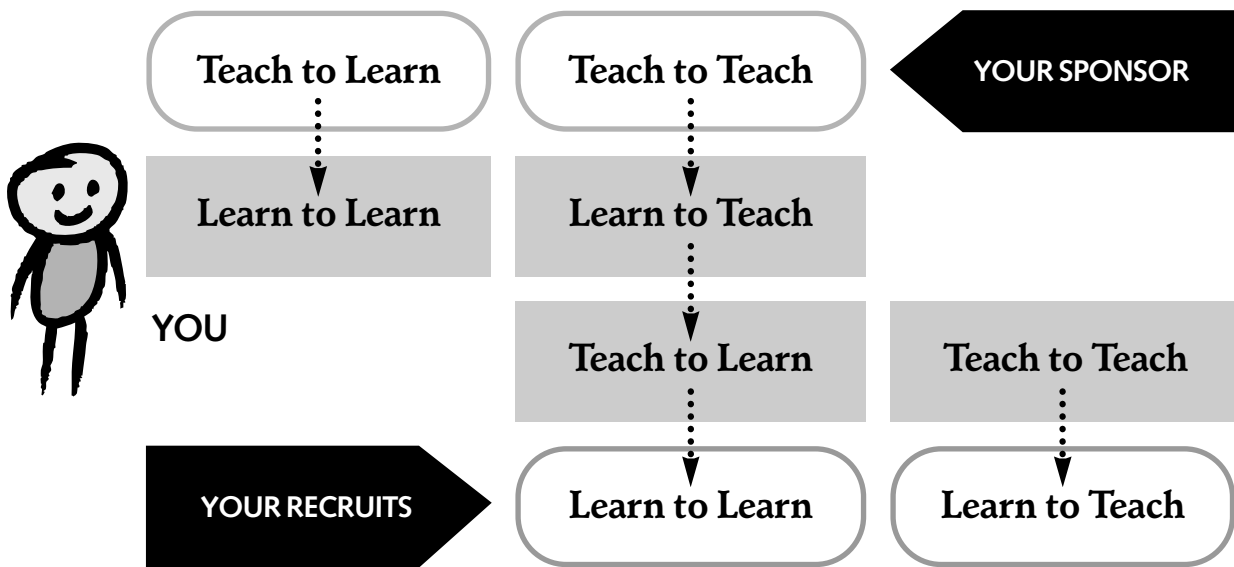
The success of the “Lock Nut” System rests on a handful of important perspectives and attitudes, some of which may surprise you...

- First, and most importantly, it's a TRAINING program, NOT a sponsoring program! (It just happens to be one of the most effective sponsoring programs you'll ever see, short and long term.) It's vitally important for your new distributors to understand this viewpoint.
  - It's aimed at true duplication. Just as parents duplicate themselves when their children become parents, an effective sponsor doesn't duplicate himself or herself as a sponsor until their personally-sponsored distributors become effective sponsors. The System only works properly if you limit your training activity to TWO generations deep... your “children” and “grandchildren”. If you find yourself having to work deeper, it's a sure sign that you need to do some remedial work closer to home. You haven't effectively duplicated yourself.
- (So the system is self diagnosing and self prescribing. Very useful!)
- While there's a more-or-less set presentation, it's very flexible and relies on the prospect providing you with information with which to work. This is non-threatening and they offer it willingly. This makes the presentation highly personal and specifically relevant to them.
  - The objective of the business presentation is TRAINING, *not sponsoring*. The prospect is actually helping the new distributor learn to do the business on the job. If the prospect signs – and they almost always do if you don't lose the plot – it's strictly a BONUS! (Ironically, because the prospect is not the perceived target, they're more relaxed, more inquisitive, more open-minded and less defensive. A word of warning, here, however... this is not simply a subtle ploy to disarm them ready for the “kill”! The moment the presenter or new distributor even thinks this way, the benefits vanish. It's time to pack up and go home. You've lost the plot. You guarantee that the results this program can produce are now out of reach. Dumb!)
  - The System is so successful in sponsoring new people for these simple reasons...
    1. It's non-threatening, open and honest.
    2. It's free of hype and emotional manipulation.
    3. It puts prospects firmly in control of their own choices.
    4. It demonstrates the utter simplicity and power of the System – and makes it clear to the prospect that they can enjoy the same powerful support and training on the job if they join.
    5. It involves them. It's highly personalised and compelling.
    6. They enjoy an immediate sense of belonging to a successful organisation dedicated to helping them succeed *immediately*.
    7. It keeps everything, including expectations, commitments and perceived risk, at a manageable level for the prospect. They're not overwhelmed by, nor sceptical of, anything the presenter says or suggests.
    8. Joining you becomes the safest, most intelligent and most desirable course of action in the prospect's own mind – and it's their idea!

# THE TRAINING PROCESS

There are four steps in the training process:

1. **Learn to learn** — how to learn, what to learn (the right things to do, the right reasons for doing them)
2. **Learn to teach** — how to teach, what to teach (the right things to do, the right reasons for doing them)
3. **Teach to learn** } Once you've completed steps 1 and 2, these are all you do from then on.
4. **Teach to teach** }

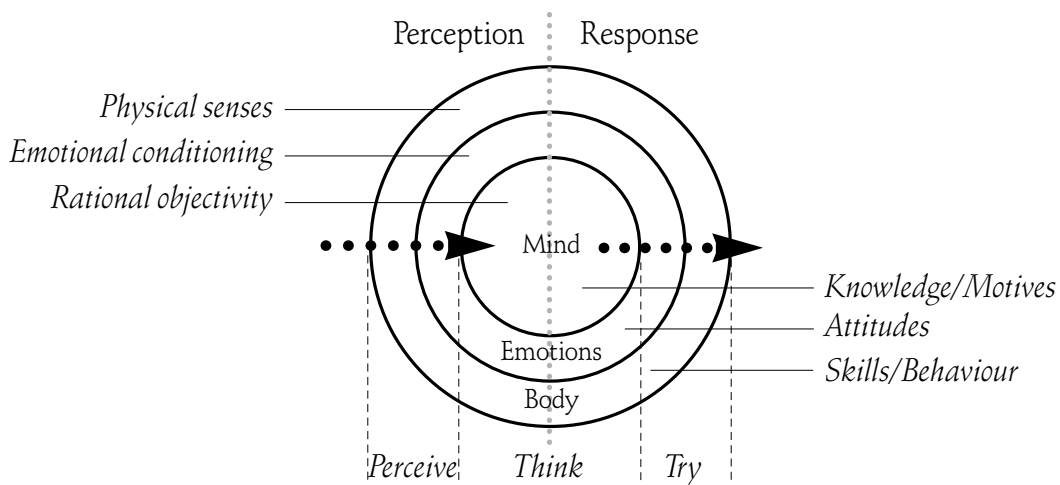


## LEARNING AND TEACHING

The learning and teaching processes are really just two different perspectives on the same process. One is from a position of independent strength — knowledge, attitudes and skills. The other is from a position of dependence. Here's the process in a nutshell, from both perspectives:

<b>Teacher's</b> Perspective	Show	Discuss	Apply
<b>Learner's</b> Perspective	Perceive	Think	Try

## HOW IT WORKS



# THE “LOCK NUT” PROCESS

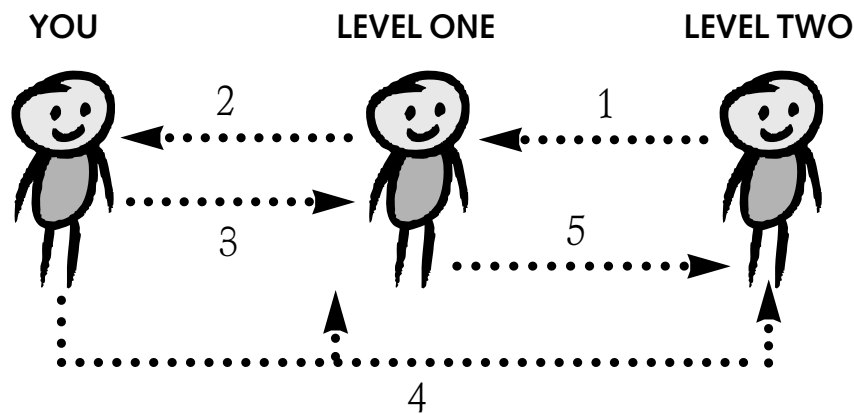
There are three key areas where the “Lock Nut” process should be used in your business building:

1. **Prospecting** — especially 3-way phone calls.
2. **Presenting** the business opportunity.
3. **Personal training.**

There are two equally important and completely separate aspects to bear in mind, too...

1. **The content** — the knowledge, perspectives, attitudes and skills your people need.
2. **The process** — how the content is actually delivered.

Here’s how the process operates in the three key areas of prospecting, presentation and training.



## PROSPECTING

Your new recruit (level one) needs your help to deal with his/her prospect (level two):

1. The prospect responds to an advertisement or other lead-generation activity.
2. Your recruit contacts you to arrange a 3-way phone call or a two-on-one meeting.
3. You train your recruit in the PROCESS to be used and explain why you’ll use certain words or expressions, why you’ll avoid others, etc. Encourage them to have a pen and paper handy and to take notes. Also tell them that you’ll ask for their input when you need it, otherwise they should listen and watch and learn.
4. You conduct the 3-way phone call (or two-on-one meeting) with both levels. You explain the situation to the prospect so that they understand that your recruit is still new, learning the ropes, and you’re helping them to learn how to do the business. You deliver the CONTENT.
5. After further personal training and a “post mortem” on the phone call or meeting, your recruit does the follow-up with their prospect.

## PRESENTATION

Presentation of the business opportunity follows the same process — and may even be a part of the same phone call or meeting.

## PERSONAL TRAINING

1. The prospect (level two) has now joined and has a question or concern about the business that their sponsor – your recruit — can’t answer.
2. Your recruit (level one) contacts you by phone, by e-mail or in person, to request your help.
3. You explain to your recruit that you’re going to train them by training *their* new recruit, so that both of them can learn from the one training session. (No, this isn’t humiliating for the level one recruit. It’s really powerful when viewed and handled correctly, with entirely positive perceptions for the level two person.) You train your recruit in the PROCESS beforehand so that they can see the situation from *the teacher’s* perspective while learning to teach.
4. You present the *content* to both.
5. Level one follows up to reinforce the learning.

View a real-life case study: [www.profitclinic.com/MLM/locknut.html](http://www.profitclinic.com/MLM/locknut.html)

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