

LAUNCHING YOUR ACN BUSINESS WITH



**QUICK START
TRAINING**

WELCOME

People experience a lot of different emotions when they first start building their ACN business, but most of the time they're excited! They may be more excited than they've ever been before. But at the same time, they're hesitant to move forward. Why? One reason is because they really aren't sure what to do. No matter what you've done in the past, no matter how successful you've been, this business is different. This is a new experience for you, and just like getting a new job, you'll go through a learning curve. You may feel a little awkward at first, but the day will quickly come when it's all second nature to you!

The difference is that, this time, you work for yourself. Learn what you need to learn – do what you need to do – and if you become half as good at this business as you have at your job, you literally have the potential to earn more in a single month than most people will make in an entire year working for someone else.

Keep it Simple:

When you begin talking to people, it's very important that you keep things simple. If you make things seem complicated or confuse someone, you will only hinder your own growth. When people are confused about becoming a customer or getting involved in the opportunity, they will do absolutely nothing – except wait.

Have Long-term Thinking:

You will certainly make some mistakes. Don't worry! Think long-term. Making mistakes is nothing more than an opportunity to learn what does not work. If you have long-term thinking, imagine where you could be in two to five years. You can't help but become great if you stick with something long enough. Keep in mind that there is no such thing as failure at ACN. You cannot fail if you never quit.

Customer Acquisition:

The foundation of the ACN opportunity is its simplicity. We're not asking anyone to change their buying habits or try something they don't need or can't afford. We're not asking anyone for money. We simply help people realize value with services they're going to use anyway – every day for the rest of their lives, and our customers' satisfaction is guaranteed.

Apples, Apples, Apples:

When approaching people about ACN's services or the ACN opportunity, we find that people fall into one of the three following categories:

Red apples: OPEN-MINDED people
Green apples: MAYBE people
Rotten apples: CLOSED-MINDED people

People are motivated by different reasons, and many will surprise you. Those you think won't...will. Those you think will...won't. Some people have legitimate reasons why they won't become a customer or get involved with ACN, and that's okay. But some rotten apples tend to be negative and could be considered "dream stealers." They are not only opposed to trying the service and/or the opportunity, but they also try to convince you that there is no opportunity for you. Stay away from these people. They will only drain your energy and enthusiasm. Remember, in reality there are no dream stealers. Only you can give up on your dreams.

Don't Sell – Sort:

The most important thing for you to understand about the ACN opportunity is that we are in the SORTING business, not the selling business! The main difference between successful representatives and unsuccessful representatives is what they do with their time. Spend 80% of your time sorting for and working with red apples, 20% of your time with green apples, and 0% of your time with the rotten apples. Remember that you can't change people; you can only offer people an opportunity to change themselves. The minute you recognize that someone is a rotten apple, don't pursue them. Concentrate on the red apples.

6 STEP SUCCESS SYSTEM

CHECK EACH BOX WHEN COMPLETED

☐ 1) **MAKE A LIST** - Names, phone numbers, & occupations. LIST EVERYONE (See pages 4 & 5)

☐ 2) **GET YOUR ACN NUMBERS** - Call (248) 699-5000, choose option 3 and enter your Social Security Number.

Rep ID (RUID): _____ Passcode: _____ Voicemail: _____

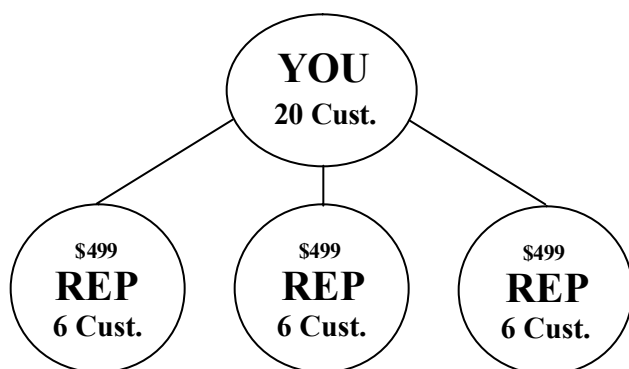
☐ 3) **PBR** - Schedule a Personal Business Reception with your Upline Expert for it to take place in your home ASAP. (See page 6)

Date / Time: _____

☐ 4) **CUSTOMER ACQUISITION** - Acquire at least 20 customers. (See pages 7 & 8)

☐ 5) **TRAINING** - Make plans to attend next Training Event. There are weekly, Local, Regional, and International Trainings and business briefings. (See page 3)

☐ 6) **EXECUTIVE TEAM TRAINER** - Achieve Executive Team Trainer position within first 60 days. This is the result of Steps 1 through 5.



Hit ETT, you earn:

\$50 (1st Rep bonus)
 + \$50 (2nd Rep bonus)
 + \$50 (3rd Rep bonus)
 \$150
 +\$500 (ETT < 60 day bonus)
\$650 income

Start building your organization by helping others follow these steps to become ETT.

Upline Support Team: *Call them (a lot!!) for help completing the 6 Steps on this page.*

Sponsor: _____ Contact # _____

ETT: _____ Contact # _____

TC/RVP: _____ Contact # _____

IMPORTANT INFORMATION

ACN WORLD HEADQUARTERS

Mail **All Forms** to: ACN World Headquarters
32991 Hamilton Court
Farmington Hills, MI 48334

ACN Rep. Services: (248) 699 - 4000

ACN Customer Support: (877) ACN - 1010

ACN Energy Cust. Support: (877) ACN - 5425

ACN Facts on Demand: (248) 699 - 5000

Fax Customer Forms to: (248) 489 - 8589

Fax Rep. Agreements to: (248) 489 - 5883

Internet Tech Support: (888) 737 - 6950

CONFERENCE CALLS

- Weekly Training Call: (212) 461 - 5845
every Sunday at 9pm EST PIN # _____
ALL REPS MUST BE ON THIS CALL !!

- LIVE Presentation Call: (865) 362 - 4150
Monday at 9pm & 11pm EST PIN # _____
Tuesday at 10:30pm EST
Wednesday at 9pm & 11pm EST
Thursday at 9pm & 11pm EST
Saturday at 1pm EST

- Pre-Recorded Presentation: (212) 461 - 2604
(approximately 14 mins.)
RVP Dan Volonino

PIQUE INTEREST CALLS

- Pre-Recorded 3-4 minute Pique Interest Call
RVP Dan Volonino (212) 990 - 6749
RVP Andre Maronian (585) 234 - 4648
RVP Frank Vicaretti (585) 234 - 8486
RVP Al Saggese (212) 461 - 2819
RVP Debbie Davis (248) 975 - 6021
Juan Carlos Trujillo (Spanish) (212) 990 - 6600

MEETINGS & EVENTS

ACN provides an ongoing series of local, Regional, and International training events - each designed to support the individual needs of reps as they build a successful business.

Check The Producers' web site

<http://www.theproducerssupport.com>
for a listing of local Business Opportunity Meetings in your area.

Day / Time: _____

Address: _____

- Business or Business Casual attire required at all events. **NO JEANS!!**
- **All Representatives MUST attend these events regularly!!**

WEB SITES

<http://www.theproducerssupport.com>

The Producers main support site. All the information you need.

<http://www.acninc.com>

ACN's main web site. Through this site, reps can access all documents, and information.

<http://myacn.acninc.com>

Direct access to ACN's online tool for managing your business. You can access all documents, reports, forms, and information.

<http://www.acnenergy.com>

ACN Energy's main web site.

<http://www.acninc.net>

Portal for ACN's Internet Access.

<http://www.acninc.net>

Portal for ACN's Global Mall.

WARM MARKET LIST

Do not prejudice who **WOULD** or **WOULD NOT** do this business!!

|-- ALL within **SAME** day --|

|-- ALL within 48 hrs --|

Name	Phone #	Occupation	Pique	3-min call	3-way	PBR	App
1)							
2)							
3)							
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WARM MARKET LIST MEMORY JOGGER

1. Who is dissatisfied with their job
2. Who is unhappy with their income
3. Who is concerned about the environment
4. Who is money oriented or money motivated
5. Who owns their own business
6. Who enjoys being around high energy people
7. Who quit their job or is out of work
8. Who needs extra money
9. Your friends
10. Your brothers and sisters
11. Your parents
12. Your cousins
13. Your children
14. Your aunts and uncles
15. Your spouse's relatives
16. Who you went to school with
17. Who works with you
18. Who is retired
19. Who works part-time jobs
20. Who you like the most
21. Who was laid off
22. Who bought a new home
23. Who answers classified ads
24. Who runs personal ads
25. Who gave you a business card
26. Who works at night
27. Who delivers pizza to your home
28. Who sells Avon or Mary-Kay
29. Who sells Tupperware
30. Who wants Freedom
31. Who likes team sports
32. Who is a fund-raiser
33. Who watches TV often
34. Who works on cars
35. Who likes political campaigns
36. Who are social networkers
37. Who is in the military
38. Who your friends know
39. Your dentist
40. Your doctor
41. Who will help you
42. Who works for the government
43. Who is unemployed
44. Who attends self-improvement seminars
45. Who reads self-help books
46. Who reads books on success
47. Your children's friends parents
48. Who was your boss
49. Your parents friends
50. Who you've met while on vacation
51. Who waits on you at restaurants
52. Who cuts your hair
53. Who does your nails
54. Who does your taxes
55. Who works at your bank
56. Who is on your holiday card list
57. Who is in retail sales
58. Who sells real estate
59. Who are teachers
60. Who services your car
61. Who repairs your house
62. Who manages your apartments
63. Who has children in college
64. Who likes to dance
65. Who sold you your car
66. Who you met at a party
67. Who likes to buy things
68. Who you've met on a plane
69. Who does volunteer work
70. Who you like the least
71. Who has been in network marketing
72. Who needs a new car
73. Who wants to go on vacation
74. Who works too hard
75. Who was injured at work
76. Who lives in your neighborhood
77. Who is your boss
78. Who delivers your mail
79. Who calls you at home
80. Who calls you at work
81. Who delivers your paper
82. Who handles your gardening
83. Who watches your children
84. Who attends your church
85. Who you met on the street
86. Who you meet through friends
87. Who tailors your clothes
88. Who sells cosmetics
89. Who bags your groceries
90. Who wants a promotion
91. Who is overweight
92. Who is health conscious
93. Who recycles
94. Who buys bottled water
95. Who has allergies
96. Who is wealthy
97. Who has a lot of friends
98. Who exercises regularly
99. Who belongs to the Chamber of Commerce
100. Who haven't you listed yet

PERSONAL BUSINESS RECEPTION

1) Call Prospect and say:

“Do you keep your business options open? You have to hear about this !!”

OR

“Are you open to making some extra money? You have to hear about this !!”

2) Immediately 3-Way Call them into the 3-minute pre-recorded message:

“I need 3 quick minutes Hold on !!”

(Hit FLASH on your phone, dial **(212) 990 - 6749**, hit FLASH again)

3) After the recorded call finishes:

“Are you interested in learning more?”

Positive (YES) Response (Red Apple) → Invite to PBR / confirm night before with Upline Expert

Questions Response (Green Apple) → 3-way call with Upline Expert immediately

Negative (NO) Response (Rotten Apple) → Acquire as customer (*see pages 7 & 8*)

4) After prospect agrees to meeting, tell them where meeting is located then:

“Great I will call you the night before to introduce you to my business partner. He likes to meet people over the phone real quickly before he meets them in person.”

PBR ETIQUETTE

PBR SETUP

- **Location:** New Rep's Home
- **“Future's Calling”** Video cued
- **3rd Party Documentation**
- **Phone “off hook” / kids in bed / dogs outside**
- **Chairs off to side**
- **Cool room temperature**
- **Music** (upbeat)
- **Refreshments** (NO alcohol)
- **Snacks** (simple, veggies, chips, dip...for after presentation)

BEFORE PBR

Don't PRESENT before the Presentation

Prepare list of guests (name/phone #s) and give to speaker upon arrival

DURING PBR

<u>NEVER</u>	<u>ALWAYS</u>
- Interrupt speaker	- Agree with Speaker
- Leave your seat	- Participate with speaker
- Answer phones	
- Ask questions (PBR is for guests)	

50% (one-half) of ALL confirmed guests will cancel last-minute or flake and not show up.

That's life...Plan for it. Over-invite and create VALUE to be there!!

AFTER PBR

<u>Interested</u> guests	<u>Non-interested</u> guests
- bring to speaker or other edified experts	- take into kitchen to become customers

CUSTOMER ACQUISITION - LONG DISTANCE

“Can you do me a huge favor?”

“If I could save you money on your phone bill, with the same or better quality service than you’re currently using, at no upfront cost or long-term commitment to you whatsoever, would you do me a personal favor, help my business and give it a try? ... Please?”

(Be quiet and get a positive response.)

If they ask ANY questions: "It's free to try, there's no risk . . .
but the real reason is I need to qualify TODAY & by you trying the service, you'd be helping me."

If they ask Rate questions: "You'll receive a welcome packet from ACN that explains everything . . .
but the real reason is I need to qualify TODAY & by you trying the service, you'd be helping me."

**** Tell the customer, after they sign up for ACN, that their old carrier will call them and try to get them back as a customer, and our plans are better than the other carriers best plans. ****

- A. Check the box for which rate plan the customer wants
- B. Check box for \$3/month “Int’l Plan” if customer makes int’l calls
- C. Complete CUSTOMER INFORMATION section
- D. List Birth Date OR Social Security Number (Birth Date is easier)
- E. List Customer’s phone numbers (up to 3 per enrollment form)
- F. Check box for Calling Cards with number of cards and names
- G. Have Customer SIGN and DATE form
- H. Print your Rep name, Rep ID, and sign form

FAX completed form to (248) 489 - 8589

OR

Mail to ACN Headquarters (address on page 3)

Rate information on ACN’s Competition:

	The BIG 3			
	ACN Long Distance Res Plan 1	AT&T One Rate 7 Cents	MCI Worldcom 7cents Anytime	Sprint Sense Anytime
Rate per Minute 24 hours / 7 days	4.9¢	7¢	7¢	10¢
Cost of an average 31/2 minute call	17¢	28¢	28¢	40¢
% Savings with ACN		39%	39%	57%
All rates, facts and figures are accurate as of December, 2000. Rates are subject to change. Each of the plans listed charge a comparable monthly fee. Customers on ACN Long Distance Residential Plan 1 are charged a \$4.99 monthly fee.				

**Six-second billing alone
saves ACN customers
between 10% and 15% on
the average call.**

- The Big 3 control 91% of the residential market. Less than 10% of these customers are on their carriers' newest calling plan. 40% are on an old plan and 50% do not have a plan at all. That means that 9 out of 10 people are potential ACN customers!

CUSTOMER ACQUISITION - ENERGY

“Can you do me a huge favor?”

“If I could offer you a better choice for your electric service, with NO cost and NO commitment, would you do me a personal favor, help my business and give it a try? ... Please?”

(Be quiet and get a positive response.)

If they ask ANY questions: "It's free to try, there's no risk . . .
but the real reason is I need to qualify TODAY & by you trying the service, you'd be helping me."

If they ask Rate questions: "ACN offers competitive pricing. Some months you might pay a little less & some months you might pay the same. However, it is ACN's goal to provide long term savings. . .
but the real reason is I need to qualify TODAY & by you trying the service, you'd be helping me."

The form is titled "ACN ENERGY CALIFORNIA CUSTOMER ENROLLMENT FORM". It contains the following fields and callouts:

- A:** Utility Name (example: Con Edison)
- B:** Account Number
- C:** Customer LAST name, then FIRST name
- D:** Customer SERVICE address
- E:** If different, complete Customer BILLING address
- F:** Enter Customer Phone numbers
- G:** List Customer Social Security Number AND Birth Date
- H:** Check if Customer has Life Support equipment operating and also their tax status
- I:** Customer SIGNS, DATES, PRINTS NAME
- J:** You (Rep) SIGNS, DATES, PRINTS NAME
- K:** Enter your REP ID Number

- A. Enter Utility Name (example: Con Edison)
- B. From the Utility bill, enter the Account Number
- C. List Customer LAST name, then FIRST name
- D. List Customer SERVICE address
- E. If different, complete Customer BILLING address
- F. Enter Customer Phone numbers
- G. List Customer Social Security Number AND Birth Date
- H. Check if Customer has Life Support equipment operating and also their tax status
- I. Customer SIGNS, DATES, PRINTS NAME
- J. You (Rep) SIGNS, DATES, PRINTS NAME
- K. Enter your REP ID Number

**** Staple a copy of CUSTOMER'S UTILITY BILL and**

FAX completed for ms to (248) 489 - 8589

OR

Mail to ACN Headquarters (address on page 3)

CUSTOMER ACQUISITION - Other

Commercial Long Distance

- Speak with your Upline Expert on the easiest way to acquire a commercial account. Your Upline will be able to do it with you.

ACN Internet Access

- Go to <http://www.acninc.net> and go to "Sign Up Now". Follow the instructions for setting up account and put in your Rep information at end of signup.

!!! PULL A CUSTOMER REPORT EVERY WEEK !!!

**This is necessary to ensure that ACN has received your customer forms,
and to check on the status of all of your customers.**