

Q & A Call Host Training Notes

- When you're "telling your story" at the beginning, it's important to let them know that you have had success here, but I prefer not to get specific about numbers. Saying that this has been a solid "6 Figure" venture for you is fine. That's very positive, but not overly specific. I think that's really important. If you wish to add your "length of service," and the one compelling reason that you chose CTS, that's great too. Be strong and positive, because remember, you will be a "Role Model" to many of these guests and members as well.
- When interacting with the guests as they are "called out" to get their questions answered, your basic two objectives you have in dealing with prospects are 1) to ensure that they get their questions answered, but just as important, your 2nd goal is to make this encounter with CTS a positive and enjoyable one for them.
- Think of this as **YOUR** prospect coming to this call. You would want them to come off of that call having gotten all of their questions answered, and also experiencing an enjoyable interaction with the host. That's your job, to see that both of these outcomes occur.
- Sometimes, this will take the patience of JOB for you to do this, because some prospects arrive on this call totally unprepared, so this is where your patience, understanding and "people skills" will be tested. Here are some things that might help you in this regard.
- First, always address prospects by their first name. And when answering any question, it's important that you really understand **EXACTLY** what the prospect is asking. Many times this will be evident simply by the question, such as, "*How long has this program been around?*" Not too much to be confused with that one. But if you're not sure specifically what the prospect is asking, you need to "feed it back" to them **BEFORE** you answer the question by saying something like, "*Just to clarify my thinking Mary, are you wanting to know **specifically** the costs of lead generation?*" Doing this ensures that you will be giving the prospect specifically the information they need.
- It's important that you always remain calm and composed when interacting with prospects. Yes, some of them can be really annoying, particularly those who have not been through their inviter's site in its entirety, and they are unprepared for this call. Remember to treat these prospects as if they were **YOUR** prospects, and handle them courteously at all times. If it's painfully obvious to you that they just don't have a grasp on how our program works, I like to **GENTLY** ask them, "*Mary, it sounds like you may not have gone through all of those 7 videos on your inviter's website, is that the case?*" This is about as "gently" as you can ask this question, and if the answer is no, you simply reply with, "*Mary, here's what you need to do. Go back to that website and watch all of the video's you missed in their entirety. That will give you a good understanding of how the program works. Then come back to our next live Q&A call, we're here on Monday and Thursday nights, and we'll be happy to answer your questions. Everything will make a lot more sense **AFTER** you've done that, OK?*" And make sure "OK" is said like a "question," with an upward inflection at the end. "OK?"
- When dealing with prospects that just won't accept the legality or the structure of what we do, your goal is to now answer their issue to the best of your ability (I'll give you the answers in a few minutes,) but if they persist your partner should mute their line when he/she hears this happening, and then you reply with, "*Mary, please understand that this program isn't for everyone, and it sounds like it's not for you. But thanks for joining us tonight.*" **IMMEDIATELY** upon completing that sentence, you say your

co-hosts first name with an upward inflection like a question, which is their queue to mute that person if they haven't done that already, and to introduce the next guest. For example, I will say, "Merv?" It's really important that you and your co-host are on the same page when dealing with this type of prospect, so you need to review this before you do calls together.

- I always like to do a "Post mortem" with my call partner right after each call for just a few minutes. This lets us talk about any issues that came up on the call while everything is fresh in our minds. You can do this in as little as 5 or 10 minutes, but it's really something each of you needs to do after every call. This helps ensure you are always on the same page, and it sure helps the calls go a lot smoother.
- Always remember your two goals, to make sure the prospect gets all of their questions answered, and to make this experience is a pleasurable one for them. To do that, after you have answered the question, ask, *"Is there anything else on your mind tonight Mary?"* This ensures they won't go away with an unanswered question. Also, if you have less than 12 or so guests on the call with questions, here's something you can ask **THEM** that will really help their inviter. If, after asking them if there's anything else and they say no, simply say, *"Let me ask you this Mary. What would you see as your next step with us here at CTS?"* Mary will literally **TELL** her inviter what he/she needs to do next. This is a critical question that most inviters fail to ask, and it's a great time for you to do that. Whatever the prospect answers, you reply with, *"Great Mary. Just get back with your inviter and they'll help you with that."* That will work for 90% of the answers you'll get.
- Now you have a pretty good handle on how to effectively interface with the guests, to ensure they get all of their questions answered, that this becomes a positive experience for them, and how to handle the "unpleasant" or "negative" guests. Now let's get down to how to answer some of the most common questions you will be asked.
- Some of these require no more than a "common sense" answer, but others can be a little trickier. The most frequent questions we receive are listed in no particular order of importance, and we suggest you review all of these answers to ensure you are giving the prospects accurate information. I always like to keep my answers as short and succinct as possible, without sounding "curt" or evasive. When I finish my answer, I like to add, *"Does that help you Mary?"* If she needs more clarity, she'll usually say so. Remember, try and keep a friendly but authoritative tone. You're driving here.

Now the questions:

QUESTION - Is this Legal?

I'm putting this one first, because someone will likely ask this on every call. Here's a really good way to answer this:

*"Mary, first of all, we don't give legal advice here, we're just telling you what we know. Let's suppose you and I were friends, and I decided to **GIVE** you \$3,500. Would that be legal? Let Mary answer. "Well Mary, simply because we don't know each other, doesn't change the legality of that transaction. It's perfectly legal for people to give each other money, and we know of no jurisdiction where that isn't legal. Now there are some guidelines we must follow to keep this activity legal. For example, this can't be run as a "business," which is why there is no "company" here and there is no "Corporate Activity" of any kind going on. No one "Earns Income" here, we "receive Cash." Here's something else that will help you Mary. If you go back to Step 7 of your inviters website, you'll get a video explanation of that question, and I think will really help you; it's the very first Video on Step 7. OK?"*

Make **SURE** you use that legal disclaimer at the beginning for all questions regarding legality.

QUESTION - Is this Money Taxable?

"Mary, first of all, we don't give tax advice here, we're just telling you what we know. Currently the IRS allows that anyone can "give" any other person up to \$13,000 in any one calendar year, without any tax obligation to the recipient of that gift. In Canada, those limits are even higher. Since every gift or pledge that we receive comes from a different person, even at our highest level we never exceed those limits. Whenever anyone sends a pledge, they complete a "Gifting Statement" that simply confirms that this money is a gift, and that they are not expecting anything of value in return. It is incumbent upon each member to retain those gifting statements in the event they ever need to prove that this money was indeed given to them."

Again, make sure the "Tax disclaimer" is mentioned right at the beginning.

QUESTION - What additional costs are involved in working this activity?

*"Well Mary, these costs are outlined pretty specifically on the website on step 7 in one of those 2-minute video's; I think it was number 6 on that list. But let me briefly review those for you. The only **MANDATORY** cost is the monthly website fee, which is \$34.95 per month, and there is a one-time admin fee to set that up of only \$25. This gives you your own Presentation Center, which is where you saw those 7 videos, 24/7 access to the CTS World Class Training Center, the remarkable CTS Software that manages your entire organization for you, and 24/7 access to the CTS online Support Center. All of that is included in the \$34.95 monthly fee. Now we do offer a Landing Page that you will certainly want to consider, and that costs \$129 per year, and again, that does have a one-time-only admin fee to set that up of only \$25. You can get that with an optional AutoResponder, which I think runs \$5.95 per month. Other than that, your only additional expense will be lead generation and those costs will be determined solely by which methods you choose to find prospects."*

*"Many methods are free, such as placing ads on the Internet. We have 20 proven ads that you can download from the Training Center. You can use drop-cards, flyers, talk to people you know, etc. All of these methods are **FREE!** You are only limited by your imagination here. If you wish to acquire lists of prospects that have inquired about making money from home, we have a recommended vendor you can use, and these can cost between \$1 and \$2 a name. You can also use Bulk Emailing or Voice Broadcasting, and there are a number of 3rd party vendors you can choose from. Your inviter and our Training Center can provide you some direction in that regard. Here's the important thing regarding lead generation. We have 5 or so Training Modules that review the various methods. We recommend that all new members review each one of those trainings and then get back with their inviters and discuss what resonates with them. Does that help you Mary?"*

This is the best answer, because it does discuss some specific costs, but doesn't go into a lot of detail. Many prospects will want to know the **SPECIFIC** costs of Voice Broadcasting, for example, and you can't let yourself get caught in that trap. The best reply to that is, *"Mary there are a number of 3rd party vendors of that technology out there, and the prices are all over the map. We suggest you get back with your inviter and see what he/she uses, and they can give you their costs."* That keeps you out of trouble, and if you stick with that explanation even if they persist, you should be OK. Never recommend a specific vendor for anything, just try and stick to this wording.

QUESTION - Are my expenses tax deductible?

"No, they aren't. Remember, you aren't earning "income" here, and the government only allows you to deduct expenses that are directly related to earned income. On the other hand, since the pledges you receive aren't subject to tax, you're way ahead of the game."

My preference here is to use the term "Government," not "IRS," since this seems to fit any country of origin the guests online may be from.

QUESTION – How Long Has This Program Been Around?

“The concept of this program began in the year 2000, and was the brainchild of two entrepreneurs, Jim from TX and David from AZ. They spent in excess of \$100K confirming the legality of the program and its’ structure before launching in January of 2001. These gentlemen are both now happily retired, believed to be on one of the Hawaiian Islands.”

Whenever giving this explanation, always use the phrase **“this program,”** and not CTS. The reason this is important, is that the name wasn’t CTS when it started; it was “Daily Cash System.” I like this answer because it also answers the, “Who started CTS” question as well.

QUESTION – Do you have a listing of the different countries CTS is in?

“No, we don’t provide a listing, but I can tell you that we do have members in 25 different countries worldwide right now, and that’s expanding all the time.”

QUESTION – How many members are there?

“Currently, our membership is well into 6 figures, and it keeps growing all the time. Remember, this isn’t a “Company,” it’s a private organization of entrepreneurs helping each other become financially free.”

QUESTION - Who is ECS, and what to they have to do with this?

“ECS is the organization that funded our world-class website, and they process the monthly website fees for us.”

Don’t give **ANY** more information than this. That simply is all you know, and it’s all **THEY** need to know.

QUESTION – Why are there so many negative comments on the Internet about gifting?

*“I’m glad you brought that up, because there is more “misinformation” about gifting on the Internet than anything else. Remember, the Internet is a two-edged sword. Anyone can write anything and post it, whether it is accurate or not, and 95% of that information is simply incorrect. Also, you’ll find that the majority of these posts are placed by someone who wants you to look at **THEIR** offering, and accordingly, they want to discredit anything else. Some of the comments I’ve read are downright ridiculous, others simply misinformed. But we find that when most people are willing to look at this program objectively and they do their due diligence, they come to see this program for what it is; a legal, ethical and moral road to financial freedom.”*

QUESTION – What is CTS Gold?

“CTS Gold is a special opportunity for qualified individuals to join the program at an accelerated level. This is only for those who would be in a financial position to enter at a higher level of participation, and there are certainly many “perks” to doing that. Here’s how you can learn all about CTS Gold to see if it might fit with you. Go back to your Inviters’ website where you viewed that “7 Step Presentation.” On the main page of Step 7, you’ll see a “CTS GOLD” logo at the top left of the page, just underneath the header. That “Logo” is actually a clickable link. Just click on that logo and a 12 minute video will open explaining everything you need to know about CTS Gold, and you can determine if this is something you would be interested in.”

Never get into any further explanation of CTS Gold than this. If you’re pressed, simply reply with something like, *“The video we just referenced is 12 minutes long, so obviously, this isn’t something we can explain to you in a few minutes on the phone. Reviewing that video will give you all the information in far greater detail than we can go into here.”* The prospect should “get the message” with this answer and you should be fine. It can be an unmitigated disaster if you attempt to explain this further, so please don’t try.