

## The Prospect Rating System

### *Definitions*

**1. DESIRE:** The greatest desire is often found in a person who has had financial success and lost it. If you show them some hope of getting it back, they will work non-stop. Look for people who are not satisfied with their jobs, boss or life in general.

0 - Broke or no desire to change.

5 - Dissatisfied or bored with job or boss. Desire a challenge.

10 - Made lots of money and lost it or has great financial strength and is looking for a challenge, more recognition or free time.

**2. DISCIPLINE:** Combined with desire, these are two of the most needed characteristics. This is the ability to follow through even when you do not want to.

0 - Almost anything causes diversion, recreation is a priority over financial stability.

5 - Follows through at times.

10 - When focused on a goal, lets nothing get in the way... a workhorse...enjoys the pace.

**3. ATTITUDE:** Their general outlook. Are they open-minded? Are they positive or negative? Do they have a dream? Do they feel they can do better financially and just need the right vehicle?

0 - Poor self-image, sees no hope of financial change, always negative, no dreams.

5 - Average self image, sometimes positive and motivated. Some dreams, but not committed to them.

10 - Great self-image. If they see someone else doing well they are confident they can do the same or better. Always act and think positively, even when circumstances are not. They feel they are destined to make it big financially.

**4. SPHERE OF INFLUENCE:** Size and quality of potential marketplace of people they know.

0 - Has no influence. No one would follow them anywhere.

5 - Small center of influence. Some would probably follow, 50 to 100 names on warm market list.

10 - Tremendous center of influence, and almost everyone will listen and follow. Two-hundred plus names in their warm market list.

## The Prospect Rating System

*-continued-*

**5. DIRECT SALES OR MULTI-LEVEL EXPERIENCE:** Not necessary, but can be an asset.

- 0 - Never been involved and is negative towards the concept. Calls it a pyramid.
- 5 - Never involved but not negative. Recognizes that it can work and would consider trying if the right one came along.
- 10 - Has Spring, Herbalife, NuSkin, Prime America, NSA, Amway, Mary Kay, etc. in their background. Or has gone through extensive management, skills or sales training with a corporate or direct sales company.

**6. SELF CONFIDENCE:** The ability to recruit and talk to moderately and highly successful people.

- 0 - Weenie. Have to always be re-convinced. Negative. Needs continual reassuring.
- 5 - Willing to try and overcome fears of approaching people. A doer.
- 10 - An eagle willing to soar. Excited person. Will approach all kinds of people, regardless of their socioeconomic level.

**7. TEACHABLE:** Willing to listen and apply what is learned.

- 0 - Has all the answers. Does all the talking rather than listening to someone who is successful.
- 5 - Listens at times. Will try to follow a pattern but experiments at reinventing the wheel.
- 10 - All ears. Will work the business by a proven blueprint in the most duplicatable way possible.

**8. FINANCIAL CONSCIOUSNESS:** Imperative that prospect does not have a poverty consciousness and can see themselves prosperous.

- 0 - Settles for a 9 to 5 job. Believes a J.O.B. is security. Lives for T.V. Lazy, always complaining.
- 5 - Likes nice things. Presently striving to improve lifestyle.
- 10 - Wants to be financially independent. Realizes owning your own business is the key. You're done.