

Diamond Fast Track System

Six Cycles to Success

Pique and Pass

How to Introduce the Kyani Opportunity



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Pique and Pass

Pique: Introduce someone to Kyani with just enough information to pique his interest and invite him to learn more. Then pass the contact up to your mentors.

Pass: The two upline mentors, with the distributor, explain the company, products, and business opportunity. Then they commit the new person to join Kyani.



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Points to Cover

- Establish a connection of trust
- Tell your Kyani story—your *Why*
- Diffuse the Network Marketing Objection
- State the Problem
- State the Solution
- Commit
- Stop Talking
- Pass to Your Upline Mentors



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Establish a connection of trust

- **Converse** about things in common: health, finances, job situation, etc.
- **Listen** carefully to see what the contact might be interested—things that Kyani could supply.

It's better to answer their needs than yours!



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Tell your Kyani story...

Tell your *WHY*

Your story is compelling

- Facts *tell*
- Stories *sell*



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Diffuse the Network Marketing Objection

- Bring up the obvious before they do.
- The industry has a problem. Don't be afraid to admit it.
- The best way to diffuse an objection is to agree.

Strive to maintain the connection of trust and commonality.



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State the Problem

- The network marketing industry is broken
- Statistics: 8 of 10 will quit in six months
- Unspoken reality: You must recruit forever!
- No help
- Lots of work for little money



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State the Solution

Kyani is a New Model

- **Financial Strength and Integrity**
- **Breakthrough Products**
- **Revolutionary Compensation Plan**



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Commit

- Ask for a favor—only one hour
- Invitation to listen to team leaders
- Emphasize teamwork
- Commit to a face-to-face meeting, webinar, or 3-way call



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Stop Talking!

Your goal is simply to pique interest

PASS TO YOUR UPLINE MENTORS!

