



## The Vital Importance of Structure Calls

### What They Are

Structure Calls are "Team Calls" that you set up with your *active* PPL associates.

As your group grows and expands, you need to constantly keep abreast of how

your group is developing. As in any worthwhile enterprise, nothing happens by

accident - this includes the development of your PPL business.

Imagine what would happen if you invested \$1000,000.00 in a franchise and then

sat back and let the future of your business unfold by chance. Of course, no astute

business person would let that happen. You would "cash out" on a daily basis,

you would take a "hands on" approach to it's success, and you would constantly

be aware of which areas, in your business, needed your attention.

Building and developing a successful PPL business is no different. You want to

take a "hands on approach" and maintain as much control as you can, as your

business grows and develops. The exciting difference, in this business, is that as

you train and develop leaders, within your PPL structure, they will take over the

responsibility for *their* organization, and they, in turn, will train and develop leaders

who will incorporate these Structure Calls within *their* personal teams.

What you

have done, then, is duplicated the initial purpose of developing leaders downline,

which has set off "The Ripple Effect."

Another important step to understand here is that this duplication of instigating Structure Calls, downline, provides long term, passive results. It also frees you up to continue "Building Wide" and developing a new set of leaders. This is essential to long term, retirement income. New Blood is your Life Blood!!

## Why To Do Them

To identify your leaders and find out their level of commitment to move to the next level in the PPL marketing plan. Remember: "Work with the willing and love the rest." Your purpose here is to target in on your *stars* and teach them to do the same thing, so that you will be focusing on the right people. This will build a solid foundation which is second to none. Very often, by searching down line,(using structure Calls,) you will be able to find and work with a "*Doer*" as if they were frontline to you. This is the most effective use of your time. Invest your time wisely!!

## How To Do Them

For illustration purposes only, we will assume that you are a "Director" in the PPL marketing plan and have a goal to reach Executive Director within 90 days.

If you are an associate or a manager, contact your "Active and Knowledgeable" Director or above, to become part of their "Structure Call Team," until you have personally enrolled five "active" associates and are able to set up your own call with *your* team. The reason that you need to be Director or above, with at least five active associates, is that people are our resources, and if you don't have enough players on your team yet, it will be difficult, if not impossible, to create the momentum to achieve your goals.

If you are already an Executive Director, or above, and have not yet incorporated Structure Calls in your M.M.O. (Monthly Method of Operation), you can begin, this month, using the format outlined in this training - just substitute your personal goal and search through your genealogy to identify your leaders. If you have already developed leaders, on your team, who are able to do their own Structure Calls, then this frees you up to cultivate new prospects and to begin building wider.

Since you have set a goal for a ninety day run, (or whatever your chosen timeline is), you will need to set up three Structure Calls per month, for a total of nine calls, for the sake of this example. The purpose of three calls in a month, is to set three "Deadlines." Most people achieve 80% of what needs to be done in the last 20% of time. Also, this keeps everyone aware of what they need to achieve and they are less likely to procrastinate, so that they achieve their "mini-goals" by the next scheduled Structure Call, and remain on target to reach their main goal by month end.

Your first call should be scheduled in the 1st third of the month, ( ideally closer to the 1st than the 10th.) The second call is scheduled between the 11th and 21st, and the last call in the final third of the month, (ideally giving yourself a minimum of 3 days to finalize month-end business and get the paperwork to PPL by the end of the month.)

Initially, you may be able to set up the call by hooking up, "*chain-link fashion*" using your three-way calling feature, (depending on how many people are dialing in and how spread out your group is, across North America). If you have more than 8 or 9 players

you will want to get a Conference line or set up a call, using a conference call bridge.

**\*Everyone who you consider a PLAYER" should be connected to all of PPL's communication tools. That is a sure sign of Leadership and Coachability.**

You may need to enroll 25 to 35 front line people to find the 5 key players willing to make the commitment to duplicate the system.

## **ONE.**

Set up your first call. You (as Director) will have your key players on the call as well as your upline Executive Director or above. Remember, this is still a numbers game and you will have some individuals who say they want to build a team and that they are "committed", but they will not be on the call - this is fine, because the whole purpose here is to identify your leaders so that you can channel your energy in the right direction.

## **TWO.**

Your upline Executive Director or above will host the first call - for all of the subsequent calls, you, (as a Director) will be the host. Your upline E.D. will let your team know that you have set your goal for Executive Director for (give the date that you have chosen) and that he/she has identified those on the line as key players.

What you are doing here is identifying and establishing accountability. In order for you to become Executive Director, you must have at least ONE Director leg and produce at least seventy-five organizational membership sales with no more than twenty-five coming from any one leg. To create "insurance," it is best to have at least five in the running!! Therefore, it is critical that you get a commitment, from those on the phone, that they are determined to generate the necessary volume, in the same time frame that you have identified as your goal for Executive Director. This is a group effort!! T.E.A.M. = Together Everyone Achieves More

There is something magical about setting a goal out loud. You are more inclined to stay focused on it if your peers know your intention.

So, on the first call, all your associates, managers and Directors will commit to a date that they plan to achieve Director 25 with a team minimum of twenty-

five  
monthly membership sales. This will provide a clear indication of  
whether you  
have the committed Key Players to help you achieve *your* goal.  
Remember, it  
is all about a lot of people doing a little bit. That makes it more  
"duplicatable!"

If the goals of your "key players" are not in alignment with your own goal,  
it is  
much better to find this out, at the beginning of your 90 day run than the  
end.

During this first call, you will need a commitment from at least five people  
who  
have set their goal for Director within the first month of your three month  
"run."

Now you'll have the opportunity for a reality check as to whether your  
current  
team is in alignment with where you are heading. If they are, GREAT!! - If  
they  
aren't, then you need to continue searching your contacts until you have  
the  
right number of "players" to do the "90 Day Run" with you.

## THREE.

During your 2nd Structure Call, what you will do is go through your team,  
one by one,  
to identify how "On Target" they are towards reaching their goal. ie. Person  
"A" set a  
goal of Director with 15 membership sales by month end. You need to  
know if he/she  
is on target - how many associates have they personally enrolled, how  
many have their  
team added, how many memberships have their team sold, to date? Are  
they making  
three-way calls? Are they bringing guests to the business briefings? Are  
they attending  
trainings? - plugging into training and recruiting conference calls? Are  
they constantly  
re-listening to the online training modules? How many prospects do  
they currently have  
in the process? Are they using the "System?" Did person "A" fax or e-mail  
their list of  
prospects they are working on this month, identifying which stage each of  
them is at?

You must remember that, building a solid group takes organization and effective tracking of your group - it doesn't happen by accident. You can learn this with the help of your "Knowledgeable," *successful* upline Executive Director or above.

## FOUR.

The third Structure Call in the month is when you "Cash Out" for the month. You are now able to take stock of how the first month of your 90 day run is shaping up. How many of your leaders will achieve the goal that they set on the first call? What can you do to help them finalize their goal in the last few remaining days of the month? Have you been able to identify some "New Stars" that got started during the month?

As you can see, you now have control of the development of your group. As you set your M.M.O. ( Minimum Method of Operation,) for month 2 of your 3 month run, you are able to see clearly if you are on target. Did the five individuals reach Director? What were their total membership sales? Were you able to identify some "new players?" You may find that one or more of your key players have backed off - and their commitment level has changed. That's okay and it's part of the process ... again, it's better to know where you're at, as it happens. Be sure to be constantly in the process yourself, and continue to look for new "stars" either from your own list or downline under people in your group.

## FIVE.

The first Structure Call of your second month will again begin with getting a commitment from the "players" on the call as to where they want to be by the end of the month and what they need to do in the next thirty days to achieve it. Your structure calls, this month, will have more people on the line, so it is essential that you are well organized and keep the call to the

point. You do not want these calls to become training calls or allow yourself to lose control.

Begin with person "A" and ask him/her if they achieved their goal. How many of their key players are on the line? You then identify each player and find out their goal for the end of the month, and work downline, under person "A" who is on the call. You want to keep a "profile" of person "A" and write down their key players and what they want to achieve by month end. Then move on to person "B" and their people and repeat the process ... and move through each separate line until everyone has made their commitment.

## SIX.

The second Structure Call of the second month is *your* reality check. How many of the original group were on *this* call? How many of those associates have achieved the goal that they set for themselves on that very first call? How many new associates are dialing into the structure Call and committing to a goal? It's good to take stock periodically; it helps you to see what progress you've actually made and to scale your expectations to the real pace of your growth. Do you need to re-evaluate your goal? After the call, re-read the profiles that you have kept on each of your key players. Have those associates been calling you on a daily basis to do 3-way calls and introduce you to new people on their team? Are they really duplicating the system? Call your leaders individually, help them track their players, and identify for you, who is actually playing the game. Do you need to re-evaluate which associates you spend the bulk of your time with? Remember: Don't fall into the natural trap of wanting success for your associates more than they want it themselves.

## SEVEN.

The third call of your second month is again your "Cash Out" for the month.

Find out what you need to do to finalize your results for the month.

## **EIGHT.**

The three calls you will set up in the third month will be a repeat of what you've already done in months one and two. At the end of the third month, you will be able to determine if you and your team have achieved what you set out to accomplish. Remember: There is no shame in re-setting a goal. The key is to stay in the process!!

Again, this entire exercise is to teach your group to teach their group - in short, to build depth, through duplication.

During your ninety day run, you will have taught a very duplicatable and important method of operation to your associates. The leaders who have achieved the position of Director in your group will now be setting up their own Structure Calls and repeating the process.

**Keep in mind that your success in PPL is all about staying in the game and remaining in the process on a daily basis as your group grows from strength to strength.**