



## Solidifying Your Group by Incorporating "Structure Calls."

### PART II

( Another secret to developing "Massive Depth" through duplication)

You may need to enroll 15 to 20 front line people to find the five key players willing to make the commitment needed 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 and a minimum of one downline Director leg must produce at least seventy-five 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 E.veryone A.chieves M.ore

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

So, on this 1st structure call, all of your associates, senior associates and your managers will commit to a date that they want to achieve Director 25 with a team minimum of twenty-five monthly membership sales. This will give you a clearer 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 much 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 at 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 to take 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 POWER TRAINING CDs? How many prospects do they

have in the process? Are they using the "System?" Did person "A" fax or e-mail you 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.