Common Questions from Prospects

- Now let's get to our Main Presentation, "What Do I Say When?" As we mentioned earlier, we constantly get asked by both new and existing members what they should say when a prospect asks a difficult question. We asked you to submit your questions that we could answer for you, and we chose several to answer here for you tonight.

- Let me begin with something that's really important. Whenever possible, **ALWAYS** try and get your prospects questions answered on our Members Q&A call, and let some of our top leaders do that for you. That's the preferred method. But sometimes you do need to come up with an answer, as some of these questions may come up on your initial contact with a prospect. So here are the most frequent questions that our members struggle with. Also, when we archive this Webinar in the Training Center we'll load a "Notes" document that will contain all of these "Questions and Answers" that you can download.

- Here's our first question. "What do I say when my prospect asks, Is this Legal?" The most important thing you need to say right away is that we do **NOT** give legal advice here at CTS, but here's what we know. That's a critical statement, so make **SURE** it's the first thing you say when dealing with any question regarding legality.

- Next, you simply ask your prospect this question. "Mary, let's say you and I were friends, and I decided to **GIVE** you $3,500. Would that be legal?" I don't think anyone in their right mind would answer no to that. Then, you follow up with, "Of course that's legal Mary. And the fact that we aren't friends yet doesn't change the legality of that transaction whatsoever. In fact, there is no country in the free world that we know of where it's illegal for two consenting adults to give each other money."

- Also, there's a document each of you needs to have on your computer that you can download from the "Resource Center" tab in the Training Center. It's called, "Is Cash Gifting Legal?" This document actually provides a link to connect to the IRS rules on gift tax.

- Remember, **ONLY** use this document when the "legality" question comes up – don't send it to **EVERY** prospect just because you think it's a good document. **NEVER** bring up an objection that the prospect hasn't raised themselves.

- The next question is, "What do I say when people ask, Is this a scam?" I kind of chuckle every time I get the "scam" question. After all, if it were a scam, would I really tell them? Wouldn't be much of a scam then, would it? Here's a great way to handle this one.

- Scams get exposed pretty quickly. They can barely last a year. However, the longer a program is around, the easier it is to defend this question. When I started here, this activity was 3 years old. That gave me a lot of comfort, since I understand that with longevity comes stability. Now, we're about to enter our 14^{th} year in January and going strong. Scams can't possibly sustain themselves this long. I also like to point out the thousands of members that are enjoying tremendous success here. That's another great positive to bring up to diffuse this question.

- The next question is, "What do you say when they ask, How much money have **YOU** made with this program?" I don't think there's a member alive that hasn't been asked this one. There are several things you can do, particularly if you **HAVEN'T** received any CA$H yet. Remember, we don't make money here, we receive CA$H!

- If you're new, it should be obvious that you haven't received any CA$H yet, and don't be afraid to tell prospects that. I remember when I first started, and I got my first new member. He was actually one of the first people I called, and I told him that. And then I said, "Look, if I can do this being brand spanking new, how hard can it be?" I also emphasized that I was so sure this would work, I sent my $3,500 off without a second thought. And this has been **HANDS DOWN** the best decision I've ever made. If you share those sentiments with your prospect truthfully and enthusiastically, it doesn't matter how new you are.

- Also, I always like to get the prospect focusing on evaluating the program before worrying about how much money **ANYONE** else has made. Here's what I say here. "*Mary, I'm new and of course I'm just getting started. But the important thing here at this stage is for you to evaluate this remarkable program and see if it's a fit for **YOU** first. If you like what you see, and I'll be astonished if you don't, then we'll introduce you to lots of members that have achieved remarkable success here. But first, you need to determine if the program is right for you. Does that make sense Mary*?" By using this script you are changing the prospect's focus towards evaluating the program to determine if its' something they would be interested in. When they come to a Q&A call or perhaps an Elite Webinar, they'll meet lots of members that are thriving here at CTS.

- Invite them to the Prospect Q&A call so **WE** can answer all of their questions. Tell them they'll hear from people who have been very successful for a long period of time, and they really need to attend this call. By the time they get finished that call, they won't **CARE** how much cash you have or haven't received.

- The bottom line is that it really doesn't matter how much you've received or haven't received. The big concern here is that they may be being invited by someone who is new or hasn't been successful yet. However, we've created our Automated System with the great tools and resources to give **EVERY** member the same opportunity to succeed, **REGARDLESS** of the experience of their inviter. It doesn't **MATTER** how successful your inviter is, everyone has the same opportunity to succeed here. I have my prospects focus solely on whether they see an opportunity for themselves at CTS, and get them to the Q&A call. That's your best strategy.

- Our next question is, "What do I say when they ask, Why isn't this considered MLM?" There are lots of good reasons, and it will help all of you to learn these answers.

- The main 2 reasons are that all MLM organizations are "Corporate Based," meaning they are businesses run by a Corporation, and they all involve selling products for profit. Usually products that are grossly overpriced to pay all the commissions at the various levels.

- This next one is the biggie. There are no "payment levels" here as there are with MLM. We have different levels of participation, but the "levels" in MLM are levels of commission payment, and this is what makes that structure so different. Because they pay so many people on every product sold, the price of that product must be grossly inflated to accommodate the high commission payout every time a sale is made.

- With the Cash Tracking System, absolutely no one **EVER** gets **ANY** of your **CA$H** – **PERIOD**. There are no multiple payments of any kind. Every pledge goes to the **ONE PERSON** who is qualified to receive that pledge, and that is either the inviter, or that members' inviter if they aren't qualified yet at that level of participation. Very simple, but incredibly powerful.

- Even if there is a "split pledge" involved where a "combined" pledge is split between different members, the fact is that **ALL** of the CA$H with **EVERY** pledge goes **ONLY** to the active member that is qualified to receive it. There is **NO** deviation from that rule at CTS. Ever!

- Our next question is, "What do you say when they say, "This sounds like a "Money Game" where people are just shuffling money around." However nothing could be further from the truth.

- This is the ultimate Cash Leveraging system, and there's a distinct difference. There are 2 things you can leverage; one is money, the other is time. All of the wealthy people on the planet know this, and our program finally offers an opportunity for the average person to take advantage of those strategies. Give once, receive to infinity. That's about as good as leverage can get.

- This question normally arises because our opportunity isn't "product based." Let me share what I've experienced with "product based MLM" opportunities. Many people don't buy those products because they want them, they buy them because they **MUST** purchase a certain amount of product each and every month to maintain their commission eligibility. As if that isn't bad enough, if they want to advance to the next pay level (there's that "level" thing again), they have to buy even **MORE** products each month, that they **DON'T WANT**! That's how people become "basement qualified," or "garage qualified." They end up with basements and garages full of stuff they don't want, just to remain at a certain commission level.

- To me, **THAT'S** the real "Money Game," forcing people to purchase products they don't want just so they can earn a commission on their group sales. Our founders wanted to completely do away with that nonsense. Here, no one is kidding anybody. Everyone knows **BEFORE** they join **NOT** to expect anything of value for the pledge they make, and that they will be required to "give up" their first person at each level to qualify to receive CA$H, except at the Elite levels. Then, they are able to receive to infinity. Do you know what we call that? **FAIR**!

- Our next question is, "What do I say when people tell me they have no money and have no access to get any?" That's a great question, and here's what I say to those prospects - **GOODBYE**!

- We may feel for these people and we'd love to help them, but the reality is that this program just isn't right for them at this time. It **DOES** require some start-up funds to work this program, and that applies to everyone who ever joined here.

- Many of us had to jump through hoops to find the funds to join, and unfortunately the people who aren't able or willing to do that, simply can't participate in the program.

- Our next question tonight is, "What do you say when prospects tell you of gifting programs they've heard about that have been shut down?" Here's how you would handle that one.

- This can be true, there have been programs that have been shut down. But not because there's something wrong with the activity. It's the **STRUCTURE** that can be illegal, and that's been a big problem for some of those. The 1-up is a time-tested structure that has been around literally for decades, and it's perfectly legal. This is something that simply is not a concern of ours.

- Here's a question that was submitted by one of our 6WAC participants, and it's a good one. How do you handle those prospects that want to keep going on the Q&A calls but just won't commit to moving forward? The moment you sense that happening with a prospect, you **MUST** get them to "fish or cut bait."

- You need to ask them for a firm commitment, and here's how you do that. Simply say, "*Mary, it sure looks like you're ready to get started with CTS now, is that correct*?" If they give you **ANY** "stall" at this point, you need to say, "*I can certainly appreciate your situation Mary, but you really have all the information about our program now to make a decision. Let's leave it this way. When you're ready to move forward with this remarkable program and finally become financially free, give me a call and I'll be happy to help get you started, OK*? This is really the **ONLY** way to deal with prospects that continually procrastinate, or they'll drive you right around the bend.

- Our final question this evening isn't one that a **PROSPECT** will ask, but it's one our Support Team get asked all the time, so I wanted to include it tonight. The question is, "*What do I do if my Inviter leaves the program, or if he/she is new and can't help me*?" This one's easy.

- The CTS Training Center and all the Supporting Resources were setup with the understanding that many new members will be "qualifiers" for their Inviters. That means that they will be invited by fairly new people. The good news is that the CTS Training Center alone provides professional training on how to work **EVERY** aspect of CTS. Also, look at all of the other resources you have at your disposal in addition to that. You have the Prospect Q&A calls, the "CTS Elite" Webinars, the "WhyCTS.com" website, the live "Members Only" Q&A calls every week, and of course, **THESE** Webinars on the 2nd and fourth Tuesday of each month. All of these resources are designed to assist **EVERY** member to get all of the Training they need, and most of it is available 24/7. You can't ask for more than that.

- Here's a point I really want to emphasize. Nearly **EVERY** question we've addressed here this evening is already answered on Step 7 of our Website. With **EVERY** prospect that has questions, I simply book them onto a Prospect Q&A call. If they still need some clarification, I simply send them back to my site and ask them to review Step 7 again. And it's recommended that each of **YOU** revisit Step 7 on your own website as well, so you will be better informed to share that information with your prospects.