

Brian Dalmaso
CEO | Managing Partner
Matrix Incorporated

Jennie Laurent
VP | Managing Partner
Matrix Incorporated

Bob Proctor
CEO
Proctor Gallagher Institute



Thinking Into Results

Sales & Business Development System



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

STEP 1: CONTACT AND INVITE (just start)

- Open up your phone and start at A
- Texting is easier than calling and more effective
- Peak curiosity, keep it short
 - Only purpose is to get a yes
- A, B, C, categories
 - C= people that look up to you, younger, lower income
 - You can tell them you have something you want to run by them
 - B= peers, people on the same income level, social status
 - Ask permission, Would it be ok if I ran this by you
 - C= Chicken list, multi millionaires
 - I would like to run this by you so that you know what I'm doing if you know someone. Asking for help or advice
 - Network through people, We need the practice



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

TEMPLATE TEXT OR EMAIL SCRIPT (GENERAL OUTLINE)

GREETING

ASK HOW THEY ARE DOING

WHY YOU ARE TEXTING

VALIDATION (OPTIONAL)

WHY YOUR THOUGHT OF THEM

WOULD IT BE OK IF I SENT SOME INFO?

WOULD LOVE TO CONNECT OR RECONNECT

NICE CLOSING



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

TEMPLATE SCRIPT 1 (short haven't talked in a long time)

Hey (NAME) it's Brian Dalmaso

How have you been?

Listen... myself and some other entrepreneurs are going through a wealth and business building program

- I thought of you because I know that your growing your real estate business.
- I thought of you because I know that you are a stay at home Mom looking for home based income
- I thought of you because I see on FB that you are still in management in your company
- I thought of you because I heard you got laid off
- I thought of you because I heard you just graduated college
- I Thought of you because you came up in my FB feed yesterday

Would it be ok if I emailed more info? (or get on a call to chat?)

I'd love to catch up and see what you've been up to

I hope all is well :)



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

TEMPLATE SCRIPT 3 (long, havent talked in a long time)

Hey (NAME) it's Brian Dalmaso

How have you been?

Listen... myself and some other entrepreneurs are going through a wealth and business building program with my business mentor Bob Proctor

I've been studying with him for three years... he is a self made multi-millionaire and has helped me scale and leverage so now I have 15 businesses and revenue streams.

I thought of you because I know that your always looking to leverage and grow

I'm not sure if this would be for you or not but its definitely worth checking out

Would it be ok if I emailed some info?

I'd love to catch up and see what you've been up to

I hope all is well :)



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

TEMPLATE SCRIPT 4 (short, warm, speak how you would normally speak)

Hey (NAME) what's up brother?

Been meaning to catch up with you on a few fronts

Myself and some other entrepreneurs are starting a wealth and business building mastermind and working with Bob Proctor Thinking Into Results program

I've been studying with Bob for three years now and it's brought me 14 different revenue streams and businesses with several of them in the seven figures

Do you have any interest in getting more information and working with us?

I hope all is well brother



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

TEMPLATE SCRIPT 5 (use the language and tone that you would in conversation)

Hey brother how you been?

I wanted to reach out to see if you have interest in joining a group of us that are going through a wealth building course?

I've gone through it and am going through it again with about 10-20 other entrepreneurs

This is the same content that has taken me from 2 businesses and about \$150K a year to 15 businesses and revenue streams and over \$1 million in income in just over 2 years

I thought of you because I know you are into multiple revenue streams and looking to grow your wealth.

I've been getting mentored in this material from Bob Proctor for 2 years now and the instant I learned to think like the 1% I started earning like the 1%

This is something we can work together on from the comfort of your home if you see the value

Let me know if this resonates at all with you and I can get you more info...

Have a great day brother and I hope all is well



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

SCRIPT 6 (LONG)
Merry Xmas bud

Hey brother. A few of us are moving through a six month 1 HR a day at home mastermind training and workshop starting mid to late January

I thought of you possibly running through it with us

It's an immersion in Bob Proctor's limitless thinking into results training that I have been working with for the last two years

By end of the six month you would Have the answers on how to take your existing job position to a much higher level as I have done

You would gain the awareness to take your biggest income year and 10 fold it making a quantum leap in income (if that would interest you)

I know these things because I'm living it, and it's the same knowledge that I have learned and put into action through being mentored by Bob Proctor

It's meant to weave into your lives over six month period Let me Know if your feeling stuck and this interests you and I'll get you more info

I hope all is well brother



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

- STEP 2: ESCALATIONS AND EXPOSURES (optional)
 - EMAIL (written sales letter)
 - Tells your story longer
 - Tells your results
 - Validates the program
 - Softens the money paradigm
 - Should have visual and auditory flow (should sound like a conversation)
 - PGI & BOB VIDEOS
 - Tells Bob's story
 - Validates the content through time
 - TIR brochure
 - We are writing the benefits and the results... not the program features



Hey Brother

Here is some info on the Bob Proctor **Thinking into Results** program I was talking about. Here is a brief description of the content with Bob talking about the program. Do some homework on Bob Proctor. Bob is the **world's foremost thought leader** on personal performance coaching and also currently my business mentor.

Take a look at these video links and the attached flyer

<https://www.youtube.com/watch?v=zJ7tJApsKCo>

https://www.dropbox.com/s/jyeex0pdyt4iuj/Jennie%20Laurent_Brian%20D_Endorsement%20Vid.mp4?dl=0

This program starts by clearly defining your dreams and goals and we stretch you on this. We remove the how and get to the heart of what do you really want to do in life if you had no restrictions. **What is your purpose on this planet?** What would you want to do if you could do anything? How big do you want to grow your net worth? How many revenue streams do you want to have?

We then work over the six month period a little bit every day from home using videos and webinars to help you reprogram your belief system and show you how to achieve your dreams.

This is the content that I've been studying for the past 2 years. It brought me to my fiancé Jenny, which has been **life's richest reward**. It has taken me from 2 businesses and approx. \$150,000 per year in income to **10 businesses and revenue streams** with multiple businesses heading towards or over \$1,000,000 per year in income in 2017. It has also led us here to you.

Two years ago I had spent about \$10,000 in personal development and my income went to over \$400,000 with 2 businesses. Last year we spent about \$50,000 in personal development / training and partnered with Bob Proctor.

Investing in ourselves has pushed us past 7 figures in income in and compounding every year after. Making us the very best version of us has had an exponential effect on the people around us as well.

We are impacting lives on a daily basis and able to afford to help others on a much larger scale now which is spiritually very rewarding.

We both know people in your industry that are 7 figure a year plus earners and more. Have you ever wondered how or why that is? Well I've been studying and I know exactly how and why and more importantly how any of us can have the same results with some simple shift in thinking and mindset.

Check out the video links and brochure and let me know if this resonates with you and we can grab a coffee or get on a call

With Love and Abundance,

FAST START YOUR BUSINESS

•STEP 3: MEETING

•Coffee, ZOOM, Phone

- Follow Arash's sales script (Even if you need to have it in your hands)
 - Where are you now...
 - Where would you like to be?
 - What do you think is holding you back?
 - What would you do with the new results (WHY)
 - Do you want to do something about it
 - If I could show you how to get from X to Y would you be willing to spend 6 months working together (soft close another yes)
 - Are you up for doing this together? (close)
- Be ready to take deposit
- Get 5 no's before moving to a second meeting



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

ENROLLMENT FLOW SCRIPT



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

- NEXT ESCALATION MEETING (if needed)
- Answer questions, use the content, paradigm teaching, bring in another consultant if needed,
- Always go back to the content. Someone is getting sold... either you are selling them or they are selling you... most times it is your paradigm you have to get over.
- Ask the following questions. Practice these and make them your own
 - On a scale of 1-10 where are you at with this?
 - How much money would you need to increase to make this worth your while?
 - How many hours a week would you be willing to commit ?
 - How many months or years would you be willing to work to achieve this goal
- Final question:
 - If I could show you how to make XX amount of money per month studying XX hours a week for XX months would you be up for doing this together starting today?
- Are you up for doing this together?



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

- People will either say yes I am interested in starting or hearing more or they need more information. Or it's not for them. Any answer is the correct answer.
- If they are in then be prepared to take payment. Take control of your business. Don't be surprised.
- If they need more information go back to the content to show them how their paradigm is getting in their way.
- 0-3 not for them, 4-8 need more value or info, 9-10 sign them up
- Schedule a follow on meeting with a (business partner) senior consultant to help answer more questions



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

FOLLOW UP

- Have a system of following up with people. At first, most people will take several escalations over several months or even a year or years before seeing what we have to offer
- Timing is everything. Most people will want to wait until the timing is better or when a life-changing event happens. Use the content to show them what procrastination is
- Build relationships. This is a relationship business
- Some people will want to “watch” you over a period of time to see how you are doing. This is why appropriate FB and Linked posts are critical.
- Follow up until they become a client or one of you dies...



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

- PLUGGIN IN

- PGI Calls
- Doug Dane Fast Track
- Arash's Trainings

- MASSIVE ACTION

- 100 Exposures as fast as your can (surrender to the process)
- 1st time will suck, 10th time, 50th time, 100th time a pro

- SET DAILY / WEEKLY GOALS

- Min 30 minutes a day text blitzing
- Min 2-4 hrs Text blitzing on Saturday
- Min 3-5 appointments a week

- RAIN DANCE STORY...



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

• PERSONAL DEVELOPMENT

- Doctors and lawyers spend 12 years... Lucky to break 6 figures yearly
- We can have 6-figure months...
- Business VS a hobby... DECIDE!

• AUDIOS, BOOKS AND ADDITIONAL RESOURCES – TOTAL IMERSION

- Think and grow Rich Audio
- How to win Friends and Influence People
- The Art of Living
- Peak Performance
- Relentless, From Good to Great to Unstoppable
- You-2

• LIVE EVENTS

- Paradigm Shift, Matrix, One percent club



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

FAST START YOUR BUSINESS

LIVE TEXT BLITZ !



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING

Brian Dalmaso
CEO | Managing Partner
Matrix Incorporated
CL: 978-833-0338

Jennie Laurent
VP | Managing Partner
Matrix Incorporated
CI: 508-965-3053

Bob Proctor
CEO
Proctor Gallagher Institute



Thinking Into Results

Sales & Business Development System



MATRIX
— SUCCESS NETWORK —
PERSONAL & CORPORATE DEVELOPMENT CONSULTING