

Worth Unlimited New Agent – Steps for Success

Welcome to Worth Unlimited! As a Worth Agent, you have a product that will truly impact the financial wellbeing of everyone you introduce to the Worth Account. Developing a sense of security and financial stability is an important aspect of families and individuals throughout the country.

The Worth Agent's responsibility in the sales process is fairly simple – you merely get someone excited enough to run an analysis and then refer them over to Worth Unlimited. This document is designed to detail what you need to do to get your new business jump started with Worth Unlimited.

1. Go through the sales process yourself
 - a. **Be a product of the product** – if you don't own the Worth Account program, work with your sponsor to see how/if the program can work for you
 - b. You will experience firsthand the process and be better able to explain what to expect to the client
 - c. You will also be able to experience firsthand the benefits of the program. When you use the program, you will automatically have more excitement and confidence about the Worth Account service which will show when you are speaking with your prospects
2. Learn the Script
 - a. Use the script provided by Worth (in your back office and on www.HaakonstadGroup.com website) to get someone interested enough to run an analysis
 - i. Use the results from your analysis to create your own story
 - b. Memorize the script and practice with someone (your sponsor, another agent, spouse, friend, or a potential prospect!)
 - i. You don't have to repeat the script word for word, put it in your own words so that you are comfortable – Practice so it feels natural and comes out naturally!
 - c. **Keep it simple and do not sell or try to explain the program.** If the prospect continues to ask for details, remind them that the Worth Coach will be able to answer any and all questions and the first step is to gather information and set an appointment with a Worth Coach.
3. Participate in the Corporate-hosted Thursday night Agent training. Webinar information is in your back office
4. Read through the "Detailed Sales Process" document so you are familiar with what to expect when you refer your prospects to Worth (find on www.HaakonstadGroup.com under Wu Agent Resource [top tab] and New Worth Agents [left tab])
5. Save Worth Unlimited's phone number in your cell – (800) 224-1053
6. Create a list of people you know who have a mortgage
 - a. Use the memory jogger to help remember more people (see under New Agents tab on www.HaakonstadGroup.com – WU Agent Resources)
 - b. Qualify your list

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- i. If you are interested in building a team, categorize people as agent prospect, client prospect or both
 - ii. Identify the top 10 people
 - iii. Pick up the phone and call them!
7. Begin prospecting and talking to people
 - a. Watch the Building Momentum / Prospecting Training webinar on the Team Resource and Training Page (specific to those on the Haakonstad Team) to help learn new ways to find more prospects
 - b. Watch the Creating Rapport Quickly Training Webinar
 - c. Create:
 - i. A 30 second commercial
 - ii. A response to “What do you do for a living?”
 - iii. Introductory phrases to help start the conversation are on its way – keep an eye out on www.HaakonstadGroup.com for more information on this
 - iv. Remember – you want people to ask you what you do for a living. One thing about basic human nature is that people are socialized to reciprocate in conversations. So, ask other people what they do for a living and they should ask you. Plus this will give you an excellent opportunity to see if they are a good agent recruit candidate!
 - d. Don’t be a secret business owner!!! People will not know what you do unless you tell them
8. **Most importantly – Just go out there and do it!** Talk to people! Don’t wait until you have the 30 second commercial perfect, don’t wait until you have memorized the exact script. The best training is on the job training. You will mess up – it is OK. Even the top leaders at Worth mess it up from time to time. Get out there, talk to people, introduce the service, and invite others to see how it can work for them!
 - a. Let your sponsor know what is working for you and areas in which you may be challenged
 - b. If you are not having as much success as you would like, it is often little tweaks in your message / delivery that may help you be successful. Work with your sponsor and upline to help fine-tune what you are saying to make your business grow!

Remember, debt is the #1 concern on people’s minds and you have the solution. You are in a position to help friends, families, colleagues, clients, acquaintances, and many, many others eliminate the burden of debt. Help people today by introducing them to the Worth Account service and show them how they may be on the road to financial freedom!

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