

Sue Brenchley

- *Walked away from corporate america over 30 years ago to follow her dream!*
- *Has earned over 10 million dollars in lifetime commissions*
- *7 figure annual earnings from Network Marketing*
- *Enjoys traveling the world with friends on reward trips.*
- *My Most important job is being a wife, mother of 4 and grandmother of 13.*

*The best and most beautiful things in the world cannot be seen or even touched — they must be felt with the heart. -Helen Keller*

**Coaches Notes - Sue is one of the profession's top earners. She has consistently achieved year after year. One might think she knows enough and no longer attends personal development events. This past year Sue attended as many, if not more, personal development events than anyone I know. Her success is no mystery as she always studies the greats and comes up with her own personal insights. Oh, and she always comes up with the best acronyms.**

#### CPR - The Heartbeat of Your Business

Can I just start by telling you right now that I love network marketing? I love the potential of living a better life that is only possible when you build and belong to the power of an expanding network. Everyone networks, although most people do it unconsciously. Your family is a network, your church is a network, your friends are a network, and your profession is a network. So why are so many people uncomfortable with a conversation about networking?

Over 30 years ago, I read a book similar to the one you are reading right now. In a couple of hours I learned quickly that Network Marketing was the greatest opportunity in the history of the world for the average person (like me and you) to have and become more. That day I began my journey to transform my life by sharing this new information with a few people who have now grown to thousands around the world joining me. I also discovered a secret that is foundational to the health of your business and that is what I want to share with you in these few pages.

**Does Your Business Have a Heartbeat?**

As you think about your body's heartbeat, do you notice the consistent rhythm that is keeping you alive? It is beating so subtly that we rarely even notice and yet it beats on average 80 times per minute, 4800 times per hour, 115,200 times per day which is over 42 millions times each year. Without the heart's steady pumping action, blood stops flowing to the body's organs. Unless emergency aid restores the heartbeat and gets the blood moving again within minutes, **death will result.**

I have found that your business also has a heartbeat that is critical to its health and survival. You have heard terms like IPA (Income producing activity), prospecting, 3 way calls or chats, presentations, reach outs, invites, follow-ups, meetings, and the list goes on with the many activities that make up the daily rhythm of engagement in your business. If you have been trained at all, you know that activity is the lifeblood of any successful organization and its ability to grow and produce results.

From the day you were conceived your heartbeat is continuously monitored to ensure that it maintains a consistent healthy beat that is not too fast or slow. If it slows down too much or beats too fast, you start getting warning signs to do something quickly or you are at risk of dying. Just like those physical symptoms that get your attention to take action, your business also has a rhythm and flow that gives you warning signs of impending death if it's in trouble and you don't take action.

I want to share with you a simple process that I have tweaked over the years and is now known as CPR -123. I learned over 30 years ago, and it is still true today, that getting people into action and establishing the daily activities that are the heartbeat to their new business is the most important thing to do to create success.

### **What is business CPR?**

C = Connect with people

P = Provide value

R = Relate for success

**Coaches Notes - This is a simple formula anyone can follow. This is a simple formula that all should follow. This isn't a formula based on ideas. It is a formula based on what Sue and thousands of others have done to be successful. As Jim Rohn said, "success leaves clues."**

Connecting with people is a critical skill and is often skipped. Too many people show up and throw up information prematurely, which can be overwhelming for our friends and prospects. And on the other extreme, too many people try to build a relationship before they share anything, which is just as uncomfortable. I could write an entire book on the subject of connecting because it is that critical and that misunderstood.

Think about some of the most successful connections you have experienced that have led to great relationships. How did you connect? How easy was the conversation? Were you providing help or being helped? What did you have in common? How did the conversation start? What makes you want to stay in touch and continue the relationship?

These are just a few of the questions that will help you figure out how to have those same comfortable interactions in the world of Network Marketing. As I have grown in this profession and studied the best of the best, I can tell you that the key to success starts with connecting with people by serving their wants. So many times I hear people talk about what people need instead of what they want. They think that if people need something that they would automatically want it. Nothing is further from the truth.

Most people make decisions based on emotions rather than logic. Emotions are powerful and successful people understand this reality. They are able to connect with people easily by asking questions that put people at ease rather than set off the “I need to protect myself” alarms. Your success depends largely on being able to bring down the walls of resistance that happen to be most peoples auto setting when it comes to new things.

As children we were open to exploring and wanting to learn and try new things. As adults we have all had the number of experiences required for our brains to protect us from anything that might be uncomfortable or hurt us, which puts us in the position to immediately say no before we have any information just because it doesn't recognize it as safe. If you think about any conversation with a new person, or a conversation regarding a new foreign topic, there is usually a period of discomfort. This is why most people have the same safe conversations over and over and avoid engaging and exploring new information and opportunities.

I wish I had a pill or magic phrase that would eliminate this reality. This universal truth requires all of us to develop the skill necessary to connect with more people successfully, which is the first key to unlock your success. I have found that being prepared with great questions to ask people will give you the best chance for a successful connection. Here are a few of my favorites:

- What isn't perfect in your life yet?

- Are you open to learning about new \_\_\_\_\_?
- Are you wanting to solve that?

There are ways to connect with people in two minutes or two years. You want to learn how to make connections quickly that engage people in a way that protects your time. You can't be friends with everyone before you invite them to look at what you offer. The better you are at connecting quickly and effectively while providing value, the better your results will be.

Another critical connection is your family and friends. I think it is sad that so many people avoid these connections when the people you love and care about the most should always be the first to hear about things you believe have value. The reason that most people avoid the people they love and have close connections with is because they are uncomfortable. If you approach people with no expectation that they will want what you have to offer, and simply love and serve them with the kindness that you cared enough to tell them, you will know quickly of any interest they may have and always know they can never accuse you of not telling them when they see your success. Here are a few conversation starters::

- I have found something that I believe everyone should hear about. I am sending this short video to make sure that everyone I care about hears this from me first.
- I have something important to share with you. I would love to send over some info to see if it's something you want too.
- I have found something that is making a big impact in my life. Would you take a look and tell me what you think?

My final tip for connecting is that you want to have some questions that are more direct and effective at sorting when you have a small window of time. It's all about the window of opportunity you have. You should have something to give someone in passing when a connection happens in an elevator or a grocery store. I have a card with a QR code and my info to pass out when I make those instant connections. Then have a question like this ready.

- Are you someone who is open to learning about new things? Great, check this out and let's connect again.

### **Now that you have made a successful connection.**

It's time to **provide value** to people as often and effectively as possible. Value comes in the form of information, education, products, services, solutions and anything that will make them feel important and not targeted. It's the natural process of inviting people to learn about your

products or services using effective tools like video's, zoom meetings and marketing materials that are quick introductions to how you can help them get what they want.

The secret to a great presentation is being able to connect your prospect with what they want. Some people are looking for specific products that solve their problem and if what you sell is already mainstream like cosmetics, you simply have to get your products in front of them. Most people are skeptical and have their guard up if the sale of a product or service feels transactional or is unknown to them. When your conversation focuses on how they would benefit from working with or purchasing from you, and getting what they want, you will see the resistance disappear.

I love to incorporate the tax benefits of joining me in business. Teaching people that they can potentially realize tax savings large enough to cover their product costs combined with the benefits of the products is a powerful way to add value to everyone. For people who take a little longer to get into cashflow in their business, the tax benefits can give them a reason to keep working rather than quit. Again it's always about what is in it for them.

One important thing to know about the process of adding value is to avoid over-promising and convincing people to join or buy. It's important to help people have great product and business experiences, regardless of the outcome, rather than feel disappointed. I love that our companies offer money back guarantees for 30 days to make sure that they are having a great experience and want to continue or recognize that it isn't a fit for them.

Moving quickly through this discovery process, while ensuring they have answers to their questions, is critical to the flow of your business and keeping that heartbeat strong using CPR daily. I like to train people that they should be prepared to answer questions while being careful not to create questions. Creating questions is a result of too much information and talking too much. When you have systems that provide information that the average person can take action with, you won't have a lot of questions, and those questions that you get give you a perfect opportunity to introduce that person to your upline for answers. Questions happen for two reasons. Your prospect needs that additional information to make a decision, or they are trying to find a way to say no.

### **How to get results quickly while protecting relationships**

Remembering that when heartbeats are too fast or too slow, ultimately that will put your business in jeopardy. The step in your process that results in your prospect making a decision to try your product, join your team, or partner at the highest level in your business is often the

place where we get really uncomfortable. Too often, the transaction part of the business can leave people confused or feeling like they only win if the person buys. The truth is that this is a point that can feel so natural and leave people better for having interacted with you regardless of their decision.

When we are comfortable with our vision of how our opportunities and products create value for people, we are always in a giving rather than a taking position. The minute our vision is commission driven, we have moved to a taking position. When you are focused on moving people through a process that naturally results in a decision, rather than a never-ending process of convincing, it's because you have not mastered the skill of moving people to their decision quickly when you can spend your time talking to more new people impacting unlimited lives. This will result in your energy and vision growing, and your vision along with your passion will drive your mission.

**Relating for Success** means that whether they partner with you to build a business, join your business for a little side income, use your product, want additional information in the future or choose to go another direction that your relationship remains healthy. As Stephen Covey always taught, the result you are looking for is a win-win.

CPR-123 is simple. Connect with people, provide value, and protect the relationship as they decide if they are a one, a two, or a three.

1. They want to be your customer.
2. They want to earn a little extra money by connecting people to you, your product, or your system.
3. They are ready to partner with you to build a business.

Everyone else lives in your contact system using a drip campaign of strategic information and timely connections. If you have a consistent process to connect occasionally to say hi, then they won't be suspicious when you reach out to share value with them.

I hope this has provided you with a fun way to get the heartbeat going in your business consistently. Just like your organs start shutting down when they go without blood flow, your business will struggle or die without a steady flow of repeat and new business. The world is waiting for you and what you offer. People everywhere are wanting what you have so let's go show them how to get what they want!

**Coaches Notes - My challenge to you is to add the CPR method instantly to what you do. I know we can't implement everything we learn right away, as this book has many**

**incredible strategies. This particular chapter can be implemented as it is principle based. So if you are implementing any techniques, they will be a perfect companion to the CPR method.**