

*The*  
**Highly**  
**Structured**  
**Business**  
**Strategy**

**Part 2**

*Get F.A.T.*

*The Average Person's Best Chance*

*G.A.P.*

*Potential Partner*

*Marketing*

*Service*

*Learn-Practice*

*Rehearse-Master*

*F.O.R.M.S.*

*Dialogue*

*Salesy Sales*

*Conversational Sales*

*Suspect*

*Integrity*

*Value*

*MLM =*

*Myths-Lies-Misconceptions*



*"This industry is made up of people who can't sell being told by people who also can't sell to go out and sell stuff nobody wants to people who hate being sold stuff!"*

*—Teddy Johnson*

# Highly Structured Business Strategy

The no holds barred

Kick Butt

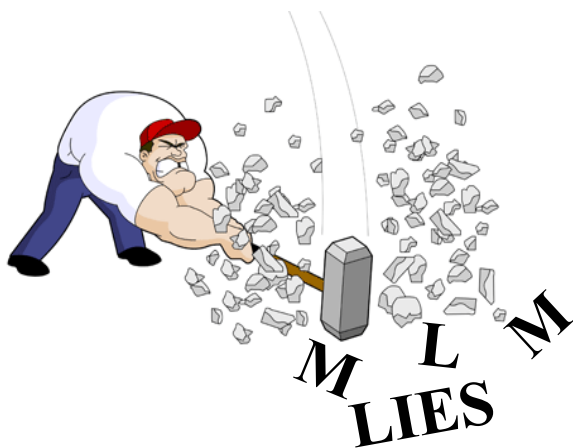
Take No Prisoners

Guide to Making it BIG in

The Networking Industry

*Teddy Johnson*

Building business brick by brick with the Highly Structured Business Strategy



## **Teddy Johnson**

Page 3

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# Highly Structured Business Strategy

A word from the Author...

Hello and welcome to the Highly Structured Business Strategy. I'm Teddy Johnson and I'm one of those people who actually like math. The Highly Structured Business Strategy is based on the concept of an algorithm. A mathematical algorithm is a step by step problem solving procedure for solving a complicated problem in a finite number of steps. What is significant is you get to K-N-O-W in advance exactly what you need to do...literally a MapQuest map with instructions on what to do in the right order with a time line adjustable to your abilities, availability, skill sets, goals and level of desire.



The Highly Structured Business Strategy clearly and concisely gives you an established, computational procedure for becoming successful in exact steps. This is an algorithm with the exactitude of an equation proof. The Highly Structured Business Strategy is written for the trainable. If you can track an Elephant...in the mud you can and will be successful as a Certified Dream Merchant.



You are in the right place at the right time! The Dream Merchant Group is positioned in the 85 Billion dollar home based business industry. The key difference would be No questionable, overpriced products to buy-sell-inventory-deliver or collect for. This service has a price much, much less than available in the general market, Law firms, insurance companies, Wal-mart, K-Mart, Costco, E-bay or any other source!

Traditional training methods are not actually proven to work! To the great embarrassment of those who produce such materials. No one will guarantee their training will work! The Dream Merchant Group does guarantee the results. With a 1,000% money back guarantee. The Dream Merchant Group provides real classroom style training with a trained, certified Dream Merchant and provides a written guarantee and certification of completion.

"This business...all business is 95% mind set and 5% logistics. Self Improvement drives our success!"

"Most people I've met can't afford to innovate. Instead...Replicate success through our training."

-----Teddy Johnson

The Original Dream Merchant



99% of all the new Associates coming into the business DO NOT have a spelled out specific strategy with particular actions to take that bring the desired results within an exact amount of time.

**YOU WILL**

Have that and a whole lot more as a certified Dream Merchant!

**Here are 6 Things you can-could and should do DAILY...starting right now!**

• **First:** Use at least two GBG products and share the results with your team members. It sounds simple, but you'd be surprised by the number of Associates who don't even use their own products! They're in the business for the money only, and that's a **HUGE** mistake. This is the easiest, but most often overlooked way of becoming YOU inc.

**Daily action #1:** Share GBG with 2-5 new Potential Partners every day. Do you share your opportunity daily? Successful business owners do. Those who aren't making money in network marketing just don't have the time to make an effort.

**Daily action #2:** Follow up. How often should you make contact, and at what intervals? Following up is a daily action and is covered in the Communication Skills section..

**Daily action #3:** Build a solid team. Network marketing success is about relationships & leadership. Spend time on leadership building. You must work on your team daily. Build your team with personal relationships, use The *Highly Structured Business Strategy* and holding them responsible.

**Daily action #4:** Look for and develop self-sustaining leaders. This action is an extension of action #3. **Find** the cream of the crop, and then develop them into self-sustaining leaders that are building *their* businesses.

**Daily action #5:** Self-management. Self management is your ability to form and stick to **your** plans, observe your own daily actions, and make those subtle adjustments to your mindset that are always necessary! You can easily "self-correct" on a daily basis so that you reach your goals.

**Daily action #6:** Self Improvement. Watch the Official GBG DVD every day. **AND** read an inspirational book, listen to inspirational self improvement CDs.

"eating , drinking water, and self-improvement are very similar...don't consume them everyday...you get sick and die."

—————Unknown

We can make excuses...or we can make progress. No one can do both! Decide today, do what it takes to **earn** your goals. Yes, it requires **effort**. Yes it requires **change**. What good would more of the same be? If not now, when?

In order to get *different* results in life, we must **BE** someone *different*. In order to **BE** someone *different*, we need to **DO** something *different*.

To **DO** something *different*, we need to **LEARN** something *different*.

To **LEARN** something *different*, we must we must first *Think different*... To **THINK** something *different*, we must we must first *Acknowledge*...

Right now we don't know enough about this business to become successful and *change* things.



# Highly Structured Business Strategy

## Commitment

A look at the divorce rates tells us most people don't take commitment very seriously.

The difference between a casual commitment and a serious **COMMITMENT** is huge! It is the difference in the level of commitment between a Hog and a Chicken to our breakfast. A Chicken has to give up two to four of her eggs to provide us with an omelet!

The Hog must give it's life for the bacon! Commitment to YOU INC. is 100% mandatory.

Those who say:

I'll give it a couple weeks/months...  
**They will Fail!**

I'll try...  
**They will Fail!**

If only I get some sales this week...  
**They will Fail!**

If Joe (anyone) gets in, I'll get in...  
**They will Fail!**

If I get in under/over Joe (anyone)  
**They will Fail!**

We all need the **Highly Structured Business Strategy** to succeed in a predictable and reliable fashion. The best way to lead others is:

- Get in front of them.
- Pull others along.
- Create a powerful, truthful and remarkable story for them to tell others.

The **Highly Structured Business Strategy**:

Is the act of building yourself into a person others will admire and aspire to emulate.

Then giving yourself to the task of helping others help others help themselves. It is about treating others as though they were the most important people in the world (they are.) It is about living and working in such a way as to cause people to name their young after you and tell all their friends and relatives about you. That's a tall order.

**The Highly Structured Business Strategy©** is about getting **FAT and helping others get FAT (Financial And Time Freedom.)**

Most people spend more time and give more thought to planning a child's birthday party than planning their GBG business.  
(Ask a 25 year old if they remember their 1st or 2nd birthday party.)

Most people spend more time and give more thought to a summer bar-b-que or vacation than planning their business.

The Network Marketing Industry is over 60 years old with annual sales over 85 **B**illion dollars. There are over 1,000+ companies involved and over 80 million Independent Home Based Businesses out there. MCI, Herbalife, Mary Kay, US Sprint, AT&T, NuSkin, Shaklee, Noni, Xango, Fuller Brush, Amway, Rexall Drugs, Watkins, SaladMaster, Pampered Chief, Pre-Paid Legal Services and Avon are a few of the older more recognizable names.

GBG stands out as an amazing opportunity to obtain an executive level income and have the time to enjoy it. **HOWEVER!** You will have to **WORK.**





# Highly Structured Business Strategy

**F**amily-Better half, parents, children, grand children, nephews, nieces. Loved ones you would help financially, education, housing, clothing, living expenses and transportation etc.

**F**amily-

# loved ones to be helped

**O**ccupation-Present job-jobs in past-what do you like about these jobs? What features would you have changed? Why?

**O**ccupation-

\$ Present Income Level

**R**ecreation-What do you do for fun? Vacations you have been on? Like to go on? Sports, sport teams, hiking, skiing, camping, fishing, hunting, special events you would like to attend. Places to visit in City, State, U.S., foreign countries.

**R**ecreation-

Dream Vacation location

**M**oney-Do you have sufficient retirement funds? Stocks? Bonds? Real Estate? How much extra income would take to live... retire comfortably?

**M**oney-

\$ extra income required

**S**ales-Do you have any sales experience? How long? What did you like? What didn't you like? What would you have changed? Why?

**S**ales-

Years of experience to overcome

For now, let us suspend our Belief System and focus instead on what you really want in your life.

<b>Spiritually</b> /Attend Church/ Synagogue/Read Bible etc.	<b>Spiritually</b>
<b>Physically</b> /conditioning/gym walk/run/weight conditioning?	<b>Physically</b>
<b>Education</b> /GED/AA/BA/BS/ Masters/Doctorate/Multiple	<b>Education</b>
<b>Health</b> /weight/healing?	<b>Health</b>
<b>Relationships</b> /Better half/ Children/Parents/Friends, etc.	<b>Relationships</b>
<b>Automobiles</b> /SUVs Pickups/ vans/RVs?	<b>Automobiles</b>
<b>Home (s)</b> kind/style/where?	<b>Home (s)</b>
<b>Income</b> Amount needed to sup- port needs, wants and extended	<b>Income</b>
<b>Retirement</b> amount Required/ retire to where?	<b>Retirement</b>
<b>Vacations</b> /Travel/National/ International?	<b>Vacations</b>
<b>Sports</b> /Sport Team season tick- ets/hiking/skiing/camping?	<b>Sports</b>
<b>Special Events</b> /Arts/Sports/ Entertainment/Sports?	<b>Special Events</b>
<b>Clothing</b> /Professional/Sports/ Casual/Workout?	<b>Clothing</b>

## Highly Structured Business Strategy

### Important GBG Numbers...

Corporate Office: 707-453-4600

Customer Service: 707-453-4650

Fax Number: 707-453-4674

Product Order Line: 866-453-4600

Audio Information Line: 850-383-8213

PatLive: 1-800-775-7790

Corporate Website: [www.shopgbg.com/corp](http://www.shopgbg.com/corp)

Corporate Conference Call Line: 507-726-3300 pin #59032

Customer Support Email: [customersupport@gbgcorp.com](mailto:customersupport@gbgcorp.com)

GBG Tools Website: [www.gbgtools.com](http://www.gbgtools.com)

GBG Tools Toll Free Number: 800-556-1005

Teddy Johnson 714-499-4204

The Money Story 800.471.2108 x \_\_\_\_\_ ( your ext. #)

Gas Rebate website:

[www.teddyjohnson.net](http://www.teddyjohnson.net)

### Conversational Sales by Dialogue



**M**any groups have used dialogue to learn things and make decisions based on general agreement. Socrates (469-399 BC) a stonemason and stone carver in Athens, Greece is credited for refining the ‘Socratic Dialogue Method.’

**S**ocrates dedicated his life (literally) to the discovery of universal truth. He questioned all statements, explanations and personal truths. He stimulated people to think by **asking a series of questions. Each new question based on the answers given previously.** This process is powerful and enlightening as it allows the **Potential Partner** we are talking with to take back the responsibility for themselves and take action to determine their own future.

**T**his method is the drawing out of information rather than the pouring in of information (presenting.)

Many years ago, I was taught the art of selling. The sly sales pitches, the pushy manipulative sales lines, the smooth verbal traps, the killer objection answers, the steel trap “gotcha” close tactics. I actually got really good at it.

**BUT**, I felt like a lying criminal because I twisted arms and made sales out of thin air. I literally sold people things they didn’t want at prices they couldn’t afford. I got paid. I lost faith in myself as a ‘real’ human being. I felt so bad about my sales tactics...that my sales and commissions hit bottom.

I love the concept of sharing myself with others and learning about others. This leads to you & I making a decision to work with a **Potential Partner** based on a general agreement founded in love...a caring relationship. Read on! You are going to love this refreshing approach.



# Highly Structured Business Strategy

## Dream Merchant Principals

### Principal #2

### Be a great Listener



People make changes in their lives and other decisions based mostly (90%) on feelings.

#### NOT on LOGIC-FACTS-STATISTICS!

What is “being said” is logical and factual and comprises 10% of the decision to change present circumstances.

What is “being meant” is personal and subjective (feelings) and comprises the other 90%.

Find out what people mean when they reply to your questions or make statements.

Most times people are not saying, asking or thinking what you think they are! Find out by listening very, very closely and ask clarifying questions!

Let go of the outcome and your income will increase.

**Here is a master communicator secret:** What you are going to ask next is in the answers you get to your previous questions! All you have to do is listen 100%!

Amateurs listen for a break in the conversation so they can continue preaching, teaching, selling, talking at and presenting.

Amateurs do not listen at all! From now on, you will listen to others not with the intent to reply, but with the intent to UNDERSTAND the facts and feelings of your **Prospective Partner**.

The decision to make changes is determined by their feelings.

“There is a saying that goes: I know you believe you understand what you think I said. But I’m not sure you realize that what you heard is not what I meant!”

Notes

“A man convinced against his will...is of the same opinion still.”

—Abraham Lincoln





**Current Reality**

A major disconnect can occur, and an opportunity lost, if selling the business offer is done solely to solve the **Potential Partner's** future vision, without talking about their past history. History which is creating the painful present circumstances.

Make very sure you do both. Allow them to talk about their past history and future...all in the present moment. The past is healed and the future vision is realized in the present moment.

**Peeling the Onion layers**



This is a core concept of the Certified **Dream Merchant**. It replaces the conventional preachy, teachy, salesy one size fits all presentation style. Instead, your objective here is to have a conversation with someone and **both of you discover**...the inconsistencies of their thoughts. People notice that and come to their own conclusions to make a change.

**What** they want or **what** they are **looking** for.

1. **Why** they **want** it.
2. Are they **willing to do** what it takes to get it.

In essence, we peel all the layers of excuses, explanations and justifications people hide behind off and expose the real situation they are living with. When people hear themselves talking about their previously hidden...now freshly exposed pain areas, **they persuade themselves to make a change.**

That's what a Certified **Dream Merchant** does BEFORE we spend any time presenting our Business offer. This straight forward, sincere approach to sales makes **talking to people effortless and rejection free!**

**The Dialogue/Conversational Process**

1	Connection	Connecting Questions	<b>L I S T E N  CLOSELY</b>
		Background Questions	
		Needs Awareness Questions	
		Needs Development Questions	
2	Discovery	Consequence Questions	
		Solution Questions	
		Qualifying Questions	
3	Transition	Transition Questions	
4	Present	Summary & Agreement	
5	Commitment	Commitment...Questions	



# Highly Structured Business Strategy

## The Connecting Stage

There is only one way to open a conversation.

1. Make an introductory statement.
2. Followed by a question.

**“You know how the economy has effected employment, well what I do is help people establish a part time income working right from home, you know, make sure they get off to a great start. May I ask what you do?”**

### The Discovery Stage or F.O.R.M.S. Stage

This is where you get a precise picture of what your **Potential Partner** wants and **why** and whether they are prepared to do anything about it.

**Help** your **Potential Partner** think about the needs and wants that will persuade them to commit to making a change.

**Identify** the emotional reasons for taking action. Put some urgency into, making a change by asking Awareness Questions.

Determine if you can be of **Service** by asking Awareness Questions to make sure they are serious about being willing, and ready to make a change.

### Teddyism:

Please read this very carefully:



“The sale is made during the process where both of you are discovering what your Potential Partner is looking for, and why they want it. Not at the end in a ‘close’.”

## Background Questions

Certified Dream Merchants get the initial facts about their Present Situation.

Examples:

**F**...Family, **“do you have a family?”**

**O**...Occupation, **“what kind of work do you do?”**

**R**...Recreation, **“What do you do for fun out there in Riverside?”**

**M**...Money, **“How did your investments do with the Recession ?”**

**S**...Spiritual, **“Do you do any charitable or church work?”**

## Needs Awareness Questions

A Certified Dream Merchant uncovers any potential problems or needs with questions. The questions you ask are derived from the back ground information you just gathered...the answers to the previous questions you have asked.

These type of questions, based on their answers to earlier questions break down the fact issues (10% of the sale) and open up the emotional aspects of the problems, wants and needs. (90% of the sale)

Examples:

**“Do you enjoy what you are currently doing?”**

**“Can I ask why you are looking to start your own business?”**

**“What is it you like about your job?”**

**“What would you change about your job if you could?”**



### Needs Development Questions

A Certified **Dream Merchant** will:

Question the existence of a problem and explore the depth and the circumstances causing it.

Ask, why do you want what you want? What do/don't you like about your present situation?

Ask, **“Why do/don't you like your present situation?”**

Ask, **“What else do/don't you like about your present situation?”**

Ask, **“Why do/don't you like that?”**

Ask, **“What would you rather be doing?”**

Then...**“Tell me more about that...”**

### Consequence Questions

A Certified **Dream Merchant** explores the possible consequences or downside of leaving a problem unresolved, or not having the right solution to a clear and present danger.

These types of questions help people examine the consequences of making or not making certain choices.

These types of questions establish what will happen to them **if they don't do anything about their present situation.**

Ask, **“What if you didn't do anything and the situation got worse?”**

Ask, **“What if the course of action you're thinking of taking didn't get the answers you are looking for?”**

Ask, **“Have you thought about the consequences of...?”**



### Solution Questions

A Certified **Dream Merchant**:

Involves their **Potential Partner** in coming up with their own solutions!

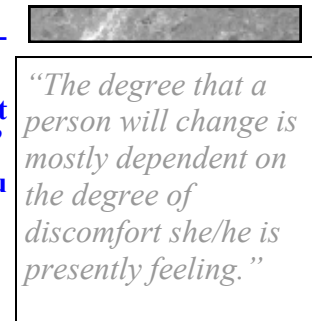
Explores the upside of the consequences of having the right solutions.

Establish...what have they done about their present situation.

Ask, **“What have you don about it, if anything?”**

Ask, **“Have you looked for anything that would give you what you are looking for?”**

Ask, **“What would you do about it if you could?”**



### Qualifying Questions

A Certified Dream Merchant will:

Confirm that the **Potential Partner** is prepared to change their present circumstances.

Ask, **“Are you prepared to change your present situation?”**

Ask, **“If you find the right opportunity that will get you what you want, can I ask if you are ready to make that change?”**

Ask, **“Are you prepared to change your present situation to get what you want?”**

Ask, **“If there were a way you could get what you want...do you keep your eyes open for opportunities like that?”**

### Transitioning Stage

Once you have a clear understanding of what a person wants and whether they are prepared to make a change, you transition from asking questions and listening to demonstrating how





All too often, new GBG Distributors **focus** all their energy on making money.

Money is of course the end result.

However, money can only come as a result of sales.

Sales can only come from providing solutions to problems.

You can not know what specific problem to solve or if someone is ready willing and able to solve anything until you ask what specific problems exist for each **Prospective Partner**.

The true purpose of this or any other business is to help others solve their problems. If the **Dream Merchant Group** does not help others to solve their problems...is there any reason for anyone to do business with us?

First, we must know what their specific problems are. We discover those specific problems with questions.

Here are specific practice **actions** to make the transition to **Dialogue** sales. Find a **Partner** to practice with.

1. Practice-Rehearse-Practice everyday.
2. Keep your Dialogs relaxed and conversational.
3. Care not for the outcome. (Pros don't react to success or failure)
4. Complete the process in its entirety. (Don't jump in with a pitch in the middle!)
5. Go slow to go fast! (Follow the process. 'Overnight success' is the reward)

“Qualifying and asking for clarity allows you to eliminate any misunderstandings or misinterpretations. At the same time, the other person reinforces and anchors their decisions.” —Michael Oliver

“Don't believe anything anyone tells you. Especially me. Examine everything. Do your homework. Read a book on the subject. INVESTIGATE! THINK! When you find something I teach as good and workable, hold on to it, share it, use it.” —Teddy Johnson

Notes

## Highly Structured Business Strategy

you can help them.

Start the transitioning stage with statement.

**“Based on what you have told me...”**

And follow that up with

**“It looks as if GBG will work for you, and I would be happy to talk about that with you.”**

### The Presenting Stage

A Certified **Dream Merchant** will:

Summarize what was said.

Confirm what was said.

Show the official Company DVD

Discuss the specific details that solve the logical/factual and the emotional side of their problem (s)

Ask, **“Does this sound like something that might take care of what you want?”**

### The Commitment Stage

If your **Potential Partner** needs more information...

Answer the questions using 3rd party validation.

Provide a 3rd party information source (tools; DVDs, CDs, flyers, brochures, websites, and/or another Certified **Dream Merchant**) to validate your answers.

Ask for a **firm commitment** to follow up. A **specific** time-date-place/method. Follow up on time as promised.

**Learn it...Practice it...Rehearse it...Use it...Master it!**



**Go slow to go FAST.**

Let go of your attachment to the outcome of making a sale.

Develop a strong relationship First. Giving priority to the other person means letting go of control. The purpose of **Dialogue** is to go beyond the **Potential Partner's** current understanding and together, the two of you can be more insightful, more intelligent than possible as individuals. Two people in harmony instead of one person fighting off a salesperson.

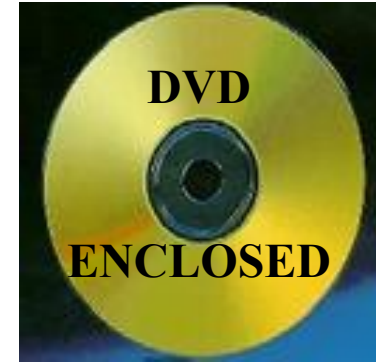
A true professional never chases, pitches, presents prematurely, preaches or talks at a **Potential Partner**.



# FREE DVD Movie INSIDE

**Includes Voucher for Webinar**

**Tele-seminar & Newsletter Subscription**



This is Teddy Johnson at his best: no curve balls only hard and fast down the middle of the plate! Learn how to position yourself as YOU INC. Learn how to attract new Associates and sell more memberships. Learn why you should be glad this business is hard. Learn why the companies and their GURUS (meeting lizards) lie, trick, deceive and mislead you. Learn the TRUTH about all the lies, myths, exaggerations, misunderstandings and the LIES associated with this business. Teddy lays it out in simple straight forward terms. Teddy is not for the meek– mild mannered who wish to stay poor, broke and busted. Teddy is not for the salesy types who wish to continue preaching at consumers.

- Learn why you will NEVER succeed by following followers to meetings held by followers following a company GURU.
- Learn why company conventions are little more than cheerleading contests with no focus on YOU INC.
- Practical real world strategies revealed. Teddy Lists 15 time proven strategies with step by step plans complete with time required.
- No warm fuzzy feelings here! Just the facts. Just the nuts and bolts that make it happen!
- YOU INC. is the concept of you becoming a leader of leaders. A teacher of teachers. A Giant among giants.

Teddy Johnson is provocative, irreverent and sarcastic—but most important, he’s effective. His unmatched advice to new GBG Distributors has earned him the moniker the Original Dream Merchant. Every year, he and his Friends (Associates) help hundreds of new Associates succeed!

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