

WHOLIVES CORPORATE



## First 30 Days: Your Road to Success

*A confused mind will never move; In other words, if a person still has questions, they typically won't make a final commitment.*

*If someone is hesitating, discover the questions or possible doubts/fears that are still lingering.*

**PREPARE TO PRESENT:**

Study the Script and Q&A sheet found in the back office at: <https://wholives.org/wp-content/uploads/2018/11/Our-Approach.pdf> and [https://wholives.org/wp-content/uploads/2018/11/Top-Questions-and-Answers-11\\_2018.pdf](https://wholives.org/wp-content/uploads/2018/11/Top-Questions-and-Answers-11_2018.pdf) <https://wholives.org/wp-content/uploads/2019/01/Questions-to-Practise.pdf>

Download the 20 questions without answers and have someone ask them to you. Practice answering out loud.

**PRACTICE PRESENTING:**

When you can answer the questions reasonably well, notify Melissa and we'll have someone call you and ask a couple of random questions to test your ability. Then Melissa will send you your first list of 100 businesses to input into Mailchimp. You'll receive this list as an excel .csv file. Remember the instructions on how to input this list are found in the link in #7, in the Step-by-step Onboarding Process.

**YOUR FIRST 100 EMAILS:**

Now you should have your Mailchimp account set up with your list of 100 contacts, and two email templates. Your next step will be to email the 100 businesses. You can do this in increments of 25, 50, or all 100 at once. Just make sure you schedule the email to go out when you know you can call through those businesses 24-48 hours after you send it. If you have limited time, it may make sense to send the emails in segments so that the email doesn't go cold by waiting too long to call. Report to Melissa via email, text, or Slack, when you've sent them out.

**MAKING YOUR FIRST CALLS:**

Now that it's been 1-2 days after you sent your first email, call through the list and use the script to get to the decision maker. Remember to take the pressure off of the call by

having the mindset that you're just practicing on live people. Statistics say that it usually takes about 8 forms of contact before you get a "yes", so don't give up after the first wave of calls. Treat the receptionists like you would a friend and remember that they get hundreds of calls a day. It might be helpful to remind them that this is not a sales call, but that other organization like theirs are expressing interest in.

□ **KEEP TRACK OF YOUR EFFORTS:**

Write down how many calls you made and the responses or objections you received. Every objection has a positive response and we'll help you discover the best way to resolved concerns and questions.

□ **FIND A BUSINESS NETWORKING GROUP:**

You will have multiple options for a business networking group in your area. Find a few to visit to develop leads on your own. Work on a 30 second explanation of what you're trying to accomplish and ask for them if they know anyone who would be interested in something like this.

Some examples of nationwide groups: BNI, Rotary International, Chamber of Commerce, Entrepreneur's Organization, MeetUp Groups, SCORE, and check EventBrite for networking opportunities close to where you live. Once you find one that works for you, you can join that one, and become a regular.

□ **YOUR LIST OF "WHO DO YOU KNOW'S":**

During training you were asked to put together a list of 5-20 people, groups, and businesses that you know who may be interested in hosting an event. This is a great time to reach out to them and see if you can drum up your first practice event with contacts that already know and love you. This will also give you some great momentum and practice while you put on your first event.

□ **PRACTICING FOR YOUR FIRST EVENT:**

You'll feel much more comfortable explaining the events once you've practiced and put on your first one. Grab the Race Against Time Event Instructions out of your back office here: <https://wholives.org/wp-content/uploads/2018/11/Race-Against-Time-Event.pdf>. Read through this and memorize it until you feel comfortable enough to set up a test and practice session with Melissa.

□ **TEST TIME:**

Set up a time with Melissa to run through the event and test your knowledge. The more comfortable you feel putting this on, the easier it will be for you to set up events over and over again.

□ **FIRST PRESENTATION:**

You have a PPT for your presentations here:  
<https://www.dropbox.com/s/cl21lkvqgzk6kn4/Social%20Impact%20Presentation-012419.pptx?dl=0>

Practice this a few times before you head into your first meeting. We have put notes into the PPT to make it easier for you to present, but these can be distracting if you're relying on these alone for your presentation.

Other things to remember to ask for your first presentation: Do they have a projector? Are you going to be screen sharing to a larger display? What tools do they have for presentations, and what tools will you need to bring? Did you bring business cards? Flyers? Is the PPT downloaded and working on your laptop or Tablet?

Show up a few minutes early. One of the worst feelings is knowing that you finally got an in, and then you make them waiting or are scrambling to get there in time. If you're early, you can gain composure and remind yourself of the things you want to say.

□ **SET UP THE FIRST R.A.T.E.:**

After your presentation, organize a time to do your first Race Against Time Event. Work with the company to figure out who your contacts are going to be, who is in the in-house team, and send out the educational email to the group.

□ **BE PREPARED:**

Take some time to run through everything you'll need for your Race Against Time Event. Get it ready in a backpack or briefcase. Make sure, again, the videos, and anything you wanted to present are loaded and working. You should have already worked out the details of snacks, prizes, lunch, or anything that would make the event more interesting with the people within the company helping you organize the event. Double check with them to make sure everything is in place. And go for it!