



GENISTAR
Financial Freedom For All

BUSINESS BASICS

PART 3: WORK SMARTER NOT HARDER



FAST TRACK

NAME:

WORKBOOK

CODE:



WELCOME

FROM GENISTAR CEO, JEFF LESTZ

Congratulations on completing Business Basics Part 2 and learning all the scripts that will help you build your business.

By getting this far, you have demonstrated your desire to be coachable to your upline leaders and EVP and build a successful Genistar business. You are now ready to step up, take more responsibility, take on a leadership role.

In Part 3, we will take a deeper dive into advanced selling and recruiting techniques that will help you reach your income targets and learn to work smarter not harder.

So, get ready to elevate your skills to the next level and unlock your full potential as a leader and future Executive Vice President in Genistar.

Here's a welcome video:

<https://vimeo.com/801175223>

FOLLOW THE SYSTEM

**Save Yourself Stress
Time, Energy and Money**

Yours in Success,
Jeff Lestz, Co-CEO

WORKBOOK

CONTENTS

Click on the Title to Go To The Page.

PART 3: WORK SMARTER NOT HARDER

- 01** Identify Your Goal
- 02** My CCMP
- 03** Plan to Recruit
- 04** I.S.T.E.A.M.
- 05** Training in Your Warm Market
- 06** Plan Your Work - Work Your Plan
- 08** Third Party Carryback

- 09** Glossary
- 10** Genistar Policies
- 11** FCA - 11 Principles
- 12** Trustpilot
- 13** Social Media



PART 3:
WORK SMARTER
NOT HARDER

[\(Click here for Contents Page\)](#)

IDENTIFY YOUR GOAL

The first step on the path to success is to ***DREAM IT.***

Creating goals that are both business-related and personal are important.

Take a moment to write down what you want to achieve, in the near term and long term.

This will help you to stay focused and give you the fuel you need to succeed.

Why are you here? What are the top 5 reasons you have joined Genistar?

1. _____
2. _____
3. _____
4. _____
5. _____

What do you want to achieve in:

30 DAYS: _____

90 DAYS: _____

ONE YEAR: _____

THREE YEARS: _____

YOUR LIFETIME: (What do you want to achieve for yourself/your family? Financial independence?) _____

MY CCMP

Clear Concise Mental Picture

“

The first step from poverty to riches is the most difficult. It may simplify my statement if I tell you that all riches, and all material things that anyone acquires through self-effort, begin in the form of a clear, concise mental picture of the thing one seeks. When that picture grows or has been forced to the proportions of an obsession, it is taken over by the subconscious mind, through some hidden law of nature which the wisest of men do not understand. From that point on one is drawn, attracted, or guided in the direction of the physical equivalent of the mental picture.

”

- Napoleon Hill's *The Wisdom of Andrew Carnegie as told to Napoleon Hill*

WHAT IS YOUR CCMP? Describe it in detail.

Now imagine that you already have it, and describe how you feel.

To find out what activity you need to do in Genistar to fund your goal, go to Genistar.online and use the CCMP calculator.

‘THE PROOF OF DESIRE IS PURSUIT’

1. SCHEDULE

- (a) Set aside time to recruit and prospect
- (b) Set yourself daily goals for 'Yeses' or 'Invites' to watch the Business Overview
- (c) Decide to do something recruiting related every day

2. STRATEGISE

- (a) Make a list of EVERYONE you know
- (b) Sort the list into categories such as Friends, Family, Work Colleagues, Business Owners, Community, Clients, etc.
- (c) Gather information and determine the best strategy (See F.O.R.M. & S.I.G.N on page 11)

Different groups of people respond to different strategies:

Friends and family may respond to 'Trust me' or 'You need to see this'
Work Colleagues may be happy to come and give you an opinion
Some may need help themselves and that will be why they come
Business owners may respond to looking at 'additional income streams'
For cold contacts (people you don't know) the magic question script is ideal. (See page 12)

You should MASTER the Magic Question Script so it becomes very natural when you say it and you can fit it into almost any conversation with 'By the way... who do you know.. etc.

BECOME A MASTER INVITER

These questions are helpful when inviting a prospect to a Business Overview in conjunction with the Magic Question:

'John, you're a friend of mine, right? I've just become involved in a business I'm very excited about. I respect you and Mary a lot and would like to have you look at the business to see if you see the same potential that I do.'

Once you receive a positive response, say:

'The company I'm working with has a short Business Overview video for interested and qualified candidates.'

Offer to meet them early before the overview and introduce them to your upline leaders.

**REMEMBER: Your job is not to RECRUIT but to EXPOSE people to an opportunity and let them decide if it's the right one for them.
Let the System recruit them for you!**

*Initially
information can
be an obstacle
to people -
Choose your
words wisely.*

I.S.T.E.A.M

Your I.S.T.E.A.M. list is for people who you feel may be interested in the business opportunity.

- I** - INFLUENTIAL
- S** - SALES
- T** - TEACHERS
- E** - ENTHUSIASTIC
- A** - AMBITIOUS
- M** - NEEDS MORE MONEY

WORK IN THE RIGHT MARKET

Working in the right market is critical to your success. The right market will help you make money and build a solid business.

Each of the following five categories equals one star. During your field training, you'll only see four or five star families. Three star people and below will be invited directly to a Business Overview and then to a 72-hour interview with your trainer.

YOUR TARGET MARKET

- ★ Married or With Partner
- ★ Has Children Under 18
- ★ Homeowner
- ★ Ages 25-55
- ★ Employed /Working Full Time / Business Owner

5 star people have the greatest need for what we do:

If they are married or with partner and have children under 18, they have a lot of responsibility.

If they are a home owner, then typically that means they have a big debt in the form of a mortgage, if not other debt.

If they are earning an income then it gives us something to work with in their Financial Game Plan.

If they are between 25 and 55 years old, they are considered the right age group for products such as life insurance.

People know people like themselves so this also means that when a 5 star person gives you referrals they will typically also be 4 or 5 star people, keeping you in the right market. We want to help everybody, however a 5 star client is the sweet spot. It's where you will learn and earn more.

It's not that we don't call 1, 2 and 3 star people; what they probably need is more income, so we call and invite them to the overview meeting.

TRAINING IN YOUR WARM MARKET

You have the **I**nfluence and we have the **K**nowledge

I/K

Your warm market is generally made up of close friends and family who are willing to meet with you as part of your training.

As you're not yet licensed when you start, and you have limited knowledge and credibility in the area of financial education, your trainer will go with you to your warm market.

Since we're licensed, we'll help them now, and you'll benefit from the training, plus you will feel more comfortable in your lukewarm (referral) market, and you will EARN as YOU LEARN. If your Trainer writes business for the client you will be paid 12.5% of the annual premium.

Besides, having an experienced trainer along with you when you talk to your friends and family, might help them feel more comfortable discussing their finances with you. We can give you credibility with your loved ones and talk to them for you about referrals.

When they give us referrals, we will split those with you to get you started.

If they are interested in joining Genistar, they become part of your Genistar team. Don't worry, we will train your first 3 recruits for you because you are still learning. Then when you qualify to train others, you'll be the one taking those recruits out on field training appointments, helping families and helping them to EARN as they LEARN.

Keep your appointments no matter what! Reconfirm two days ahead. Be a person of integrity. Remember, your reputation precedes you! You're building your story and your success story helps recruit people!

KEYS TO FINDING CONTACTS

Write down everybody you know (don't leave anyone out; give them a chance to learn about the Genistar opportunity and the financial game plan).

Look through your mobile phone for names.

Use the memory jogger (found on the Resources tab) to trigger names of people you may have overlooked.

Ask for names from your friends and relatives, the people who are supportive of you and your business using the Magic Question Script on page 12.

BREAKING DOWN YOUR CONTACT LIST

1. YOUR REFERRAL LIST

People you know, or know of, who are looking to make more money; are frustrated with their current job; want to go into business for themselves; are great people (i.e. competitive, personable, leader, coach, caring, positive, happy, outgoing, honest, hardworking, fun to be around, want more out of life).

2. YOUR MARKET

People who are married or living with a partner, aged 25–55, have (ideally) young children and are making a mortgage payment (5 star people). Review 'Work in the Right Market' on page 13.

PLAN YOUR WORK - WORK YOUR PLAN

The 16 Field Periods - How many do you want to fill?

TIME	MON	TUES	WED	THURS	FRI	SAT	SUN	
06:00								
07:00								
08:00								
09:00								
10:00								
11:00						TEAM MEETING		
12:00								
13:00								
14:00						FIELD TRAINING	FIELD TRAINING	
15:00								
16:00						FIELD TRAINING	FIELD TRAINING	
17:00								
18:00	TEAM MEETING	FIELD TRAINING	FIELD TRAINING	FIELD TRAINING	FIELD TRAINING	FIELD TRAINING	FIELD TRAINING	
19:00	BUSINESS OVERVIEW							
20:00		FIELD TRAINING	FIELD TRAINING	FIELD TRAINING	FIELD TRAINING	FIELD TRAINING	FIELD TRAINING	
21:00								
22:00								

The more time slots you fill up with appointments, the closer to your goals you become. All training and team meetings are optional but you should plan to be at both the overview and weekly team training every week. Statistically, people who stay plugged in stay charged and are more successful than those who do not!

REMEMBER: The only silly question is the one you don't ask. If a term you are looking for isn't here then ASK your Upline or check the Resources tab online.

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16:00							
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19:00							
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Remember: This ONLY works well with this front end commitment on the SCOOP!!

MEMORISE: 'Mr and Mrs Client, secondly we request that you recommend 10 people exactly like yourselves who ought to hear about our company and our concepts; they of course can make up their own mind. Fair enough?' WFA

CLOSING THE FGP CARRYBACK:

1. Review Presentation

Pausing on key pages such as How Life Really Works & the 2 Commitments (do these completely)

2. Reconfirm 2 Commitments

Commitment to do business and **Commitment** for referrals

3. Review Fact Find

4. Present Financial Game Plan

5. Build a Vitality quote with your client,

6. Mr and Mrs Client, what level of cover best suits your family's needs?

7. **MEMORISE:** Mrs Client, what do you like best about your new plan? (WFA)

And, Mr Client, what do you like best about your new plan? (WFA)

What made you choose the level of cover to protect your family? (WFA)

Aren't you glad (third party) asked us to get together? (WFA)

Remember, you promised that you would recommend 10 people exactly like yourselves?

My company has made it very simple for you with this memory jogger: here's one for you, Mrs Client, and here's one for you, Mr Client.

Who comes to mind first? Who do you work with? (Look down, pen ready to write, and keep quiet).

ONLY LIST REFERRAL NAMES for NOW.

8. Complete life application, also known as electronic submission document (ESD)

9. Complete referral cards at the end. Qualify referrals and gather information. Ask: Best Friend? Daytime? Has Money? Most Enthusiastic? Use I.S.T.E.A.M. Highest income earner next has money.

10. Collect 3-5 STEAM leads.

11. Coach the clients on how to talk to the referral:

MEMORISE: Now, Mr and Mrs Client, sometimes after hearing from us, your friends might call you to get more information. We have found that certain words close minds while other words open minds. An example of the kind of words that close minds are words like 'investments' and 'insurance'. If they believe we are trying to sell them something, we may not be able to make the appointment to see if we can truly help them. You could tell them it's completely different from anything you've ever seen and to just trust you, it's definitely worth taking the time to see for themselves. (Show them the script at the bottom of the Memory Jogger.)

GLOSSARY

Baseshop	EVP Team to which you belong
Blue Vase	Award for attaining Go-Getter three consecutive months
Boot Camp	Intensive Skill-Based Training
Carryback	Follow up meeting with client where you present their financial plan and review solutions if applicable
CCMP	Clear Concise Mental Picture
Compliance	Department responsible for overseeing legal aspects of Genistar's business
CTP	Coffee Table Presentation - When you sit with someone to show them the business (not a scoop)
EVP	Executive Vice President
FGP	Financial Game Plan
Fact Find	Financial Game Plan data collection
Field Training	The process of learning by observing real clients' live presentations with a licenced trainer/representative
FCA	Financial Conduct Authority
FSC	Field Support Centre
FSS	Fast Start School (periodic school for the whole company)
Go-Getter	Award for attaining 3 personal recruits and £1500 submitted life business in one month. (Maximum £650 per policy counts.)
Hierarchy	An EVPs Team
IBA	Independent Business Application
IDD	Initial Disclosure Document
KTP	Kitchen Table Presentation
NSD	National Sales Director - A level above the Senior Vice President
Power Hour	An hour focused on calling contacts
Scoop	Initial meeting with the clients
SVP	Senior Vice President - A level above Executive Vice President
SNSD	Senior National Sales Director - A level above National Sales Director
Upline	The person or people directly above you in the hierarchy
WFA	Wait for Answer
72 Hr Interview	Follow up interview for prospective recruit which ideally happens within 72-hours or less of seeing a business overview

REMEMBER: The only silly question is the one you don't ask.
If a term you are looking for isn't here then ASK your upline or check the
Resources tab on genistar.online.

GENISTAR POLICIES

At Genistar we have a duty to ensure that how we behave and what we do in our business dealings with clients, customers, third parties and each other, complies with the Equality Act 2010 at all times. Genistar has a zero tolerance approach to any acts or behaviour that breaches these policies.

Equal Opportunities

Genistar is committed to promoting equal opportunities throughout the company. You, any job applicant, contractor or client will receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation (known as: Protected Characteristics).

Harassment

Harassment occurs when unwanted behaviour relating to a protected characteristic has the purpose or effect of violating someone's dignity or creates an intimidating, hostile, degrading, humiliating or offensive environment for them.

Examples of Harassment: Teasing someone about their age, sexuality or ethnicity. Making unwanted sexual advances.

Please note: The word 'unwanted' means 'unwelcome' or 'uninvited'. It is not necessary for the individual to say that they object to the behaviour for it to be unwanted. You can complain of behaviour that you find offensive even if it is not directed at you, and the complainant need not possess the relevant characteristic themselves.

Victimisation

Treating someone unfairly because they have made (or you believe they are about to make) an allegation/complaint about discrimination or harassment or they have provided evidence in support of a complaint about discrimination or harassment.

Examples of Victimisation:

A professor shouting at a student because he thinks she has the intention to support another student's sexual harassment complaint. Your employer dismissed you because of your disability. You have started tribunal proceedings under the Equality Act and now your employer has provided you with a bad reference, and you believe it is because you have taken action about discrimination. Beginning tribunal proceedings is a protected act, so this could be victimisation.

All Genistar Representatives are required to complete mandatory training on Equal Opportunities and Harassment. For more information and to read our Company Policy Documents, please refer to the Resources tab on the website.

Recruiting code of conduct

As representatives of Genistar, we are all eager to build our teams and be successful. This is the best way of thinking, however, this comes with some boundaries. It is important to understand that there are two dynamics at play. At Genistar we want to develop a culture that has both a sense of urgency and also a spirit of cooperation and fair play.

As we grow, we will continually encounter situations where a prospective recruit is contacted by different people on various teams. We must always remember that, as leaders, how we handle such situations and our attitudes will be mimicked by our team and will be judged by the public.

At Genistar we follow guidelines that help us to build one of the best companies in the UK. If you follow these basic business principles you will build a team with integrity! For more information please read our policy online under the Resources tab.

 020 3372 5085

 <https://genistar.online/>

 <https://genistar.online/contact>

FCA - 11 PRINCIPLES

Genistar abides by the FCA's (Financial Conduct Authority) 11 principles for businesses.

1: Integrity

A firm must conduct its business with integrity.

2: Skill, care and diligence

A firm must conduct its business with due skill, care and diligence.

3: Management and control

A firm must take reasonable care to organise and control its affairs responsibly and effectively.

4: Financial prudence

A firm must maintain adequate financial resources.

5: Market conduct

A firm must observe proper standards of market conduct.

6: Customers' interests

A firm must pay due regard to the interests of its customers and treat them fairly.

7: Communications with clients

A firm must pay due regard to the information needs of its clients, and communicate information to them in a way which is clear, fair and accurate.

8: Conflicts of interest

A firm must manage conflicts of interest fairly, both between itself and its customers and between a customer and another client.

9: Customers: relationships of trust

A firm must take reasonable care to ensure the suitability of its advice and discretionary decisions for any customer who is entitled to rely upon its judgment.

10: Clients' assets

A firm must arrange adequate protection for clients' assets when it is responsible for them.

11: Relations with regulators

A firm must deal with its regulators in an open and cooperative way, and must disclose to the regulator appropriately anything relating to the firm of which that regulator would reasonably expect notice.



Write a review about Genistar on TrustPilot using the following link:
<https://uk.trustpilot.com/review/genistar.co.uk>

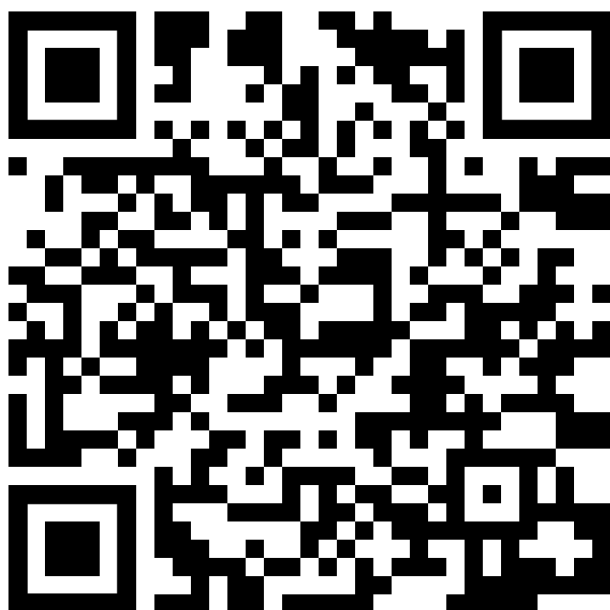
Note: Refrain from using your genistar.org email address as this does not work when writing about Genistar, please use a personal email address, thank you!



“I would highly recommend Genistar to anyone.

Genistar helped me understand how to make my money work for me, ...”

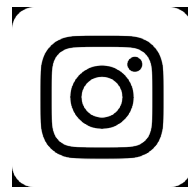
- Annabelle Sanchez



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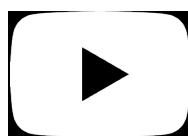
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