

# “The System Works” Game Plan

## by the FAB 5

*Layout and Follow script of our presentation @ Surge365  
University via Convention*

### CAST:

**Malcolm D. Alexander - Narrator**

Roseann Pizarro – Surge365 Recruiter

Eddie Pizarro – Mr. Pizarro Tomorrow

James King - Cashless King

Aileen Cruz - Affluent Aileen

Pastor Randy & Celetta Brown- Professional Pastor's

Pia King - Pessimistic Pia

Annie McDonald - Annie Okay

### **DIRECTIONS:**

**In Bold below someone is actually speaking it**

Not bold is what is being acted out and is actually taking place

\*If not sure where to go return to your starting point on the stage then fall back in line

\* During cast testimonies have your team move to the front while you are speaking

8 Steps we will show in the recruiting process: Take place lined across the stage with small breakout trainings showing major elements in the recruiting process.

- 1) Elevator Pitch
- 2) Sizzle Call
- 3) 3-way – Cashless King joins here – emphasize this step (***separate training***)
- 4) App Video/Webinar/Zoom – Affluent Aileen joins here
- 5) Travel Party – emphasize this step (***separate training***)
- 6) Weekly Meeting – Professional Pastor's joins here (***separate training***)
- 7) Super Saturday – Pessimistic Pia (***separate training***)
- 8) Website Review/Follow Up – Annie Okay

Potential Props Needed: Keyed power point (5 slides), Work From Home Music, R Kelly Videos (the Greatest, I Believe I can Fly), Color Coded Outfits, Gray Director Jacket, Certificate Handout, small table and 6 chairs upfront for the (game plan, travel party, weekly meeting & super saturday), game plan book, flip chart (for travel party), Big easel with marker (to write travel party, weekly meeting & super Saturday on or make a sign), Lap Top (for weekly

meeting), Large Food to throw away at the travel party, light switch and light bulb, puzzle pieces, Color Coded Index Cards (write on them CLEARLY and BIG what your person will read), 21 chairs moved to the front for our teams.

## BEGINNING SCENE

**START Music 4:30 before event to start**

Host: I would like to welcome you all today and please make sure you sign the book going around and we will make sure you get a script from today's training and a certificate of completion if we run out of certificates at the end. Also take down the number on the screen as you can go listen to a REAL LIVE GAME PLAN done by no other then our own Surge365 Founder/Director Malcolm D. Alexander. Please print slowly and clearly ALL the required information so we can make sure you get the information from today. Otherwise we can not provide you all that we are offering from this training. The training today will be done by members of Surge365 Founder/Director Malcolm D. Alexander's 7-10 Leaders, called the FAB 5B's. Mr. Alexander will be Narrating as well as playing the role as Team Leader and guest presenter. These trainers will be talking about how "Success Must Have a Strong Foundation that we call the Game Plan, an actual book you go through with your new team member. The "System Works" in network Marketing if you follow it. You to can achieve massive success in Network Marketing, the work from home industry if you learn this system.

TAKE NOTES & ENJOY!

**Rockin Roseann** (the Surge365 recruiter) is sitting at a small table at the front of the stage with 6 chairs spathic ready to do a Game Plan.

Hi, I am Rockin Roseann...(30 second testimony from 2004) I have been praying for a change, I am open lord if you show me the way.

Narrator (Malcolm) enters to the podium. The music lowers but keeps playing. Narrator introduces: **Welcome, today you will need to take copeus notes, if you write things down you will remember 50% more then if you do not. Typing it on a computer, in a phone or on a tablet will not accomplish that, and our goal TODAY by the FAB 5 LEADERS of Team PROMELL is that if nothing else, you realize that the "System Works" One thing I ask of you today, is that when I say "FREEZE" you..say...FREEZE, and then stop writing and listen carefully to my next sentences, DEAL? ok?**

## ADVANCE POWER POINT - START MUSIC

- 1) **New Edit:** The Pizarro's are Well know married couple in their community, they are church goers as well as very business savvy entrepreneurs who have succeed in other opportunities. However **Mr. Pizarro Tomorrow** works 80 hours a week building his co. and does not seem to have anytime for family, friends, vacation and has even convince himself that birthdays and family events are not necessary. **Mr. Pizarro Tomorrow** is time broke. **Rockin Roseann** is **Mr. Pizarro Tomorrow's** wife she is an open minded positive person who is optimistic and hopeful. **Rockin Roseann** is seeking to change her stay at home all the time lifestyle, and husband time broke lifestyle with Surge365. **Rocking Roseann** is Ready to make a change in her family direction because she has realized that the worldly system does not work. **Rockin Roseann** starts her business without her husband approval.
- 2) **New Edit:** Entering the stage is "**Cashless King**" wearing black who Rockin Roseann does not know him, but met him in a local Starbucks. **Cashless King** is wearing black which represent that he is willing to do better and is looking for an opportunity to be financially stable and independent. This personality represents the likes of individuals like Juliet St. John and Tashauna Richardson, hungry, go getters just looking for a chance to change their lives. This personality doesn't usually trust fast talkers and or get rich schemes, but is willing to listen, learn and go to work hard if the right opportunity is presented. Don't overlook this personality
- 3) Now enters **Affluent Aileen** in Red, which in this industry is often referred to as a Red Apple and a money motivated shark. **Affluent Aileen** is well respected, has achieved major wealth and has a well-rounded GOD filled life. Successful individuals bring an element of belief that they can succeed, to a recruiter like Mrs Pizarro it means less personal development training work when they join. No convincing **Affluent Aileen** that she can win, although sometimes this personality is hesitant to tell their friends. Fearing the industry ridicule. This personality often ends up people's chicken lists. Many will try to avoid recruiting them assuming they do not need more money. BIG MISTAKE.
- 4) Next enters **Professional Pastor's** whom is Rockin Roseann Pastor's although it's a big church. A man and women of God are wearing blue outfit which represents a Whale that wants to help people. People of their stature are very protective of people, but being protective is much different then skepticism. The successful ones are usually pretty good decisions makers moving faster them most expect. Pastors rarely say, "let me pray on it"; it is the congregation's that say that. Often just as an excuse not to make a

decision. In sales someone always gets sold, either you get sold and they do not join, or you sell them and you can all succeed.

- 5) Now comes **Pessimistic Pia**, probably not really happy at being approached at all. Rockin Roseann does sort of know her as they have worked together on some projects. She is wearing the green apple color that represents what we call the urchin. That overly skeptical person. Especially since Google, everyone thinks they know everything. As a researcher **Pessimistic Pia** must understand it all before she makes a move. Often frustrating the recruiter to want to throw in the towel. DON'T! Once this personality finally makes a decision, they will rarely quit. If they fail or quit it would mean they were wrong. Ask this personality to have others evaluate your opportunity while they are procrastinating.
- 6) Last but not least enter **Annie Okay**. She suggests just as her name says, she is okay, with a good job and comfortable life. Or so she thinks so! She is wearing our yellow apple color representing that fun loving and dolphins type personality. If you catch her at the right time, she might just join to have fun. Remember, she may not join for logical reasons but watch her, listen, drip on her and be patient. **Annie Okay** is a good friend with Rockin Roseann.

Narrator makes his way to the table:

## GAME PLAN

Narrator: Welcome to the team Mrs. Rockin Roseann, we will call you Rockin Roseann as a sign of respect so that your prospects & team will respect you and be more willing to follow. I am Malcolm D. Alexander your sponsor. (my 30 second testimony) You will run across many personality types in this business. It is not always black and white. Combinations of money motivated red sharks, helping blue whales, green skeptical urchins and fun having yellow dolphins. Just remember, Ignorance on fire is better then intelligence on ice, so just build.

Today we are doing your Game Plan to set your foundation. You can pick up as free copy of a Free Game Plan book @ [www.teampromell.com](http://www.teampromell.com). Don't try to figure all this out right away, you will learn while you learn. You can always listen to 641-715-3800 pin 47146# mailbox 8 and other Surge365 tools on your free time. Remain coachable, follow your teams leadership. Always remember that all negativity must go up to uplines, NEVER down into your team. (tell my wife to Director story) Figure out your why you must to do this business, plug in, play team,

never miss a major team or company event and NEVER EVER QUIT! Now lets retire some folks, give out your website, have your grand opening, attend weekly meetings, Super Saturdays and follow the system that works until your succeed. Always remember The System Works, if you work it. Become system dependent and not people dependent. That's why 95% up people that join network marketing and stay at one company are wealthy within 10 years. Are you ready Rockin Roseann?

**Rockin Roseann** - I am a yes, and will say less to more people and keep going through the numbers and never quit. I came up with a great line to pitch people what do you think"? (My company has created the greatest new travel technology in the world, take this free site for your travel savings. We are looking for sharp business minded professionals that want to participate in this 8.1 trillion dollar industry and help others do the same, I am hoping that is you?...

Narrator: That's great, you can't say the wrong thing to the right person, now go, and I will be here to do 3ways and support you.

**Mr. Pizarro Tomorrow**- I heard about one of those things! We'll see if this thing works.

# STEP 1: RECRUITING/PROSPECTING STARTS

Rockin Roseann goes up to the front of the line and uses the same similar line on all 5 recruits starting with Cashless King.

**Narrator: FREEZE – Rockin Roseann is about to start the recruiting system. A system of 8 steps of exposure to recruit someone. Most people are recruited into your business within 3- 8 exposures; Do you want to recruit someone in 2 days or 2 years? Rockin Roseann will start off the same but notice as she gets to know the personalities (Practice makes perfect) she will begin to tweak her conversations. Step #1 PEAK INTEREST**

Rockin Roseann – approaches our prospects with their first exposure – **step 1 – PEAK INTEREST** process ONLY. Until they agree to either look at something or she decides to come back around. Always at least giving them her Vortex site.

Cashless King I am Rockin Roseann and I don't know you but...

Affluent Aileen I am Rockin Roseann and I don't know you but...

Professional Pastor's I don't know you that well but I am Rockin Roseann and...

Pessimistic Pia I don't know you that well but I am Rockin Roseann and...

Annie Okay, its Rockin Roseann and you now you are one of my bestest friends...

Mr. Pizarro Tomorrow acts like he lost the business cards because he forgot where he place them.

## Step 2: SIZZLE CALL

**Narrator: FREEZE. Now that she has peaked their interest, Rockin Roseann is ready for the 2nd step. A SIZZLE CALL. Although she gave them all her Vortex site, that is just a formality. She doesn't really expect them to use it. Plus she is more interested in them buying a Surge365 package. You should control all aspects of the recruiting process if possible and stay focused. Notice that Rockin Roseann attempts not to leave anything up to the prospect, but may come back later rather than force an issue. Step #2: SIZZLE**

Rockin Roseann: Takes each prospect through the **Sizzle process ONLY (2<sup>nd</sup> step)**. Until they agree to either move forward or she decides to come back around.

Cashless King Rockin Roseann she does not know –

Affluent Aileen Rockin Roseann she does not know –

Professional Pastor's Rockin Roseann sort of knows -

Pessimistic Pia Rockin Roseann also sort of knows -  
Annie Okay Rockin Roseann knows very well -

## STEP 3: 3-WAY CALL

Narrator: **FREEZE.** Now that the prospect has been peaked, heard a sizzle call and Rockin Roseann is ready for the 3rd step. The 3-WAY CALL. This is probably the most important tool and most resisted tool in the industry. When done right this tool allows you to keep good relationships with your prospects, while playing good cop bad cop with your upline which is often necessity to close. You remain the good cop. Many differ on how they conduct or set up 3-ways, uplines will work to Always Be Closing. You may be shocked at what happens next. Step #3, 3#-WAYS

Rockin Roseann: To do the 3-ways schedule some & just do some to she the variation. During a 3-way with Cashless King he joins. He has borrowed and pawned his girl friends TV for the money. Rockin Roseann has the application ready to fill out herself or use a napkin. **Cashless King goes to the Game Plan table.**

Cashless King Rockin Roseann she does not know -  
Affluent Aileen Rockin Roseann she does not know -  
Professional Pastor's Rockin Roseann sort of knows -  
Pessimistic Pia Rockin Roseann also sort of knows -  
Annie Okay Rockin Roseann Knows very well -

*Mr. Pizarro tomorrow is being negative and doesn't want to help Rockin Roseann with lending her his phone because he claims he is busy using it!*

Narrator: **FREEZE.** **Cashless King** was a least likely prospect, but he was hungry, just needed a chance, remember Juliet St Johns story. He is coachable and ready to duplicate what Mrs Pizarro is doing. Let's watch him build his team.

**Cashless King** comes to the front of the stage. Then asks everyone with the white and black index card to move quickly and meet him as his new team at the side of the stage. He then tells his (out of character original YTB real 30 second story). He then has two of his new team members from the crowd read out loud how **Cashless King** recruited them.



## STEP 4: PHONE APP/WEBINAR/ZOOM

Narrator: **FREEZE. Now that the prospects has been peaked, sizzled, and 3-wayed Rockin Roseann is ready for the 4<sup>th</sup> step. A Technology Driven PHONE APP/WEBINAR/ZOOM PRESENTATION. This may be the first real full presentation a prospect may get, and people should flock in. But things don't always work out as planed, remember 1 out of 10 correctly prospected and with follow up will eventually join. Step #4 APP/WEBINAR or ZOOM**

Rockin Roseann: At the end of the **APP/WEBINAR/ZOOM** section the unexpected happens; **Affluent Aileen** joins. Affluent Aileen doesn't need the money but wants more money and just needed the visual facts. She cuts off Mrs Brown from debating with **Annie Okay** & signs up herself, informing **Rockin Roseann she is head to the game plan table to meet the upline.**

Affluent Aileen Rockin Roseann she does not know -  
Professional Pastor's Rockin Roseann sort of knows -  
Pessimistic Pia Rockin Roseann also sort of knows -  
Annie Okay Rockin Roseann Knows very well -  
Mr. Pizarro Tomorrow is being on facebook instead of learning how to use the mobile app.

Narrator: **FREEZE. Affluent Aileen didn't need the money but wants the money. Once she got the info, she made a decision quickly and moved fast. This personally is often surprisingly coachable if you get out of their way & use a successful upline to connect them to. If not, they will run it their way & often fail. But putting them with someone at their level they respect, allows them to use their influence to build quickly. Rockin Roseann just got what we call a little win.**

**Affluent Aileen** comes to the front of the stage and she then asks everyone with the pink index card to move quickly and meet her as her new team at the side of the stage. She tells her (out of character real 30 second story.) She then has two of her new team members from the crowd read out loud how they were recruited by **Affluent Aileen.**

## STEP 5: TRAVEL PARTY

Narrator: FREEZE. Now that the prospects has been peaked, sizzled, 3-wayed and Opening Travel Party within 7 days. **Cashless King** brings no guest, **Affluent Aileen** brings two guest, and Rockin Roseann brings all her prospects. **Cashless King** notices a mistake at the Travel Party that he brings to Rockin Roseanns Attention, he ended up presenting. What can you pick out that Rockin Roseann does wrong at the travel party? Step #5 TRAVEL PARTY

Narrator puts out **Rockin Roseanns** to much food & **Rockin Roseann** during the **Travel Party**, does many things wrong. No house keeping rules, not sitting with guests, answering phones, rearranging furniture, not letting the presenter close, but she does edify **Cashless King** correctly with the 4 points and lets him to present since its her travel party and since their upline had an emergency and **Cashless King** is a good presenter with no guest there. **Affluent Aileen** had 2 guest there and **Annie Okay** strolls in late messing everything up. None of **Rockin Roseanns** prospects joins even though several seemed ready to, but **Affluent Aileen's** prospects do sign up.

Professional Pastor's Rockin Roseann sort of knows -

Pessimistic Pia Rockin Roseann also sort of knows -

Annie Okay Rockin Roseann Knows very well -

**Mr. Pizarro Tomorrow** is sabotaging the travel party by being disruptive, on his phone, and burns the hors d'oeuvre.

## STEP 6: WEEKLY MEETING

Narrator: FREEZE. The Travel Party had many mistakes, too much food, no house keeping rules, host not fully engaged, not working the system correctly, but it was a learning process for everyone and Rockin Roseann DID NOT QUIT, SHOW NEGATIVITY or CANCEL just because her sponsor had an emergency and could not make it. Because the system was still working. Rockin Roseann team still grew and people got exposed. Now that we have peaked, sizzled, 3-wayed, had a tool presentation and Travel Party, its time for Rockin Roseann to attend her weekly meeting, Cashless brings 2 team, Affluent brings 3 team, and Rockin Roseann brings her prospects which is step 6.

Rockin Roseann goes to the Weekly Meeting step 6 where the Narrator presents in my regular gear. Cashless King Brings 2 team members, Affluent Aileen brings 3 team members and Rockin Roseann brings all her prospects. Professional Pastor's are now satisfied with the opportunity. He has been moved right through the system like everyone else was. Peak Interest, Sizzle, App or Webinar. Travel Party and now a Weekly Meeting where he is introduced by Rockin Roseann to Affluent Aileen whom he also respects and knows is a woman of GOD. She is rolling and seals the deal and Professional Pastor's joins and goes to the Game Plan Table. At the very end of the Weekly Meeting Rockin Roseann brings up her guest Pessimistic Pia to meet the presenter (Narrator) to close who eventually tells Pessimistic Pia that she needs to bring some folks to the Super Saturday meeting with her to also be evaluating the opportunity while she is still thinking about it. Mr. Pizarro Tomorrow comes to the weekly meeting late and sit in the back with an attitude because he does not care to be there.

Professional Pastor's Rockin Roseann sort of knows -  
Pessimistic Pia Rockin Roseann also sort of knows -  
Annie Okay Rockin Roseann Knows very well -

Narrator: FREEZE. Professional Pastors' are now satisfied with the opportunity. They are moved right through the system like everyone else was. Peak Interest, Sizzle, App or Webinar. Travel Party and now a Weekly Meeting where they run into Affluent Aileen a women of GOD they respects. This is known as a Mirror Matching. Affluent Aileen seals the deal. Lets hear from our real live Professional Pastors'.

**Professional Pastors'** comes to the front of the stage and he asks everyone with the blue index card to move quickly and meet him at the side of the stage. He then tells his (real character 30 second story.) He then has two of his new team members from the crowd read out loud how they were recruited by **Professional Pastors'**.

## STEP 7: SUPER SATURDAY

Narrator: **FREEZE.** Now that the prospects has gone through 6 steps there are only 2 steps left. We are about to experience Super Saturday. This is where people see a bigger picture, you meet the Directors and Special Guests. This is more then just a recruitment process, this includes training. You do not want to training to much in the recruitment process because you can scare guests off and pull your team out of necessary recruitment mode. Do not feed a Baby steak. Yet eventually the baby will eat steak if you feed it to them as they grow in a proper system of progression. Reserve Super Sat's & big events for your major training and recognition to break up the monotony of your monthly all out massive building activities. By the time a prospect attends a Super Saturday they will have hopefully experienced some of the 6 other steps and be ready for everything. Yet first lets hear from **Pessimistic Pia** at what this procrastinating is doing to her business. Or should I say lack of business and loss of valuable time.

**Pessimistic Pia** comes to the front of the stage and **Pessimistic Pia** then asks her green index card friends to come meet her on the stage to attend the Super Sat. She tells her (out of character real 30 second story.) She then explains about how Cashless King was hungry and did not try to figure it out and now has a big team, and how she has been so busy learning that she has nothing and will never get the time back. How Rockin Roseann had asked her to bring some friends with her to Super Saturday so they could evaluate this opportunity, while **Pessimistic Pia** continues to procrastinate.

Narrator: **FREEZE.** **Super Saturday Time Step 7**, the events have to grown in perception as well. The events should constantly move prospects and team members from a small peak interest or 1 on 1 to a small intimate travel party, to a exciting weekly meeting, to an off the chain Super Saturday to a Life Changing Convention. Play your roll, participate in everything. **Affluent Aileen** brings 3 team members, **Professional Pastors'** brings 2 team members and **Rockin Roseann** brings **Pessimistic Pia** with her 2 friends and **Annie Okay**. Pessimistic Pia's prospects insists on joining and forces her to join.

**Narrator** puts on his Gray Director Jacket to present for **Rockin Roseann's** step 7 Super Saturday. A presentation is first followed by recognition and training. **Cashless King** Brings 2 team members, **Affluent Aileen** brings 3 team members, **Professional Pastors'** brings 2 team members and **Rockin Roseann** brings **Pessimistic Pia** with her 2 friends and Annie Okay. 1 of **Pessimistic Pia's** prospects insists on joining and forces **Pessimistic Pia** to join first.

**Pessimistic Pia** **Rockin Roseann** also sort of knows -

**Annie Okay** **Rockin Roseann** Knows very well -

**Mr. Pizarro** Tomorrow finally gets it and see the value and his light bulb goes on! He is excited!

**Narrator: FREEZE Breaking news, Lets hear again from Pessimistic Pia's.**

**Pessimistic Pia: Rockin Roseann and I are acquaintances and its unfortunate how we often don't support or respect our friends in business. We often carry that mentality into our business and toward upline's and team members we grow close to like family. Rockin Roseann tricked me with what's called burning the bridge from the bottom up.** **Pessimistic Pia** then has two of her new team members from the crowd read out loud how they were recruited which explains how they came to the meeting and 1 insisted on joining. How that forced **Pessimistic Pia** to join first and then motivated the other friend to also join. **Pessimistic Pia** beings to build a team by default.

## Step 8: Webinar Review (Recruit Yourself)

**Narator: FREEZE. The last step is number #8, it is Website review and often how a customer you get to use your product in Network Marketing ends up recruiting themselves with the proper follow up. Remember how Rockin Roseann gave out her Vortex Booking Engine in the very beginning and has continued to drive her prospects to use her booking engine? Yet she understood that this just a part of the process with a system that works and compounds over time. This industry calls it dripping on people. Knowing the fortune is in the follow up. That is why my past mentor Mark Yarnell “Your First Year in Network Marketing” “check back with uninterested prospects every 6 months until they are dead or in your business.” YOUR VORTEX & your follow up does this and should always be working for you behind the scenes. You focus on building a team that loves your products if you truly want Financial Freedom. People like travel, but everyone needs more money, leverage creates wealth.**

**Annie Okay: FREEZE FREEZE FREEZE Hold Up, Wait A Minute!!! My Name Is Annie Okay and I am Not Okay. I just got downsized after 32 years and my job and lost my pension. My second job will not give me more hours and I have to move. Where is my Friend Rockin Roseann, I know I should have supported her, I don't now why I didn't. Rockin Roseann can I please join your business, please help me?**

**Hey Annie I don't know, I am OK, and really don't have the time anymore with such a big team that it might require to personally coach someone such as you with what you will need to move as fast as I did to success. I caught the momentum wave a couple years back after a couple years of struggling. But the great news is we here at Team PROMELL have an incredible system and a fantastic group of leaders called the FAB 5 & Beyond that I can plug you into and you can follow to achieve whatever your desires you have with Surge365. And if you never ever quit, you stay plugged in and green and growing then you can probably enjoy this Financial Freedom and residual income and come travel the world with me in about 5-10 years. The system works Annie, but you first have to be willing to pay the price! The System Works - Now Lets ALL Do The Work!**

**START THE Song “The Greatest (5:30) by R Kelly” starts....**

The Fab 5 start a major applause as the Song & Video “The Greatest” starts to play. Everyone high fives each other chanting “The System Works, Now Do The Work” as the team filling in people exit the stage and enter the crowd. The Fab 5 line up the front and take a bow, and say their closing remarks for about 45 minute each. (OUT OF CHARACTER)

Roseann Pizarro as The Recruiter  
Eddie Pizarro as Pizarro Tomorrow....  
James King as Cashless King...  
Aileen Cruz as Affluent Aileen...  
Pastor Randy & Celetta Brown as Professional Pastor's...  
Pia King as Pessimistic Pia...  
Annie McDonald as Annie Okay...  
And Malcolm D. Alexander as a Proud Pappa

Malcolm's Close after the song ends: **This business, like what you saw today may get hectic, seem like madness and become confusing at times, but welcome to our world of NETWORK MARKETING or MLM. A proven System that works of over 63 years. If you stick and stay, you will get your pay and help 1000's looking to change their lives along the way. Really what else should life be about? In this industry we create a web of Organized confusion. One that corporate America struggles to understand and most people of mediocrity only focused on surviving, rather than living, often criticize or miss their chance in life to win. This 183 Billion Dollar Industry has created 40% of the millionaires in the US, so give yourself around of applause today for being here and remember "THE SYSTEM WORKS" You're here aren't you? We, the FAB 5b's Salute YOU! Give the crowd a Salute!**

**ADVANCE THE POWER POINT - START WORK SONG**

**Please make sure to come up and get your certificate of completion from our trainers today. Thanks for coming.**

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