

WE ARE STILL HUMAN

Old School vs New School Technology

Host: I would like to welcome you all today and please make sure you sign the book going around and we will make sure they get a script from today's training and a certificate of completion if we run out of certificates at the end. 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 the Ghosts. They will talk about the New School Network Marketer doing MLM or Multilevel Marketing verses that Old School Network marketer versus the Current Networker trying to juggle this new world of technology and still remain Human.

TAKE NOTES & ENJOY!

Scene 1: New School MLM Recruiting

Opheil "Dude" Richardson :

- Jogging suit: All I do is run run run through life and get nowhere. There has got to be more. Those that have it all, have business, time, and money. How?
- (Mr. Richardson falls across the bed): Wait, my grandfather did MLM with great success, with today's technology, it's got to be a breeze. That's it! Find a company, post on social media, find some leaders, and -sit back, easy peasy. *(Falls asleep)*

Ghost of MLM Future in a Baseball hat turned backwards with
Headphones:

- (Ghost - music start): Hey Number FS365, I overheard your thoughts. You have desire, the work ethic, but you are about to head down a road of MLM nightmare. Wake Up, I am the ghost of MLM Future, Come With Me!! Let's visit a new school network marketer.

N: Narrator

C: Charmaine is a New School Network Marketer

K: Karen is a Prospect looking to get in a Business

Charmaine peaked Karens interest, and is letting technology replace the things like FORM (family, occupation, recreations, and motivation) Charmaine did not pay attention to Karen, that she may not have necessary tools or be quite ready for all out technology yet.

Some things never change, like the Game Plan foundation. Yet Technology is taking over.

Narrator: Setting is at Networking Event & Charmaine is a vendor

- C: Hey how are u doing? My name is Charmaine. That's a nice fragrance perfume you are wearing. What is it?
- K: Dolce Gabbana
- C: Oh wow, I gotta get that. It's very nice and not too flowery. Thanks for sharing.
 - *(Clipboard with survey)*I am not gonna hold you too long. Could you do me a favor?
- K: Sure, what is it?
- C: Can you fill out a short survey about travel. It only takes about 1 minute to fill out.
- K: I don't mind

- C: *(Looking at survey)*...Girl you travel a lot. You been taking all these trips and nobody told you about saving and making \$\$ in travel. Wooooow.

- K: No. What do you mean making \$\$ in travel

- C: Well, it is not the time nor place right now but I have a app on my phone that does most of my work 4 me.

- *(Takes out phone)*

what is your name, contact #, and how soon can you squeeze 5 minutes out of your busy schedule to view the short video about saving \$\$ and making \$\$?

- K: Later this evening @ 6pm is fine. I hope I can view the video on my flip phone.

N: Charmaine calls Karen at 6pm with a leader on the phone for the 3-way close. Karen gets excited about the information & joins

- C: *(the next day)* Karen, I am so excited for you. You are now in the position to save on your travel and start making \$. Now that you are in Surge365 we have to do your Game Plan Interview within 72 hours. Which day is good for you?

- K: I can do Monday, can you come over to my house?

- C: Great, we can do your Game Plan Interview on Zoom.

- K: What is Zoom?

- C: Zoom is a video presentation that is done from the comfort of your home on the computer

- K: Charmaine, I told you I do not have a computer. I guess I will have to go to the library that is 20 miles away from me to do Game plan Interview.

Narrator: Karen is now at library dressed for the day and frustrated to have had to travel so far for a zoom presentation, but she is coachable and proceeded with Charmaine's way of doing the Game Plan Interview on Zoom. During the Game Plan...Charmaine is dressed in her robe at home and proceeds to say.....

- C: Oh by the way, on Monday, we have Facebook Live on Mondays...it be popping. Girl get on with your guest.

- K: Charmaine, I really don't like fb but if I have to get on, I will

- C: I know how you feel, I felt the same way until I found out that millions of people are on fb and many are advertising their business and getting paid
- K: *(In frustration)* If a lot of people are getting paid by being on there. I guess I have to get on fb since it is working.
- C: Great, In addition to fb live and Zoom, our team uses webinar, periscope, we are doing it BIG without leaving the house. Isn't this great??
- K: It sounds good but it's a lot of technology and I am uncomfortable with all this new stuff...

Narrator: After the Game Plan Interview Charmaine calls Karen

- C: *(Leaving a voice message)* Hey Karen, I have been calling you for a week now. Is everything ok? I have not heard from you. Call me back when you get this message.

Narrator: Charmaine and Karen unexpected to see each other at the grocery store.

- C: Hey Karen, how have you been? I tried to reach you a few times but I never could seem to reach you over the last 6 months. I am glad you are here...I told you that technology worked.....I hit Director
-

Opheil to the Ghost:

- That was an interesting turn of events. I think Karen quit because of her fear of technology and Charmaine didn't even realize it.
- I see that doesn't really work. Thank you Ghost of MLM Future.

Narrator: Opheil is waiting for his wife at the store and notices a car with a car sign and gets excited again about MLM

Opheil: Oh wow, there is a chance for me in MLM, I can go straight old school like my Grandfather did. I really need a change. (Opheil dozes off)

Ghost of MLM Past in a Hoodie: (music starts)

- Hold tight Opheil. Wake up! (*Opheil - not you again, wait whom are you*) Something's going to the extreme other spectrum is not always the answer. I am the ghost of MLM Past. Let me show you an old school networker. Come with me!

Scene 2: Old School

N: Narrator

J: Jim is a strictly old school network marketer

S: Sonia is a new Ambivalent networker under Jim's coaching

K: Karen is the prospect that wants to win but already had a try at this industry with Charmaine the new school only networker. Yet she is still open and coachable because she knows this industry can change lives

N: Jim Crawford Is An Old School recruiter. He likes to Set appointments, use flip charts and likes to do 1 on 1 appointments. Pause.

(Appointment Show Up and it is Sonia)

- J: Hey Sonia, so glad you can make it. Have a seat. I have some exciting information I want to share with you. *(Flip Chart)*
- S: Jim, I'm glad I can make it. How long will this take? I only have 35 minutes, I have to be back at work.

N: Jim goes over the flip chart with Sonia but, they run out of time.

- S: Jim this looks so exciting, I like what I see so far. Is there any way we can get back together?
- J: Sure, when is the best time we can get back together when you have more time.
- S: Tuesday is fine, I hope it's not going to take that long.
- J: Tuesday is a great day. As a matter of fact, we are having a Travel Party Tuesday evening. Why don't you come on out.

- S: Ok, that will work.

N: Jim invites 20 people including Sonia to the travel party reluctantly using Facebook posts. Pause.

Jim is talking out loud to himself.

N: As you can see, no one shows up. Jim decides to have another travel party doing it the old school way that works. Forget this new school stuff

- J: inviting.
- S&J: dialogue between them. Sonia can you bring a bag of ice?
- S: sure Jim
-

N: This time, 22 people show up including Sonia. Pause.

- J: Closing out travel party.
- J: Hey folks, thanks for coming out. Congratulations to all the new SBA's that signed up tonight.
- J: Sonia I'm glad you can make it.
- S: I really wanted to make it to get the rest of the information. It sounds great! >
- J: It sounds like you are ready to get started.
- S: Yes, I am!
- J: Game plan.
- S: Jim I've known you for a long time and I respect what you do. As you know, I was with another company and the people I worked with, used a lot of social media like Facebook, Zoom and Snapchat. Up to this point, I haven't heard you mention any of them. I'm sure what you do works because I know you. But, I think I can move a lot faster with new technology.

N: Sonia and Jim work together for the next 2 years. A somewhat abrasive relationship because of the technology changes in the world that keep tugging at Sonia but because Sonia is coachable and wants to win more than she wants to lose, they still maintain a solid relationship. In that timeframe, Jim becomes a Director and Sonia a Regional Builder. Pause.

- J: Sonia, I can see where a lot of social media works. But, I hope you can see that everything I did helped you to build a solid foundation and relationships. If you are going to build a huge team, you must have something to stand on.

- S: Thanks Jim I see and understand how both can work together
- N: Sonia invites Karen to her travel party not knowing that Karen had been in the business before. Travel Party
- K: Sonia, this is the same business I was in before.

N: Conversation between Karen & Sonia. Ending results, Karen rejoins the business 11 months late since she has been out of the business for the necessary time. Notice Karen does not do this maliciously or for the wrong reasons, but this change happens naturally which is ethical. Something hard to find in Network Marketing.

Sonia: Really why did you leave?

K: I was in with a young lady by the name of Charmaine that was using a lot of technology which I didn't understand and at the time I had a flip phone

S: My Director uses the old school technique as well and it's working well. We are getting results, and we will work with you.

Opheil talking to the Ghost:

- Okay I get it, old school by itself doesn't really work the best. Slow and cumbersome. But straight new school was not too good either. Up and down and no relationships. So no old school, no new school, does this MLM industry even work any longer. Maybe I should just settle for an average life like everyone else? I don't have time to get caught up, to my life's issues. (calls a negative friend to say he has awoken, and not going to do that MLM thing and goes to sleep)

Ghost of MLM Present wearing Director Jacket: (music starts)

- Wake up Mr Richardson, I am the ghost of MLM present. That was a great question you had before you fell asleep, a lot of people struggle these days. Everything changes. Even the tablets were changed and put into the Bible form, then they were rewritten in versions like King James and can now be found on tablets and in phones with cliff note versions. Things do and must evolve. Although there are many disagreements of what works for people, for the most part we all still seem to know right from wrong. Let me show you one last thing before you decide to give up on your MLM quest..

Scene 3: Old and New School Come Together

N: Narrator

M: Michelle - Balanced Networker

L: Latif - curious prospects

J: Jack - Jim plays a prospect but is not interested

N: *Michelle is a member Surge365. A couple months later she meets up with a prospect called Jack for lunch, to do a tabletop presentation and talk about surge365*

- M: Hello Jack, how you doing, thanks for meeting up with me for lunch! I appreciate you taking the time out for me to share this opportunity with you.
- J: Thanks for inviting me!
- M: I noticed you watched the video I sent you, what did you like best about what you saw.
- J: I'm not sure yet how I feel about it. Can you tell me more about Surge365?
- M: Sure! Let me do a table top presentation with you, that will give you a better idea about the business.
- J: Ok!

N: *Michelle does a tabletop presentation, speaking loudly (intentionally). Latif overhears this conversation and is intrigued. He listens in, and wants information on how he can get started.

- J: I really appreciate you sharing this opportunity with me, but I don't think this is the right time for me.
- M: It's ok I understand! Thank you for allowing me to share this opportunity with you, but before you leave, please leave me some referrals of anyone you know that would be interesting in making \$50K in 100 days. and don't forget to check out my free vortex site that I told you about, it will save you 85 to 90% of the time on your bookings, and I'll continue to stay in touch with you with all my success. Thank you.

- L: Hello my name is Latif Rahman I overheard the presentation you were giving and wanted to know if you can give me more information.
- M: Hello Latiff how you doing. My name is Michelle, it would be my pleasure sharing this great opportunity with you.! Do you have a few minutes to spare?
- L: I actually have to go right now...
- M: That's fine, you know what, what's the best time I can call you. Great leave me your number so I can send you a 5 minute video that will give you a better idea about our membership., and then we can set up an appointment . How about this Thursday at noon, let's meet up at starbucks?
- L: yes my number is 3474153070,okay That would be perfect, see you then!

N: *Michelle meets Latif to discuss more about Surge365 and signs him up! Michelle and Latif work side by side, helping him with his conference calls, attending each other's travel parties, and attending Super Saturdays together. Michelle and Latif hold a travel party and add a few more people to the team.*

(At the travel party)

- L: Hey Michelle I was wondering if you could talk for a little bit
- M: I wish I could Latif, but I have to get ready for work tonight. How about tomorrow morning when I get off work, we can have coffee.
- L: That'll be great, see you tomorrow

N: *Latif and Michelle meet for coffee to discuss what took place from the Zoom presentation.

- L: Hey Superstar hi Michelle how is it going?
- M: It's going well, busy here at work as usual, but I'm super excited about that 3 sign ups you got from that zoom presentation yesterday. I wish I can put out more time with this business because I'm seeing the results, I'm so proud of you keep up the good job.
- L: I hear you, ever since my retirement, I've had so much time on my hands. I feel like I want to just spend all day going out and recruiting.

love our new mobile phone app we can now share our opportunity from any where it is phenomenal. We should also try going to the mall some days just to connect and meet new people!

- M: Oh man I would love to, but you know my schedule at work is hectic, I'm so busy. Plus I have been signing up some of my co-workers and that's keeping me plug in

- L: I know i know i hope i didn't wear you out with those 10 3way calls yesterday. Michelle Imagine how many more people you could get to sign up if you just went out to places and surged? Plus a lot of people at your job already know the deal, they will sign up when they're ready.

- M: You are absolutely right, and I think that is an amazing idea. I think you should go out and do it and I will support you 100%. Plus, we have already recruited so many people with just our travel parties and conference calls, why not reach out more?

- L: Exactly! Thank you so much Michelle! Following your steps and all of your support has made this so much easier on me!

- M: You are more than welcome..

N: *Latif ends up recruiting many people by going out and surging in public places. Michelle continues to get some recruits with what she has been doing. Michelle and Latif end up becoming Directors at the same time. It took Michelle 1 year to become a director, and Latif 9 months to become director*

There are all types of networks, we must respect them all. No one is necessary right or wrong, but some things work better than others. We adapt and change and respect the laws of the universe, but we must never lose sight that our product is people and people have emotions. They need love, compassion, discipline, direction, pushing and freedom.

Opheil Wakes late for his job at the Convention Center where he is setting up for Surge365 and joins. Let's go to a Networking Convention that has all types in one location.

N: 6 months later, Karen sees Charmaine at Surge365 conference but this time the conversation is with a twist and Charmaine does not know that Karen has checked out and moved to another team in Surge365.

- K: Girl how is that Director life.

- C: Girl it's alright but my numbers dropped...half of the people I met on the internet went into the witness protection program and now I am no longer a Director. I am now under a lot pressure because I have 90 days to increase my numbers to keep my car. I am really here at this conference because I want to learn a more duplicatable process that works for everyone and more people can follow.

K: I'm sorry to hear that. I sure you won't have any problems reaching your numbers again. Charmaine, I did end up coming back into the business with a good friend of mine. I would like to introduce you to Sonia Smith. Sonia, this is Charmaine, she's the one I originally joined with in Surge.

- S: Nice meeting you Charmaine. Oh, excuse me, there is one of my director friends. Latif, there is someone I'd like to introduce you to. Latif, this is Charmaine, and Karen.

- L: Hello Charmaine and Karen. Nice meeting you both. Hey guys, have you had a chance to meet our newest director? This is Michelle. Michelle made director in 12 months .

- Everyone congratulates.

- S: How's it going? Did you guys just get here?

- M: You won't believe this, I just off the plane, got to my hotel, came over to the convention center and just so happen to peak interest in someone who works here. I showed him the video and he saw the vision immediately. Would you believe he signed up right there on his phone! I love his new technology! Oh by the way, there he is right there and he has decided to attend our convention and take notes. He even has committed to having a grand opening travel party before we leave this weekend. We just finished a table top presentation in

the break room, Opheil. Everyone, meet the newest member of our team.

*Small talk - old school and technology * (start **we are the world video Slide**)

- C: Has anyone seen Mr. Alexander?
- J : There he is over there. Mr. Alexander, do you have a second?

- Malcolm: Closes it out, bringing together old school and new school.

Remember everything must change. Technology is changing the world, but we can't forget us old heads (LOL) or that we still are human. I read a statistic the other day that said that 10 year ago we had an average of about 3-4 friends each. People you could trust, that would really see you through thick and thin. Now with all the friend verbiage, and friend lists and social media the wild thing is that that number is now 1-2 friends. The number has dropped. That is a strong teacher that you can not always believe what you see and hear. It is also said that educators are worried about our younger generation growing up with the tablets and phones will lack the necessary communication skills to truly succeed in this world. We have go to work at balance as hard as we work and the future. We can't stay in the past, yet we must learn from the past. Network Marketing is no different. We must embrace change but we must also balance the past. I leave you with a quote I found and love: "The new way to work is to embrace technology, but not to become it".

Please give a huge round of applause for our instructors:

Switch Slide and start A'int No Stopping Us Now

Jim Crawford (Old School Recruiter), **Karen Crawford** (Coachable Prospect), **Charmaine Garnett** (New School Technology Recruiter), **Sonia Smith** (Ambivalent Networker), **Latif Rahman** (Curious Prospect), **Michelle Richardson** (Balanced Recruiter), **Opheil Richardson** (Searching Prospect), **Malcolm D. Alexander** (Ghost of MLM Future, Past & Present/Narrator)

(Trainers cross the front of the room and bow together) Remind everyone to come up and get a certificate of completion and to sign our book and get a copy of today's script