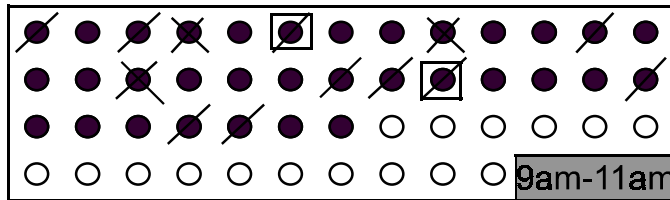


STEP 1: Produce Visual Evidence of Activity

Call Box

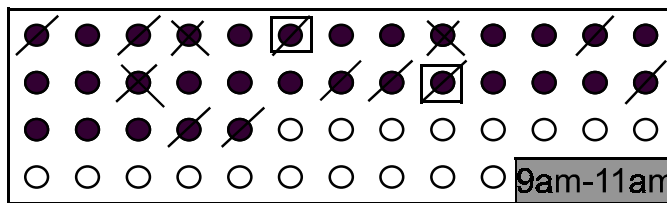
The Call Box makes tracking and monitoring your telephone activity fun!



The following are suggested methods for tracking your telephone activity:

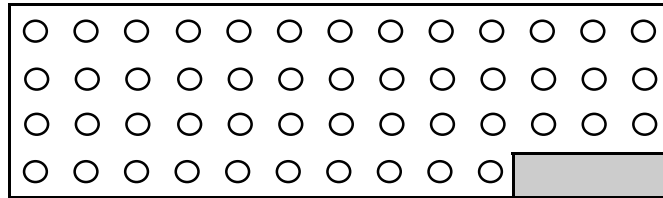
- = Dial
- / = Made a contact
- ✗ = Accomplished objective: sale, recruit, appointment
- / = Made a contact, wants more info (tape, 7 min call)

Total activity of Call Box below

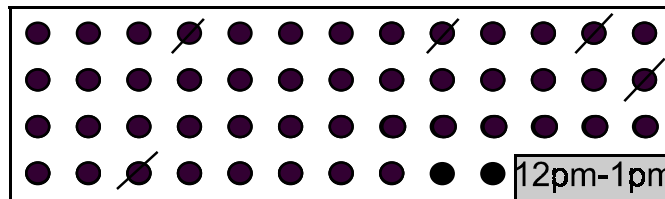


- _____ = Total Dials
- _____ = Total Contacts
- _____ = Total Objective Accomplished
- _____ = Total Contacts, more info needed
- _____ = Prime Calling Time: Y or N

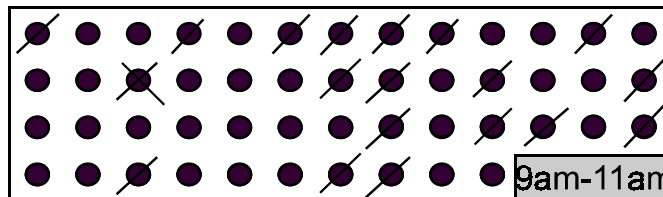
Now that you know how the Call Box works, which example would you say best illustrates your telephone activity last week?



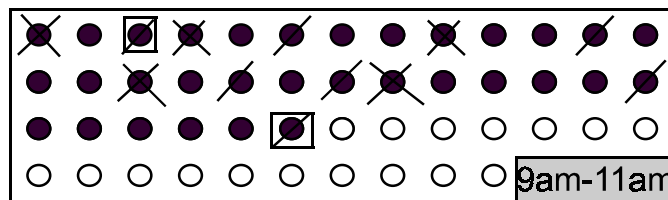
Call reluctance and fear of the telephone



Making a lot of dials but not talking with many people



Making a lot of dials, talking with many people but not getting appointment



Making a small number of dials, talking with a lot of people and making a lot of appointments

Appointment Box

The Appointment Box makes tracking and monitoring your telephone activity fun!

| | | | |
|---------------|---------------------|---|-----------------|
| Time Box ↗ | 11am | ☒ | ↖ Result Box |
| | Judy Richardson | | |
| | 11128 N. Dayton St. | | |
| | 768-9643 | | |
| | | | |

The following are suggested methods for tracking your telephone activity:

- = **Cancellation; telephone or face-to-face**
- = **Appointment Held (telephone or face-to-face)**
- = **Appointment Held and Sale Made (“-”)**
- = **Recruited Prospect**

What does the Appointment Box below tell you?

| | |
|------------------|---|
| 11am | ☒ |
| Barbara Davis | |
| 1198 N. Main St. | |
| 777-8963 | |
| | |

What time was the appointment? _____

Did the appointment hold? Y N

Was a sale made? Y N

Was Barbara recruited? Y N

To Do, Reminders and Goal box

This box provides a place to write important tasks, call backs, reminders and goals. The **To Do, Reminders and Goal** box is located at the top of each weekday, providing a constant visual reminder. To use this section, simply write information next to each box. Once the task is complete, “X” out the box. Transfer any task that is not completed by week’s end to the following week or to your notepad in the back of your binder. Here’s an example:

| | |
|-------------------------------------|--------------------------------------|
| <input checked="" type="checkbox"/> | <i>Call Matt Thompson 999-5843</i> |
| <input checked="" type="checkbox"/> | <i>Send Mom's birthday card!</i> |
| <input type="checkbox"/> | <i>Follow-up with Carol 767-6463</i> |
| <input checked="" type="checkbox"/> | <i>Find out about sales training</i> |
| <input checked="" type="checkbox"/> | <i>Make 5 contacts</i> |
| <input type="checkbox"/> | <i>Sort through mail</i> |

Weekly Summary

The function of the **Weekly Summary** box is to provide weekly activity results at a glance. In this section, you total your telephone activity, call ratio and total activity points (taught in following pages) and determine your primary focus for the following week.

| | | |
|-------------------------------------------|-------------------------------------------|-------------------------------------------|
| Telephone results: | CALL RATIO: | <input type="text"/> |
| <input checked="" type="checkbox"/> _____ | <input checked="" type="checkbox"/> _____ | <input checked="" type="checkbox"/> _____ |
| Total Activity Points: | | |

TO CALCULATE YOUR CALL RATIO SIMPLY DIVIDE YOUR TOTAL CONTACTS BY TOTAL APPOINTMENTS, BOOKINGS, TELEPHONE SALES, ETC... ÷ = CALL RATIO

EXAMPLE:

10 contacts ÷ 5 appointments = 2.0 Call Ratio
This means you have one appointment out of every 2nd contact made

Activity Point System

The Activity Point System (APS) empowers people to do more of what matters by providing a system that links activity with production.

Developing an awareness and understanding of what creates production is probably the biggest benefit of the APS. This system keeps you committed to income-producing activities: **calling prospects** and **seeing prospects**. Often network marketers only associate accomplishment with production. In sales, though, you have no control over production. But you *do* have control over activity. Since activity generates sales it is imperative you have a system which measures how activity *connects* with productions. The APS does just that—it links activity to production, measured in a dollar amount.

The APS works by applying points to each tracking code learned in the Call box and the Appointment Box.

Points for the Call box

- = 1 point
- ◐ = 15 points
- ◑ = 50 points
- ◒ = 25 points

Points for the Appointment box

- ◓ = 15 points
- ◔ = 50 points
- ◕ = 65 points
- ◖ = 100 points

When using the APS, you will reap many rewards... and have fun doing it. It allows you to:

- Create a sense of accomplishment
- Develop successful work habits
- Stay committed to activities that promote production
- Develop a better understanding of what creates productions
- Answers the question: “What *amount* of activity and what *kind* of activity are required to achieve my goals?”