

Name: _____

Date: / /

DIAGNOSTIC EFFICIENCY TEST
MEASURE - MONITOR - ADJUST - CONTROL
LEAD BY EXAMPLE - BASIC 5 - IT STARTS WITH YOU

The Basic Five Diagnostic Efficiency Test is a comprehensive assessment of how well you and your sales and distribution organizations are implementing fundamental business activities and practices. Completion of this test will enable you to Identify strengths and weaknesses within your business and target areas for improvement. By prioritizing business activities and practices (weakness to strength) you will be able to measure, monitor, adjust and control on a daily, weekly, monthly and yearly basis. The overall objective is to master these fundamental practices and activities so that they become a matter of habit, requiring minimal conscious effort.

It is imperative that you conduct this personal and group assessment honestly and accurately In order to obtain the full benefit of this activity. This assessment is critical to identifying where you need to invest your quality time.

Basic Five Scores: Transfer personal and group totals from each section and multiply to obtain respective scores.

Attitude and Knowledge: _____ Total x 1.19= _____ Personal Points

_____ Total x 1.19= _____ Group Points

Goal Setting: _____ Total x 1.67= _____ Personal Points

_____ Total x 1.67= _____ Group Points

Retailing: _____ Total x 5.0= _____ Personal Points

_____ Total x 5.0= _____ Group Points

Recruiting and Sponsoring: _____ Total x 1.92= _____ Personal Points

_____ Total x 1.92= _____ Group Points

Follow-Up: _____ Total x 1.92= _____ Personal Points

_____ Total x 1.92= _____ Group Points

Total Personal Points = _____ + 500 = _____ % Personal Score

Total Group Points = _____ + 500 = _____ % Group Score

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Rate each one: 0 = Do not do yet. 3 = Do often, but not consistently.
 1 = Rarely do. 4 = Do all of the time, I have mastered.
 2 = Occasionally do. It is a habit and second nature.

ATTITUDE AND KNOWLEDGE

Personal

Group

- | | | |
|-------|-------|---|
| _____ | _____ | CAREER MANUAL - READ IT - LEARN IT - Read 15 minutes per day. |
| _____ | _____ | NEWSLETTERS AND LEADERSHIP BULLETIN - Read cover to cover. |
| _____ | _____ | SPECIALIZE IN A STORE - Know the benefits, special features, price justification, and merchandising techniques. |
| _____ | _____ | TAPE LIBRARY - Have tapes to lend out - Doctor's tool kit - know how to use tapes to treat people. |
| _____ | _____ | 4 TAPES / MONTH (LISTEN, LEARN, TEACH, SHARE). |
| _____ | _____ | BASIC 5 TRAINING - How many times? |
| _____ | _____ | COUNCIL WEEKLY WITH UPLINE FIRST 60 DAYS. |
| _____ | _____ | MONTHLY SEMINAR - Pre-purchase tickets - Sell tickets. |
| _____ | _____ | 2-SECOND LOOKS PER MONTH - Attend and bring 2 new people. |
| _____ | _____ | WEEKLY CALL TO UPLINE - POSITIVE SOLUTIONS - Motivate the upline not just problems - review progress. |
| _____ | _____ | READ 15 MINUTES / DAY - YOU ARE A TEACHER - YOU ARE A MENTOR - YOU ARE A MOTIVATOR - YOU ARE A LEADER - NEW MATERIAL EACH WEEK |
| _____ | _____ | VOICE MAIL |
| _____ | _____ | ASSOCIATE WITH POSITIVE, SUCCESSFUL PEOPLE. |
| _____ | _____ | DON'T GET STUCK ON THE DOT. |
| _____ | _____ | ECCT TRAINING AND REQUIREMENTS AND FORMS. |
| _____ | _____ | ACTION PLAN - One section per day or week - review with upline. |
| _____ | _____ | ATTEND REGIONAL CONVENTION - Buy your tickets and tickets for the or GO NOW Distributors you plan to sponsor. |
| _____ | _____ | ALL LEADERS IN YOUR GROUP HAVE TICKETS FOR NEXT (Local, District, Regional L.S., Convention.) |
| _____ | _____ | CONVENTION TICKETS AND/OR LEADERSHIP SCHOOL TICKETS |
| _____ | _____ | CONDUCTING GETTING STARTED ORIENTATIONS - Action Plan, Answer to What Is It, Q-date, Form 1000, Requirements, Transfer Buying, Trial Run and Evaluation Techniques. |
| _____ | _____ | CONDUCTING BASIC 5 SEMINARS - One or more per month. |

		TEACH ANSWERS, POLICIES, REQUIREMENTS AND MANAGEMENT RESPONSIBILITY to Your Group
		PRO PACK

Add all points and record personal and group totals on cover sheet

Total	Total
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Future Assignment: List answer values (0's, 1's, 2's, 3's) in ascending order on a separate piece of paper to prioritize areas for improvement

GOALS AND GOAL STATEMENT

Personal

Group

		DEFINE YOUR DREAM AND PURPOSE - What is the driving reason you are doing this? If you can't write it down, you do not have it or you do not know it.
		DEFINE YOUR SHORT TERM AND LONG TERM GOALS - 5-10 in ascending order of attainability.
		TRANSLATE IT INTO THE BUSINESS - How many centers qualifying per month. Pin Level?
		GOAL STATEMENT - See CAREER MANUAL - Written.
		WHAT YOU WANT - The things or lifestyle, the income required to support them.
		WHEN YOU WANT IT - exact date.
		WHAT YOU WILL GIVE OR OVERCOME.
		DETAILED PLAN - Each month, each week, each day.
		WRITE IT OUT AND READ IT TWICE A DAY
		CHECK WHERE YOU ARE DAILY, WEEKLY, MONTHLY, AND ADJUST - Modify goal statement if necessary, meet with sponsor or upline mentor regularly to review.
		VISUALIZE IT REGULARLY - The check, the pin level, the organization, the things or lifestyle, the PowerLine. BE IT.
		PICTURES, BROCHURES, FINANCING, GO SEE IT, TEST, FEEL IT - Do what you would do if you were ready to get it.
		TO DO LIST - Prioritize each day before going to bed.
		TICKET GOALS: __ Local __ District __ Regional __ LS/Convention
		STRATEGIC BUILDING PLAN - Where to work in group - objectives in each leg - combinations - cross pollination.
Total	Total	Add all points and record personal and group totals on cover sheet

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RECRUITING AND SPONSORING

Personal

Group

WHO DO YOU KNOW LIST - 100 to 500 people.

POSSIBILITY LIST

ADD 2 POSSIBILITIES / DAY - habit.

TOP 10 LIST - Cultivate possibilities.

ANSWER TO "WHAT IS IT" - On a 3x5 inch note card.

TWO MINUTE COMMERCIAL - Written out and rehearsed.

ONE ON ONE'S

TWO ON ONE'S - With your sponsor or your downline.

SECOND LOOKS - 2/month - (Bring two people)

DEVELOP SOURCES - Referrals - MLM Contacts - Ads - 3 Foot Rule

VIDEO RECRUITING - 5 sets of videos circulating weekly. Duplicate with each GO NOW in downline.

LEARN TO DO ONE ON ONE WITH PRESENTATION BOOK - Practice Daily, Show Daily.

LEARN HOW TO DO A GROUP PRESENTATION - Duplicate Perfectly. The person who holds the marker makes the money.

Add all points and record personal and group totals on cover sheet

Total

Total

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RETAILING

Personal

Group

TRANSFER BUYING

SPECIALIZE IN A STORE - Know benefits, special features, price comparisons, objections, merchandising techniques.

MERCHANDISING TECHNIQUES: Check the Techniques You Are Using:

_____ TRIAL SIZES MARKETING

_____ VIDEO MARKETING

_____ COUNTER DISPLAYS

_____ OPC-3 EVALUATION AND RETAIL SYSTEM

_____ COSMETIC CONSULTATIONS OR CLINICS

_____ SECURITY SEMINARS

_____ JEWELRY SHOWS

_____ REFERRAL MARKET - PREFERRED CUSTOMER PROGRAM.

_____ COMMERCIAL SALES

_____ TARGETED MAILINGS

_____ DEMONSTRATIONS

USE THE PRODUCTS - How many do you use? How many more could you use? People ask - Opportunities appear - naturally - Tell the story.

10 PREFERRED CUSTOMERS AND FOUNDATION PIN.

Total **Total**
Add all points and record personal and group totals on cover sheet

Future Assignment: List answer values (0's, 1's, 2's, 3's) in ascending order on a separate piece of paper to prioritize areas for improvement

FOLLOW UP

<u>Personal</u>	<u>Group</u>	
_____	_____	TOOLS - Information packet, One on One Presentation videos, action plan.
_____	_____	CALENDAR / SCHEDULE
_____	_____	MEETING AFTER THE MEETING
_____	_____	WHAT DID YOU LIKE MOST? - Leading question and tie down.
_____	_____	TRIAL RUN - TEST MARKET - Evaluation technique.
_____	_____	BOOK A FOLLOW UP FROM EACH MEETING IN YOUR CALENDAR (SCHEDULE AND BOOK)
_____	_____	SET UP TWO ON ONE'S OR A MEETING IN THEIR LOCATION OR HOME.
_____	_____	ABC PATTERN - From each meeting in the next person's location to bring people. Every 3 levels- Someone else shows the plan
_____	_____	TEACH EVERYONE TO BRING 2 PEOPLE TO THE SECOND LOOK FROM THE ABC PATTERN.
_____	_____	SELL MONTHLY SEMINAR TICKETS TO EVERYONE IN THE ABC PATTERN AND 2 nd LOOK - You Need 2 to 10 Tickets on Hand. Buy Them.
_____	_____	PROGRESS ONE ABC LEVEL PER WEEK.
_____	_____	COMBINATIONS AND CROSS POLLINATION. - How many groups in area? - How many legs am I working now?
_____	_____	DUPLICATE PATTERN - One person every 3 levels must pick up pattern.
_____	_____	ARE YOU DIRECTING THE ABC TRAFFIC? Assigning each team member to bring prospect to 2 nd Look. - Directing them to come with you to meeting on bottom level. - Directing them to book follow-ups. - Directing them to sell tickets.
_____	_____	Add all points and record personal and group totals on cover sheet
Total	Total	