



Dear new Membership Representative:

Welcome to NFIB!

Congratulations on starting your new career. The cause of small business is also the cause of our country, and you are now charged with communicating and growing the voice of small business. That's why our first expectation of you is to be fully prepared for your first day. This means putting in the required effort into the memorization of the NFIB sales presentation and rebuttals over the next two weeks.

Nothing else is more important in your journey to acquire the skills needed to succeed with NFIB. It's a proven fact that those who do the best at memorizing the sales presentation and rebuttals verbatim also perform the best from day one. On the other hand, those who don't put forth the effort to memorize it always fail.

NFIB's formula for success has been developed for over 79 years. As you work to understand this formula, it is important to fine-tune your skills by being:

- **Assumptive:** Our approach and close leverages many subtle non-verbals
- **Official:** We carry ourselves as leaders for small business
- **Urgent:** The pace is quick, and importance is projected with every action
- **Credible:** We know our products and can customize them in a concise precise manner (the importance of brevity cannot be stressed enough!)

Only by having a solid foundation with the sales presentation and rebuttals can you, your trainer, and your Division Manager build the necessary attitude and effort habits required for you to succeed during the critical first 90 days of your NFIB career.

To accomplish this, I encourage you to establish a place where you can maintain absolute focus and fully delve into all the details that will set you on the right course in your new career with NFIB.

I look forward to seeing you personally in the near future and celebrating your success!

Sincerely,



John Casella

Senior Vice President, Sales

MEMORIZATION TIPS

- Watch the NFIB Legend Randy Karschner explain the importance of memorization and success [here](#).
- Make a science out of what you are doing.
- Make an art of presenting it.
- Every single step and process of a sales call must be thought out, memorized, and rehearsed until perfect.
- How effectively you use your sales skills will determine the height of your success.

"I will practice, improve, and polish the process I use to sell my goods, for this is the foundation on which I will build my career, and never will I forget that many have attained great wealth and success with only one sales talk delivered with excellence."

Og Mandino, Author, "The World's Greatest Salesman"

Actors, actresses, politicians, CEOs, ministers, as well as successful salespeople, all work from prepared scripts. Each memorized and rehearsed sentence properly delivered is a positive step to help you reach your objective.

So don't panic. You can do it! It's not as hard as you first might think. **RELAX.**

Before learning it:

- Know what the presentation is about before trying to learn it. Read it through completely several times.
- Understand why we say what we say.
- Understand the content.
- Understand the message we are conveying to each prospect.
- Understand why the sentence is structured the way it is.
- Pause at a comma and semi-colon. Stop at a period.

Learning it:

- Watch the video example of the presentation [here](#).
- Familiarize yourself with the Exsellior tablet presentation provided by your Division Manager (DM). Ask your DM for further instructions.
- Learn it one sentence at a time by saying it out loud, writing it or typing it, or recording it until it is verbatim and can be delivered with confidence. Then repeat the process by adding the next sentence. Build on this process and move forward only when you can say what you have learned with accuracy and confidence.
- Learn it exactly as written.
- Learn it at your own attention pace. Know your attention span. When memorizing, if your mind starts to wonder set it aside, take a break, and then repeat the process.
- Record your presentation. Listen as you read the words and visualize yourself delivering it.
- Give yourself a reward as an incentive.
- Make the words your words. Take ownership of the presentation.
- Get someone to test you. Role play. Perform before a live audience.
- Study it each night before going to bed. Sleeping on it is another great strategy for putting it into your subconscious.
- **Memorize the verbatim presentation using the "7-Day Journey."**

YOU CAN DO IT! Commit that you will do it. **It takes about 30 hours of study and rehearsal.** Believe that you can do it. It's a good investment of your time.

7-Day Journey

DAY 1

INTRODUCTION

“Hello. I wonder if you can help me. Are you the owner of the business? And your name?”

“My name is _____ with NFIB. I am working with business owners in your area to stop legislation that will severely hurt your business and we need your input. NFIB is currently testifying on these issues. Which of these federal issues concern you most?” [Check box(es)]

“Which of these state issues concern you most?” [Check box(es)]

“What is the single biggest issue *affecting* your business today?”

“How many people do you employ? Thank you.”

“It is also my job to show you what NFIB is doing about these issues.”

“Are you familiar with NFIB or have you just seen our plaques all over the place?”

“NFIB is the largest, most influential business organization in the country. We are also the only organization that fights exclusively for independent business owners at both the state and federal levels.”

MEMBER LIST

“This is a partial list of our **3,482** members here in **Arkansas**.

“As you can see, we represent every kind and size of independent business.”

“That is why, (Business owner name) when we testify before the committees, your politicians know we speak for the entire small business community and not just a special interest group.”

7-Day Journey

DAY 2

BALLOTS

“Here is what these people are doing, and they need your help. You get to vote ballots, like these, that will come to your inbox a few times a year, on State and Federal issues that will affect your business profits.”

“We take action by testifying and fighting before Congress, the state legislature, and in the courts, to impact these issues.”

HOW CONGRESS VOTED

“We then report back to you on how your elected officials voted on the same issues you voted on. Finally, you have a report card that lets you know who is standing up for your business and who is not.”

“This process is so successful that major news media – from both sides of the aisle – have consistently rated NFIB as **the** most effective business organization in America.”

DAY 3

VICTORIES AND CHALLENGES

“While you are busy running your business, we are in **Little Rock** and **Washington, D.C.**, fighting to protect it.”

At the State level, NFIB successfully fought to Reduce both the corporate tax rate and personal income tax rates. These cuts amount to \$1500 in saving for every 100,000 of qualified business income.

However, we still have work to do. With the surplus in the States budget, now is the time for a full repeal of the state income tax

At the Federal level, NFIB stopped a massive tax hike on small business by fighting to make the 20% deduction permanent.

Currently, we are fighting to provide small businesses with affordable and flexible healthcare options, eliminate burdensome mandates, and combat hospital consolidation and anti-competitive business practices used by insurance companies.

“Can you see the value in what NFIB is doing for your business? That is why business owners have joined together for 5, 10, 20 years or more to level the playing field with big government and big business.”

7-Day Journey

DAY 4

RATE CARD

It is important that everyone is able to be involved; therefore, NFIB Membership is based on what you feel you can invest up to a maximum of 15,000 so no one individual can buy influence. As a non-profit organization, we have a one-member, one vote policy regardless of the amount you choose to invest.

The recommended investment is based on your number of employees. Businesses of your size are investing in this range for the year. -SOME business leaders are investing 1,000, MANY, 500, and OTHERS JUST 399 (*point to the \$ amounts listed*)

BUSINESS CARD

I am here today on behalf of your business neighbors. They are asking you to do two things: vote your ballots and display this membership plaque to show you are doing your part to protect the American free enterprise system.

What I need right now is a business card or something with your name on it to enroll you with these others.

Since you see the value in what NFIB is doing for your business, "What email do you use?"

-

DAY 5

CLOSING

If the response is anything other than "yes," (for example, "I need to think about it," or "I need to talk to my partner") ask, "May I ask you a question? Wait for a response, whether it verbal or head nod, then respond with:

"Do you believe in what NFIB stands for?"

If the prospect says "yes", ask "Do you have a card"

If the prospect says, "I still need to think about it/talk to my partner, ask, "May I ask you another question?"

Wait for a response, whether it is verbal or a head nod, then respond with: "Do you believe small business owners like Yourself need to work together to protect themselves from what is happening at the state and federal levels?"

If the prospect says "Yes," ask, "Do you have a card?"

If the prospect says an objection, ask: "May I ask you a question?"

"Is it the amount or whether or not to join that you need to think about (or talk to your partner about)?"

"May I make a suggestion?" (Wait for a response, whether it is verbal or a head nod, then respond with)

"Why not get started this year on a modest level? This will give you (and your partner) a full twelve months to think about it, using these membership materials I will leave you today as well as content you will be receiving throughout the year on a regular basis."

"Do you have a card?"

Upon receiving a yes, process the sale with X1 and continue in-person registration.

Present the member with the "Welcome folder" and review ballots & legislative information, etc.

Day 6

Following the sale being processed electronically

“Let’s open your welcome email and take a few minutes to set you up correctly. Do you receive your emails on your phone or computer?”

- Note: Email could be in “promotions” or “junk” folder.
- Best practice is to search “NFIB” in their email search bar.
- Last resort – call sales support to have email resent.

“You should have received two emails. One is a receipt, and another has a green link to register. You are going to want to have the receipt for your tax records.”

“Registering is vital to setting up your preferences, so we can keep you informed of issues that are important to you. Go ahead and open it up so we can walk through it now; it only takes about a minute to complete.”

“If you have any questions, I can answer them while I’m still here.” **Walk the new member through the registration process.**

- Home address section: Required if member’s business is in a different voting district than their home so that they can access their elected officials.

“Congratulations and thank you for becoming a new member! In addition to the membership materials, I am leaving you today, I want you to have immediate access to any updates pertaining to your small business.”

Hanging the Plaque/Decal

“Last but not least, here is your plaque. I’ve set it up so it’s ready to hang. Where would be best to hang it up?”

“And here is your membership decal which I will place in a corner of your front door or window on my way out.”

“You will be receiving a Welcome phone call from our Customer Experience Representatives in case you have any questions or need anything.”

7-Day Journey

Day 7

Asking for Referrals

“Mr. Jones, you understand that it is critical that we take the NFIB message to as many business owners as possible. We need more business owners voting ballots and holding their elected officials accountable. Who among your business neighbors do you know that is like-minded, shares your concerns, and needs our help?”

[If nearby] “I’m going to head over right now, and I’ve found that having you send a quick text or email to let them know I’m on my way is very helpful. Could you do this while I pack up?” Pause “Great! Thank you. Please let them know you just met with (name), that I’m with the National Federation of Independent Business, and that I’ll be brief.”

[If not nearby] “I’m going to head over there within the next week or two, and I’ve found that a referral letter that lets them know I met with you is very helpful. Could you add their name at the top and your name at the bottom while I pack up? Great! Thank you”



You have officially learned the basics of what is sure to be a successful career with NFIB!

Celebrate your achievement after memorizing your 7 Day Journey with your Mentor and Division Manager!

We can't wait to see what is in store for your future!