

THE PERFECT PRESENTATION SEMINAR

WORKBOOK



If you are in the mobile version of this seminar, use a pen or a pencil and a piece of paper to write your answers. If possible, print out the pages that have illustrated exercises.



DIGITAL
VERSION

TEACHING *the* PERFECT PRESENTATION SEMINAR

The following is a suggestion of how to break down the seminar into segments for training purposes, and an estimate of the time required to teach each segment to a group. The time estimate includes some practice and/or participants' activities.

Take this estimate as a general reference, the actual time will vary depending on a number of factors, including the size of the group, your preparation and experience in training, the preparation of the group, the amount of practice you want to include, etc.

After completing the seminar, including Practice and Assessment, you could make the following arrangements.

- 1. Observations (1)** Arrange to take the representatives with you to an appointment where they can see you give a presentation. Have them fill out the [Observation form](#).
- 2. Mock presentations.** Arrange to have sessions where a group of Independent Representatives take turns to be the prospects and the representatives. Observe them give the presentation and fill out the [Feedback form](#).
- 3. Observations (2).** Go with the representatives to an appointment. Observe them give the presentation and fill out the [Feedback form](#).
- 4. Feedback.** After each step (1-3) have debrief sessions to go over your observations, and ask and answer questions
- 5. Updates.** Schedule refresher sessions where you go over some aspects of the seminar again. You could do this in a very entertaining way, for example by using the games in the [Appendix](#).

PAY ATTENTION TO THE FOLLOWING ICONS



IN CLASS: Work with a partner in the training group, take turns role-playing the representative and the prospect.



AT HOME: Work with a family member or a friend, ask them to role-play your prospect. Practice the relevant part of the seminar, and then ask for feedback.



ON YOUR OWN: If possible, practice in front of a mirror and/or record your voice or make a video. Watching or listening to yourself will give you useful feedback.



LINK TO ANSWERS.



LINK TO PRACTICE.



THINGS TO REMEMBER.

Quick questions to guide feedback during practice:



Stop:

what are you doing that is not effective or even counterproductive?



Keep:

what are you doing that is effective and you should do more of?



Start:

what are you not doing that could be effective and you should start doing?

COMMUNICATING EFFECTIVELY

1 | Answer these questions:

a. What is required to communicate effectively?

b. What barriers can prevent you from listening?

c. What can you do to overcome those barriers?

2 | Do the activity on page 16, then answer these questions:

- How easy/difficult was it for you to answer the questions?

- What was easy/difficult for you?

- What did you learn from this activity?

3 | Write I (issue), F (feeling) and N (need) in the exchange below.

Ind. Rep. = Independent Representative

PROSPECT: I can't sell... (¹ ___)

IND. REP.: Are you worried (² ___) because you would like to succeed/be good at what you do?/
do a good job as a representative (³ ___)?

4 | Complete the representative's line with a feeling, a need and a proposal.

Ind. Rep. = Independent Representative

PROSPECT: I don't know you. I'm not going to give you my credit card number.

IND. REP.: Are you ¹ _____ because you want/need ² _____?
Would it help if ³ _____ ?



5 | Train yourself to be a better listener. Try activities a-c.¹

- a. Sit alone in a public place- for example, a park, airport, coffee shop or restaurant. Use your ears as directional microphones to pick up sounds and conversations. Focus on what you are hearing. Do not judge what you are hearing (e.g. “bad/good sound”, “that person is totally wrong/right”), just notice it.
- b. During conversations, deliberately concentrate on listening. Notice when you are tuning out, or thinking about what you are going to say next. Do not judge yourself. Just notice if these things happen and bring your focus back on to listening.
- c. Persuade a friend or family member to let you ask five questions. Prepare only the first question (not the other four!). After asking, carefully listen to the response, pause, and then ask a second question building on that response. Continue until you have asked five questions in total. You could practice identifying feelings and needs, or asking closed and open questions.

6 | Match each example below (a-h) to the right communication technique (1-6).

Communication techniques

- 1. Ask for more information
- 2. Pause
- 3. Ask open questions
- 4. Ask closed questions
- 5. Clarify
- 6. Acknowledge

<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	b
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Examples

- a. Are you saying you would like to save money?
- b. Do you enjoy having meals with you family?
- c. How often do cook?
- d. It seems that fresh tasting water is important to you; is that correct?
- e. Just think! A single Rena Ware Filter Bottle can replace thousands of disposable plastic bottles. [...]
- f. Tell me more about that.
- g. What are your favorite foods to cook?
- h. You sound passionate about healthy, tasty food.

7 | Match communication examples a-h above to prospect’s statements 1-7 below. There is one extra example that you do not need to match.

Prospect’s statements

- 1. I cook many different foods.
- 2. I often cook for my friends.
- 3. I want my food to be tasty and nutritious.
- 4. I’m not sure about the water we drink.
- 5. Meals for me are family time.
- 6. The water here doesn’t taste very good.
- 7. We spend a lot of money on bottled water.

Example responses

<input type="checkbox"/>	g
<input type="checkbox"/>	

¹ Adapted from S. Harrison (2010), *Ideas Selling*.



8 | Imagine that your prospect makes the following statements (1-3). Respond to each statement using the suggested communication technique.

1. “Food is important to me and my family.”

a. Ask for more information:

Tell me more about that

b. Ask an open question:

c. Ask a closed question:

2. “I’ve always wanted to have better cookware.”

a. Clarify:

b. Ask an open question:

3. “I’m tired of buying lots of bottled water.”

a. Acknowledge:

b. Ask a closed question:



9 | “Read” your prospect. Write each feeling in the correct space (a-f).

considering • insecure • bored (x2) • interested • closed



a. _____



b. _____



c. _____



d. _____



e. _____



f. _____

10 | Train yourself in non-verbal communication. Try activities a-c.

- a. Sit alone in a public place- for example, a park, airport, coffee shop or restaurant. Without staring intensely, casually observe the people around you. Focus on their non-verbal communication. Do not judge it (e.g. “nice/ugly smile”). Instead, try to identify their feelings.
- b. Give a test presentation and record yourself on video. Then review the video and observe your non-verbal: does what you see match how you felt while you were presenting? If the person in the video were someone else, how would you feel about him/her and his/her presentation? What did you learn about your non-verbal communication? What can you do about it?
- c. Make a video of yourself while you are doing exercise 5c in this Practice. Review the video and observe your non-verbal while you are talking and while you are listening. What did you learn about your non-verbal communication? What can you do about it?



11 | Read the prospect's words and identify the main need underneath them. You can use Appendix 2 for help.

Prospect's words

Need

I'm Confused

clarity, understanding

1. That's too expensive.
2. I already have a job.
3. I want to talk about it with my spouse.
4. I am a member of the neighborhood association.
5. This cookware looks really nice!
6. I don't want any more appliances in my kitchen.

12 | Talk for your prospect. Present the products and their benefits in an easy to understand manner. Say the following benefits in a simpler way. Imagine you are explaining them to a child.

Difficult

Easier

1. Deplete healthy food of beneficial properties.
2. Heat efficient.
3. Biodegradable packaging.
4. Aqua ✓ Nano uses electropositive attraction rather than a physical barrier to filter water.
5. Aqua ✓ Nano offers both high flow and nanolevel filtration.
6. The Rena Ware Filter Bottle is made of BPA-free Tritan.
7. The Rena Ware Filter Bottle has a dual action electropositive filter media with powdered activated carbon.

Take the nutrients away from the food



13 | Talk with your prospect. Listen to them and use some of their words.

A. Read what the prospect says and underline the words that you could use when talking with him/her.

Prospect: My pots are quite old, but they still work. I know how to use them. The food doesn't stick, even when I cook meats or rice, and they are easy to wash. They also fit in my kitchen.

B. Check your answers, then write the underlined words in the spaces below (1-3) to describe the benefits of the Rena Ware products.

Ind. Rep. = Independent Representative

Ind. Rep.: With Rena Ware cookware you can ¹ _____ and the ² _____. All the utensils are also very ³ _____.

14 | When talking to a prospect referred to you by a friend or acquaintance, mention the connection.

A. Practice with these names and connections. For each one, say a sentence as in the examples.

friend / Alicia / you / healthy food

I talked with your friend Alicia and she said you really care about healthy food.

cousin / Javier / you / explore new business opportunities

Your cousin Javier said you might be interested in exploring new business opportunities.

1. colleague / Celia / you / high quality cookware
2. friend / Nestor / you / work on your own
3. Carla / neighbor / you / care about environment
4. cousin / Pablo / you / look into water filters

B. If the person who gave you the referral asked you not to use their name, then don't. If you think it is necessary to explain to the prospect how you got their name, here is something you could say. Complete it with the missing words:

good • mutual • talk • name

A ¹ _____ friend/acquaintance gave me your ² _____. He/she told me that you would be a ³ _____ person for me to ⁴ _____ to, because...



Be sure to follow up with a reason as in the previous exercise. It is important to mention the reason because it will shift the focus of the conversation on to the purpose of your contract.



15 | Use testimonials. Match each testimonial (1-5) to a suitable situation (a-e).

Testimonial

Situation

- 1. A new customer commented on my Facebook page that she baked her first cake on the stove and her kids loved it!
- 2. A long-time customer just bought the new Zylstra Series and posted pictures on Instagram of how nice it looks when you use it to serve food.
- 3. A customer recently bought the Gourmet Set as an anniversary gift for his wife.
- 4. A customer installed the CTU water filter at his mother’s house, now she feels good about the water she and her family drink.
- 5. My nephew says he takes the bottle everywhere now and he’s saved a lot on bottled water.

- a. Virgita, 36, travels around the world for work.
- b. Noelia, 42, cares about presentation.
- c. Maria, 51, likes to bake.
- d. Hector, 38, is concerned about the quality of his tap water.
- e. Cesar, 60, is looking for a wedding gift for his niece.

PRESENTING EFFECTIVELY

16 | Preparing. Make it true for you. Write the most important thing for you to do among the things mentioned in this section of the seminar, and in general for you:

The most important thing...	from this section	for me in general
a. ...to prepare for a presentation:	<u>review the materials</u>	_____
b. ...the day before a scheduled presentation:	_____	<u>check that there is gas in my car</u>
c. ...the day of a scheduled presentation:	_____	_____



17 | The Grand Drawing Card (RW54).

A. What benefit of the card is an advantage for both you and your prospect?

B. Write who gets each part of the card (a-c).

RENA WARE GRAND DRAWING CARD

Your Name: _____
ID Code: _____
Complete the information and submit this section to the Home Office for the Grand Drawing. Date: _____

Contact Name: _____
Phone: _____
Email: _____
Address: _____

Hi, my name is _____ and I represent Rena Ware. Today, I am making appointments to talk about our beautiful cookware line ideal for healthy cooking and our water filters that help reduce the use of single-use plastic water bottles.

Have you heard about our company? Yes No

The presentation is very informative. There is no obligation to buy, and if you answer a few simple questions at the end, you will be entered into our Grand Drawing for valuable Rena Ware products. Do you have time right now, or would you prefer to schedule an appointment sometime this week?

CONTACT INFORMATION Keep this section for your records.

Appointment Date/Time: _____ Today's date: _____
Address: _____
Phone: _____
Email: _____
Comments: _____

Thank you! I will call you (also, before I leave, let me ask you ...
Do you have any questions before and then questions 8 and 9 on slide 8?
Do you prefer to schedule a Rena Ware Party before? Yes No
Do you prefer to schedule or receiving special offers by texting me?

www.renaware.com

YOU WERE INVITED BY
RENA WARE

a. Top: _____

b. Mid: _____

c. Bottom: _____



18 | Step 1: Pave the way

A. Cold approach. Write down what you remember of the mini script on the front side of the Grand Drawing Card (RW54).

B. Warm approach. Choose a known person from your Circle of Influence (RW120) and adjust the mini-script following the example in this section of the seminar.

C. Breaking the ice. Follow the suggestions on page 30 and write possible lines you could use.

For the cold market.

For the warm market. Choose three people from your Circle of Influence (RW120) and write a line for each of them.

TRY IT OUT!  Use the lines you wrote in the previous exercise.



19 | Step 2: Share the Cause and the Rena Ware Difference

A. Share the Cause. Take the Water Filters Brochure (AQ700) and write the number of the pages that you use to:

- explain the Cause: pp. _____
- invite your prospect to join your team: pp. _____

B. Share the Rena Ware Difference. Take the Recruiting brochure (RW516) and write the number of the pages that you use to:

- explain what sets Rena Ware apart from other direct selling companies: pp. _____
- show the Rena Ware earnings program: pp. _____
- give examples of rewards and recognitions: pp. _____
- how the Difference ties in with the Cause: pp. _____

TRY IT OUT!



You could play different types of prospects, with different situations. Practice sharing the Difference so it is relevant to each one of them.



Use your Circle of Influence (RW120) or contact list. Choose three people with very different situations. Practice sharing the Difference so it is relevant to each one of them

20 | Step 4: Enroll your prospect.

Write the three things you can do to help your new team member prepare for his or her first training session.

1. _____
2. _____
3. _____



21 | Step 5: Share the products.

A. Take the Water Filters Brochure (AQ700). If your prospect has not decided to join yet, what page or pages do you use to transition to the products?

B. What part of the Grand Drawing Card (RW54) do you use to identify which product line to introduce?

C. What part of the Grand Drawing Card (RW54) do you use if the prospect is not sure?

D. What materials and pages do you use to talk about:

- “Buen Comer”? _____
- At home water filtration? _____

E. What transition question do you ask to decide which product line to show in detail?

F. What materials and pages do you use to show in detail:

- the Cookware? _____
- the Water filters models? _____

TRY IT OUT!



Choose one product line each and take turns presenting the products



Present the product line(s) according to the answers your friend/family member gives to questions 1-4 of the Grand Drawing Card.



Choose a product or line of products to present.



22 | Demonstrations. Practice the demonstrations, even if you have no supplies: practice the interactions.

A. Cookware

If you have the utensils and are going to do a cooking demonstration, ask for volunteers to assist you. This will keep their attention, because it will involve more of their senses, and your presentation will have greater impact.

Carrot test

Ask for a volunteer to grate the carrot into the glass. If no one volunteers, kindly ask one person in particular: *“Maria, would you be willing to help me?”*

Mixed vegetables recipe and pineapple upside-down cake

Ask for volunteers to help you: depending on the size of the group and available supplies, it could be one volunteer for the whole recipe, or different volunteers for the main steps of each recipe.

B. Rena Ware Filter Bottle.

Illustrate the features of the bottle and the benefits of each feature. Match each feature (1-7) with a benefit (a-g).

Features

- 1. Carry loop
- 2. Protective cap
- 3. Open/lock button
- 4. Rena Ware technology filter
- 5. Tritan container
- 6. Fill from top or bottom
- 7. Color band

Benefits

- a. The water stays clean and free of dust and other particles.
- b. High-capacity and high-flow filtration, it won't slow you down.
- c. You can identify your own bottle when there are many around you
- d. You can throw your bottle in your bag and not worry about spills.
- e. It's safe, free of harmful chemicals, extremely durable.
- f. It's convenient and easy to grab and hold.
- g. It's easy to fill and clean.



23 | Step 6: Close the sale.

A. What parts of the Grand Drawing Card (RW54) do you use during the close of a sale?

TRY IT OUT!



Practice with the products chosen through the answers to questions 1-4 of the Grand Drawing Card.

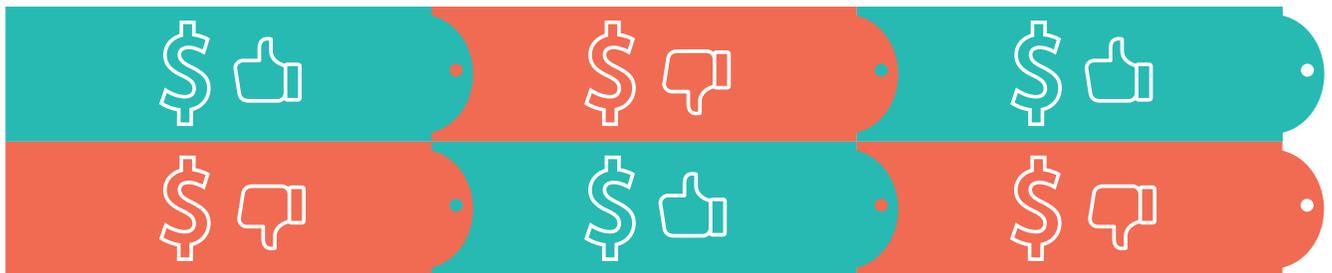
Choose a product from the catalog.

B. Follow part I of the closing and practice responding to a positive and a negative reaction to the price. Close your eyes and point your finger to a box below, respond based on the type of reaction.

\$ thumbs up = The price is OK

\$ thumbs down = the prices is not OK.

If you are working with a partner in class, when you point your finger, your partner responds, and viceversa.



C. Follow up with a closing technique. Practice each way of closing:

- Assumed close:** ask one of the example questions
- Direct close:** ask one short question from the examples given, based on the type of product chosen
- Alternate close:** ask one of the example questions



- D. Follow **parts II and III** of the closing. Practice filling out contracts with different payment methods: one with cash, one with credit card and one with a payment plan. If you are practicing with a partner in class, choose one payment method each and take turns practicing.
- E. Follow **part IV** of the closing. If you are practicing with a partner in class, divide the contract in halves and take turns reviewing the details.

24 | Step 7: Ask for referrals.

A. What part of the Grand Drawing Card (RW54) do you use to ask for referrals?

B. What can you say to inform your customers that you are going to contact their referrals?

TRY IT OUT!



If applicable, use the same prospect characters you used before.



Ask a friend or family member to “play themselves”, while you will be yourself (the representative).



Continue using the same people from your Circle of Influence (RW120) or contact list that you used for the previous exercises.



25 | Step 8: Share the Rena Ware Difference again. Say goodbye. Follow up.

A. Use the following chart to try the different things you can say.

TRY IT OUT!

 | One of you points their finger to the chart, the other one responds.

 | Close your eyes and point your finger to the chart. Then open your eyes, read and respond.

MAKE A FOLLOW UP CALL TO A NEW TEAM MEMBER.	SHARE THE DIFFERENCE WITH A CUSTOMER WHO HAS BOUGHT COOKWARE.	MAKE A FOLLOW UP CALL TO A NEW CUSTOMER WHO HAS BOUGHT WATER FILTERS.
SAY GOODBYE TO A NEW CUSTOMER.	MAKE A FOLLOW UP CALL TO A NEW CUSTOMER WHO HAS BOUGHT COOKWARE	SHARE THE DIFFERENCE WITH A PROSPECT WHO HAS NOT BOUGHT PRODUCTS.
MAKE A FOLLOW UP CALL TO A PROSPECT WHO HAS NOT BOUGHT PRODUCTS OR JOINED YOUR TEAM.	SHARE THE DIFFERENCE WITH A CUSTOMER WHO HAS BOUGHT WATER FILTERS.	SAY GOODBYE TO A PROSPECT.

B. Choose a scenario (a-c) and practice what to say at each step:

TRY IT OUT!

 | Choose a scenario for each person in the pair/small group.

 | Choose two scenarios or play all three.

a. CUSTOMER BOUGHT COOKWARE

b. CUSTOMER BOUGHT WATER FILTERS

c. PROSPECT DID NOT BUY PRODUCTS OR JOIN YOUR TEAM

1

share the Rena Ware difference again

2

say goodbye

3

follow up



26 | A. Successful Rena Ware presenters have everything they need to make a presentation. To help you get organized, you can use the Presentation Preparation Checklist.

It is a good idea to go over the checklist one or two days ahead of a scheduled presentation.

Presentation Preparation Checklist				
Organization	Date: / /	/ /	/ /	/ /
I know:				
• correct address	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• departure time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I am going to see other prospects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I have all the materials in print/mobile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• The materials are organized in the order that I will be needing them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• (If applicable) I have demo pieces.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• The demo pieces are clean.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• (If applicable) I have ingredients for demo recipes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• The clothes and shoes I will wear are clean and ready.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal setting				
With this presentation my <i>main</i> goal is to:				
• add a new member to my team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• close a sale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• get new appointments and referrals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• teach others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B. Show enthusiasm. Your enthusiasm will not shine through unless it is genuine. To inspire passion for the company, the Cause, the Rena Ware Difference, and the products, you first need to feel that passion yourself. Here are some tips to connect with yourself and your presentations, and boost your enthusiasm.

What is the first thing you do when you feel great about something?
(Think for example of the first time you video called someone, or the last time you cooked a delicious meal that left everyone satisfied and complimenting you on your cooking skills.)



You tell people about it! And you often want them to have the same experience. You want to SHARE the experience with others. That desire is very powerful. It “moves” you, and with it you move others around you.

- Top quality cookware (what’s your favorite feature or utensil?)
- Extreme filtration water filters
- Our Cause: Eliminate single-use plastic waste from our environment
- “*Buen Comer*” – the art of eating healthy
- Celebrating life and being together
- Being able to grow your own business
- The opportunity to reach your dreams
- Helping others reach their dreams

In Rena Ware I feel great about _____

Think about sharing that. If you believe in it and are enthusiastic about it, others around you will feel your enthusiasm! When you are about to give a presentation, take a moment to connect to that feeling. Then use that feeling as a springboard to “dive” into your presentation.

MANAGING OBJECTIONS

27 | Answer the following questions:

a. What is an objection?

b. What are two reasons behind objections?

c. What is the L.C.O process? What does L.C.O stand for?

d. Who solves objections?

e. What does the representative do?

28 | Below is the example conversation from the seminar. Identify the techniques used by the representative. Write the techniques in the spaces provided (1-8).

open question ● false objection ● real objection ● confirm the real objection
offer options ● pause ● closed question (x3)

YOU: What products did you like the most?

PROSPECT: The Chef I Set, but I don't know... I'm not convinced.

YOU: What does not convince you? ⁰ _____

PROSPECT: These utensils are very nice but...

YOU: ... ¹ _____

PROSPECT: I'm afraid they may get damaged... ² _____

YOU: If I show you how easy it is to give them proper care so that they last for a lifetime, would that help you decide? ³ _____

PROSPECT: Yes, but I would like to discuss it with my spouse first.

YOU: I understand. Do you want me to make a presentation for your spouse so he/she can learn about the product benefits? ⁴ _____

PROSPECT: Actually, the set is very expensive and we cannot afford it now. ⁵ _____

YOU: Is that your greatest concern? Are you worried because you like the product, and you want to be sure you can afford it? ⁶ _____



PROSPECT: Yes. ⁷ _____

YOU: I understand. And you don't have to pay for everything in cash. With our credit plan, you can make a minimum down payment, and pay the balance over time in comfortable installments. You can even pay using a credit card. ⁸ _____

PROSPECT: I am interested in the credit plan.

YOU: Great. Let's fill out some papers, and I will tell you how much your monthly payments will be...

29 | Match the following objections with possible responses.

A. Getting appointments/Getting in

Objections

- 1. Now is not a good time/
I don't have time.
- 2. I'm not interested.
- 3. Call me later.
- 4. Leave the flyer in the mailbox.

Responses

- a. You don't want to see what else I have for you?
- b. What works better for you tomorrow morning or afternoon?
- c. Not a good time/you don't have time for something that will benefit you?
- d. You're not interested in the possibility to win amazing products?

B. Recruitment

Objections

- 1. I can't join now.
- 2. I have a full-time job and I don't want to leave it.
- 3. I'm not good at talking with people I don't know.
- 4. I don't know anyone to sell to.
- 5. The people I know can't afford these products.
- 6. I don't have child care.
- 7. My husband doesn't let me work.
- 8. I can't sell.

Responses

- a. What if you could do this during the day, when your children are at school?
- b. What if you could get training on how to approach people effectively?
- c. I see. And in addition to that, is there some other reason? Is there something else on your mind?
- d. And if you could sell to people who could afford the products?
- e. Would it help to know that you can start part-time?
- f. Would it help if we gave a presentation to your husband to show how Rena Ware can transform your life?
- g. I see. What about selling worries you?
- h. Would it help if I showed you that there are a lot of people you could sell to?



C. Sales

Objections

1. I can't afford it.
2. This cookware is very expensive.
3. I can't buy it now.
4. I want to discuss it with my husband/wife.
5. I don't know you. I'm not going to give you my checks or credit card number.
6. I'm afraid the utensils will get damaged.
7. I have something similar.
8. I want to think about it.

Responses

- a. Would it help if I showed you how easy it is to give them proper care so they will last a lifetime?
- b. Would you feel more comfortable if I told you a bit more about Rena Ware and my role?
- c. Similar is not the same. If you were traveling to Mexico, would it be the same to travel by bus or by plane? Both means take you there, but with which would you feel better? With Rena Ware water-less cooking method, your food keeps more nutrients, tastes better and looks better.
- d. I see. And in addition to that, is there some other reason? Is there something else on your mind?
- e. And if I show you that you can pay monthly, what is the monthly payment you can afford?
- f. What exactly requires more thought before you can make a decision?
- g. I understand. Would it help if I gave a presentation for your spouse to see the benefits of the Rena Ware products?
- h. What would make you close the deal now?

30 | Decide if the following are do's (T) or don'ts (F), and then correct the don'ts.

1. Accept objections, welcome them with an open mind. T | F
2. Listen to all objections in order to identify the one to focus on. T | F
3. If your prospect objects firmly, contradict him/her. T | F
4. Emphasize the points you and your prospect agree on. T | F
5. Avoid objections if you don't have the information to respond to them. T | F



ANSWERS

- 1 | a. listening carefully, listening from the heart.
b. time pressure, thinking you know what your prospect is going to say or thinking about what you are going to say, doing something else, judging.
c. by preparing, listening, focusing on your prospect and finding common ground.



- 3 | 1. I (Issue) | 2. F (Feeling) | 3. N (Need)



- 4 | Answers may vary. Here are some suggestions.

1. worried
2. to know that you can trust me
3. I told you more about Rena Ware and my role



In real life if your guess is wrong, the other person is likely to correct you. You can also keep guessing. It shows that you are listening from the heart.

- 6 | 1f | 2e | 3g | 4b,c | 5a,d | 6h



- 7 | 1g | 2c | 3h | 4f | 5b | 6d | 7a | Extra: e



- 8 | Answers may vary. Here are some suggestions.

1. b) How do you prepare your food?
c) Do you want your food to be tasty and nutritious?
2. a) You would like high quality and durable cookware. OR You are not happy with your current cookware.
b) What characteristics are important to you/do you look for in cookware?
3. a) You are frustrated about buying a lot of bottled water.
b) Would you like to have fresh tasting water at home without buying bottled water?
OR How many bottles do you buy each week?



- 9 | a. bored | b. closed | c. considering | d. bored | e. interested | f. insecure



11 | These are only example answers. Remember, if unsure, you can always ask your prospect questions to help you identify their needs better.

1. stability, security
2. stability, support, security
3. space, support
4. belonging, community
5. beauty
6. order, space



In real life if your guess is wrong, the other person is likely to correct you. You can also keep guessing. It shows that you are listening from the heart.

12 | Answers may vary. Here are some suggestions.

2. Doesn't waste heat/Uses heat well.
3. Packaging that dissolves and doesn't pollute the environment.
4. Aqua ✓ Nano uses a natural process to filter water.
5. With Aqua ✓ Nano you can get a normal flow and filtration of the smallest particles.
6. The Rena Ware Filter Bottle is made of plastic that is free from potentially harmful chemicals.
7. The Rena Ware Filter Bottle has a filter mesh containing carbon that acts like a powerful magnet that attracts and traps particles.



13 | A. Answers may vary. Here are some suggestions.

Prospect: My pots are quite old, but they still work. I know how to use them. The food doesn't stick, even when I cook meats or rice, and they are easy to wash. They also fit in my kitchen.

In general, use the prospect's words that refer to a familiar concept for the prospect, so as to ensure understanding and maintain a connection.

B. 1. cook meats and rice | 2. food doesn't stick | 3. easy to clean



14 | A. Answers may vary. Here are some suggestions.

1. Your colleague Celia mentioned you like high quality cookware.
2. Your friend Nestor said you are considering working on your own.
3. Carla, your neighbor, told me you really care about the environment.
4. Your cousin Pablo said that you were looking into water filters.

B. 1. mutual | 2. name | 3. good | 4. talk



15 | 1c | 2b | 3e | 4d | 5a



17 | B. a. **Top:** administrative office | b. **Mid:** you | c. **Bottom:** customer



18 | A-B. Your own answers. See suggestions in this section of the seminar.

C-D. Your own answers. See the following few examples.

- What a lovely day!
- It's cold today.
- What do you like doing on a day like this?
- What a lovely neighborhood. How long have you lived here? How do you like it?
- I like how you used the space in this room. Did you think about that a lot?
- Are those your children? They look so nice. What are their names? How old are they?
- Are you from around here?
- Where are you from? I know [name of the place]. I used to live there/visit my family there...
/I've never been there. I hear it's nice.



19 | a. AQ700 pp. 1-14; p. 15
b. RW516 pp. 2-5; 8-10; 11; 12-13



20 | • briefly show RenaResources
• send your new Team Member a whatsapp message with a link to it, and encourage him or her to explore the resources.
• say that they will learn how to create a list of prospects and how to earn products or buy them at a representative discount.



21 | A. p. 13
B. Questions 1-2
C. Questions 3-4
D. Cookware presentation brochure (RW720), all pages; Water Filters Brochure (AQ700) pp. 16-25
E. What jumped out at you?/What feature(s) did you like?
F. Product catalog (RW760); Water Filters Brochure (AQ700) pp. 26-29



22 | A. Your own answers.
B. 1f | 2a | 3d | 4b | 5e | 6g | 7e



23 | A. Questions 5-6.
B-E. Your own answers based on this seminar.



24 | A. Questions 7-9.

B. I would love to talk with them about the benefits of joining my team and about letting me do a product demonstration. If you have their numbers handy, I'll give them a call tomorrow.

25 | A-B. Your own answers based on this section of the seminar.

26 | A-B. Your own answers

- 27 |
- a. a concern or an issue that the prospect has and that prevents you from recruiting them or closing the sale.
 - b. prospect needs more information; prospect needs clarification.
 - c. a way to manage objections. Listen, confirm, offer.
 - d. the prospect.
 - e. offers available options.

28 | 1. pause | 2. false objection | 3. closed question | 4. closed question |
5. real objection | 6. closed question | 7. confirm the real objection |
8. offer alternatives

29 | A. 1c | 2d | 3b | 4a

B. 1e | 2d | 3h | 4g | 5b | 6a | 7c | 8f

C. 1c | 2e | 3b | 4h | 5d | 6a | 7f | 8g

- 30 |
- 2. T.
 - 3. F. Acknowledge objections and mitigate them.
 - 4. T.
 - 5. F. Always take objections and if you don't have the information to respond, offer to give it as soon as possible.



ASSESSMENT



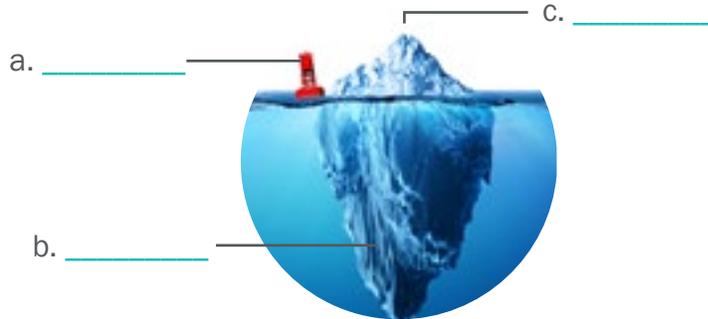
If you are in the mobile version of this seminar, use a pen or a pencil and a piece of paper to write your answers. If possible, print out the pages that have illustrated exercises.

Answer questions 1-17. Then check your answers and add up your score.

COMMUNICATING EFFECTIVELY

1 | Label the picture:

- issues
- feelings
- needs



Score: __/3

2 | Complete each sentence with one word from the seminar.

- For some people the most demanding action required for effective communication is _____ .
- Listening carefully requires our undivided _____ .
- In order to connect with people, we should listen for their _____ .
- After you have identified issues and needs, you can follow up with a _____ .

Score: __/4

3 | In the communication process, “pausing” helps to make the prospect:

- Provide more information.
- Feel intimidated by you.
- Say what you want to hear.
- Decide to purchase what you offer.

Score: __/1

4 | Closed questions are used when we need...

- Answers that provide additional information.
- Specific or “yes”/“no” answers.
- Answers that lead to the purchase confirmation.
- Answers regarding topics unrelated to the presentation.

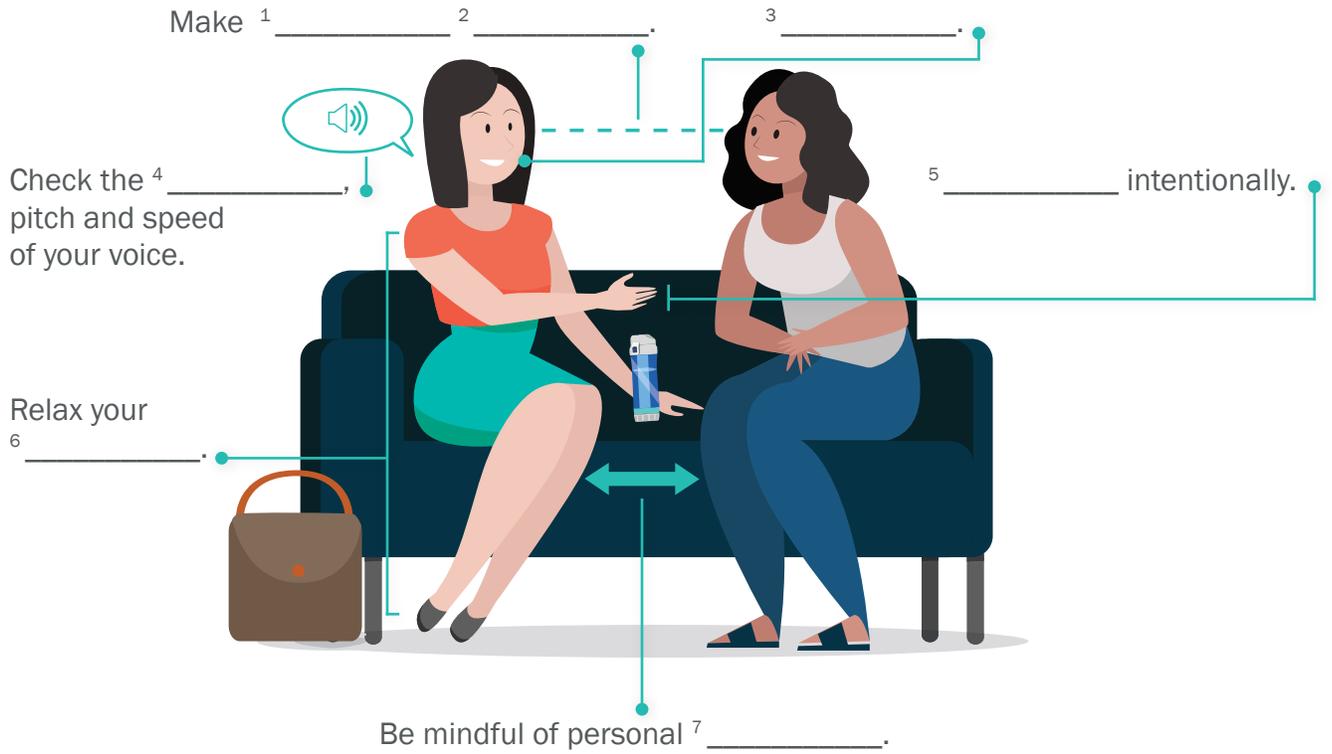
Score: __/1

5 | When verbal and non-verbal communication do not match, which one do people believe more?

- The verbal
- The non-verbal

Score: __/1

6 | Complete the diagram with one word (from this seminar) in each space.



Score: __/7

7 | Write a feeling in each space (a-e), according to this seminar.



a. _____



d. _____



b. _____



e. _____



c. _____

Score: __/5

PRESENTING EFFECTIVELY

8 | What is a benefit of the Grand Drawing Card (RW54)?

- a. To help clarify questions and concerns within the LCO process.
- b. To use as a tool for effective communication.
- c. To better understand the Rena Ware Code of Ethics.
- d. To use as a pocket guide for the presentation.

Score: __/1

9 | Identify the correct materials to use during the presentation process. Choose a, b or c. for each step (1-7) *Note: This table only shows the main materials, more materials are introduced in the seminar.*

	A	B	C
1. Pave the way	Product catalog (RW760)	Conversation to get to know prospect (day, children, neighborhood, house, etc.)	Recruiting Brochure (RW516)
2. Share the Cause and invite to join	Recruiting Brochure (RW516)	Recruiting video	Water Filters Brochure (AQ700) pp. 1-15
3. Share the Rena Ware Difference	Water Filters Brochure p. 15	the Cause video	Recruiting Brochure (RW516)
4. Enroll the prospect	<ul style="list-style-type: none"> • Independent Consultant Agreement (RW1) • Sales contract (RW620) • Direct Selling Best Practices (RW33) 	<ul style="list-style-type: none"> • Independent Consultant Agreement (RW1) • Self-evaluation on direct selling best practices (RW32) • Direct Selling Best Practices (RW33) 	<ul style="list-style-type: none"> • Sales contract (RW620) • Self-evaluation on direct selling best practices (RW32) • Contract Guide (RW530)

	A	B	C
5a. Share the products	<ul style="list-style-type: none"> • Cookware Presentation Brochure (RW720) • Water Filters Brochure (AQ700) pp. 16-25 	<ul style="list-style-type: none"> • Cookware Presentation Brochure (RW720) • Water Filters Brochure (AQ700) pp. 1-15 	<ul style="list-style-type: none"> • Product Catalog (RW760) • Water Filters Brochure (AQ700) pp. 16-25
5b. Share the products in detail	<ul style="list-style-type: none"> • Product Catalog (RW760) • Water Filters Brochure (AQ700) pp. 25-29 	<ul style="list-style-type: none"> • Cookware Presentation Brochure (RW720) • Water Filters Brochure (AQ700) pp. 25-29 	<ul style="list-style-type: none"> • Product Catalog (RW760) • Water Filters Brochure (AQ700) pp. 1-15
6. Close the sale	<ul style="list-style-type: none"> • Leaving piece (RW92) • Sales contract (RW620) 	<ul style="list-style-type: none"> • Current Price List (RW59) and specials • Product Broadside (RW70) 	<ul style="list-style-type: none"> • Current Price List (RW59) and specials • Sales contract (RW620)
7. Ask for referrals	Grand Drawing Card (RW54) Questions 5-6	Grand Drawing Card (RW54) Questions 1-2	Grand Drawing Card (RW54) Questions 7-9 Circle of Influence (RW120)
8. Share the Rena Ware Difference again			

Score: __/7

10 | Decide if the following statements are true (T) or false(F), according to this seminar.

1. Launch right into the presentation, without announcing what is going to happen. T | F
2. When sharing the Cause, you can use the Rena Ware Filter Bottle as an example of the solution. T | F
3. When sharing the Difference, share examples of why you or others joined Rena Ware. T | F
4. When enrolling your prospect do not mention the resources available to them in Rena Ware. T | F
5. When talking about the cookware you should present it as a cooking system ideal for healthy cooking. T | F
6. When talking about the at home filtration systems, you should not mention the technology. T | F
7. When closing a sale, you should not mention the regular price. T | F
8. When asking for referrals, inform your prospect that you will contact them to give presentations. T | F

Score: __/8

11 | How can you follow up on a new team member?

- a. You ask him or her for referrals and offer to share Rena Ware resources with them.
- b. You ask him or her to buy some products and show them the representative discount.
- c. You ask him or her how things are going and offer to share Rena Ware resources with them.

Score: __/1

12 | What is “The Sale after the Sale”?

- a. A follow-up presentation to show additional products and share the Rena Ware Difference again.
- b. A follow-up call to praise the customer’s purchase, answer questions, and mention the Rena Ware Difference again.
- c. A follow-up report on customer’s satisfaction that you must submit to Rena Ware.
- d. A follow-up message to send the link to renakit.com.

Score: __/1

MANAGING OBJECTIONS

13 | According to this seminar, what are objections?

- a. Problems of your prospect that you should solve.
- b. Concerns and needs of your prospect that you should explore.
- c. Inconveniences that cannot be solved and block the sale.
- d. Purchase issues of your prospect that you should contradict.

Score: __/1

14 | What does LCO stand for?

- a. Listen, Correct, Offer.
- b. Learn, Confirm, Organize.
- c. Listen, Confirm, Offer.
- c. Learn, Correct, Organize.

Score: __/1

15 | Complete each line with the correct word of the LCO process (the lines are not in the usual order).

¹ _____: ask closed questions and pause to get a “yes” response and understand the objection clearly.

² _____: present available options so your prospect can choose and solve the objection.

³ _____: pay attention to what your prospect is saying both verbally and non-verbally.

Score: __/3

16 | According to this seminar, managing objections is a good time to:

- a. Guess your prospect’s feelings and need out loud.
- b. Make your prospect agree with you.
- c. Convince your prospect that they have to buy.
- d. Show your prospect what they didn’t understand.

Score: __/1

17 | At a glance. According to this seminar, are the following tips about communication, presentation and objections true (T) or false (F)?:

- a. Present the products and their benefits with a lot of complex technical details. T | F
- b. Ask different types of questions to identify your prospect’s needs and concerns. T | F
- c. When you present, show enthusiasm. T | F
- d. If you don’t know how to respond to an objection, just ignore it. T | F

Score: __/4

TOTAL SCORE: ____/50

ASSESSMENT ANSWERS

- 1 | a. feelings | b. needs | c. issues
- 2 | a. listening | b. attention | c. needs | d. proposal
- 3 | a
- 4 | b
- 5 | b
- 6 | 1. eye | 2. contact | 3. smile | 4. volume
5. gesture | 6. body | 7. space
- 7 | a. interested | b. considering
c. insecure | d. bored | e. closed
- 8 | d
- 9 | 1. B | 2. C | 3. C | 4. B | 5a. A | 5b. A
6. C | 7. C
- 10 | 1. F. Briefly announce that you are going to talk about the Rena Ware Cause, the Rena Ware Difference and the products.
2. T
3. T
4. F. Show and share RenaResources and other support materials such as social media.
5. T
6. F. Explain the technology: extreme filtration, high flow, high capacity.
7. F. Do mention the regular price and emphasize the savings when you present the specials.
8. T
- 11 | c
- 12 | b
- 13 | b
- 14 | c
- 15 | a. confirm | b. offer | c. listen
- 16 | a
- 17 | a. F. Present in an easy to understand manner.
b. T
c. T
d. F. If after listening and clarifying an objection, you don't know how to respond to it, say you will get back to the person later, and then do!

HOW DID YOU DO?

Total Score	Recommendation
0 - 30	Large portions of this content are still a bit difficult for you. Review the content pages and do the practice again. Dedicate some time to it. Maybe ask your sponsor or leader for support or clarification. Then take the assessment again.
31 - 45	Good job! You have learned most of this seminar. Look over the answers you got wrong: do you understand why they are wrong? Go back to the content pages and review those parts.
45 - 50	Excellent! You got all or nearly all of the content in this seminar. Check the answers you got wrong: do you understand why they are wrong? Go back to the content pages and review those parts.

BACK 

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FEEDBACK

How helpful was this seminar ?

What would you do differently? How can we improve it?

Please send your comments to rwu@renaware.com.

Put the name of the seminar in the subject line.