

## **BRAINERBOOK INDEPENDENT SALES AGENT INSTRUCTION MANUAL: Tips and Strategies**

Welcome to the Brainerbook Independent Sales Agent Instruction Manual. The purpose of this document is to make your job as clear and simple as possible, so that once you begin your work, you will know exactly what to do, and how to go about completing your mission.

Your job is simply to inspire and have eligible individuals to sign up and become micro-investors (Brain-vestors) for Brainerbook. All this entails is having them go to [www.brainerbook.com](http://www.brainerbook.com) and click on the become a Brain-vestor button, which will lead them to a sign-up page where they can enter their information. Once that is done the lead will be considered as captured. Capturing the lead is the first step out of the two steps required for you to earn compensation. The second and most vital step is to close the lead. Upon lead capture the lead will be sent an email to the inbox of the email address that he or she submitted. That email will contain an attachment with a document of the terms and conditions of the profit bond payment subscription, but to simplify it for the lead, it is mandatory that you have the contents of that document generally memorized and clearly understood, so that you may explain it to him or her with confidence and poise, giving them the knowledge to make an informed decision on the spot. If the lead does not close on the spot, that is fine, just make sure that you capture their phone number and name and remember to follow up on them once they have more time to thoroughly read through the terms and conditions document along with browsing the website.

Whether or not you are able to close the lead depends on 3 main things:

- 1) **Inspiration and Enthusiasm.** How well you were able to inspire, excite, enthrill the lead about the product and how much monetary gain a micro-investor will likely receive if he or she invests. This process can be referred to as “warming” the lead. A cold lead is a lead of someone who signed up without knowing much about the product at all or the financial gain they could receive from it, if they choose to invest. A cold lead is usually just someone who signs up just to please the party who is requesting

that they do so. These leads are low quality because it is unlikely that they will convert unless you give them a solid reason as to why they should. There are several ways in which this can be done which we will discuss later.

- 2) **Accurate Information Capture.** Nothing is more frustrating than taking the time to excite and thrill a prospect about an offer, and having them sign up, to later on realize that you are unable to contact them because they made a typo when submitting their phone number, name or email address. When capturing leads it is important to make sure that these errors do not occur or they could potentially result in a loss of a close and wasted time. In order to avoid these critical blunders, it is best not to rush during the lead capture process and take your steady time to make sure that everything is heard and spelled and typed correctly. And after you have done so, remember to not only repeat what you have typed back to the prospect, but also show them, so that they will be able to identify any errors for you that cannot easily be heard.
  
- 3) **Prospect Qualifying:** When out in field, it is imperative that you remember that simply even though someone may desperately wish to sign-up to Brainerbook, unfortunately due to financial circumstances they just might not have the monetary ability to pay even as little as \$13 USD a month to purchase as little as half of the Level 3 Brainerbook Profit Bond. It is your job to screen potential prospects before and in the early stages of your pitch in order to gauge whether or not they may be eligible or ineligible for micro-investing. If a potential prospect discloses that he is unemployed, or in deep debt, or has an unkempt appearance of someone who may be homeless or living in squalor then it is best to skip that prospect and save your time and energy pitching a more eligible candidate. Later, we will go further to give some examples of types of people who may more often than not be eligible candidates for lead close and capture.

## **Independent Sales Agent Requirements**

In order to carry out this task you need the following:

- 1) **An in-depth understanding of the Brainerbook application AND the business.** This can be acquired by exploring and studying the information available on **a) the website, b) the sales material contained in the attachment. c) the videos on the [Brainerbook Official Youtube Channel](#)**
- 2) An in-depth understanding of the **Brain-vestor (Micro-investor) contract** and payout scheme.
- 3) **A positive attitude**
- 4) **A tablet or a large smart phone where you can show prospects the sales videos and other sales materials.**

You will be required to read, familiarize and thoroughly understand the service and the Brain-vestor terms and conditions. This will make your job easier and allow you to answer any questions potential Brain-vestors might have before signing up. It will also allow you to promote the service to them with more confidence and proficiency.

## **What to remember**

1. Always smile
2. Make eye contact
3. Have open body language
4. Respect the personal space of the prospect
5. Be personal and conversational. Don't be afraid to enjoy your discussion and remember happiness is contagious.
6. Do not oversell or be too formal.
7. Have a positive attitude and be optimistic
8. Do not spread lies or give false information
9. Always be enthusiastic but also indifferent to loss and remember there are plenty of prospects.
10. Always pre-screen and be selective to whom you give out your sales material and engage with.

11. Always be polite and never rude, even if the prospect is rude to you.
12. Never take losses personally.

## **Dress Code**

Dress nicely and appropriately. (Something between formal and casual. Let your attire leave a good impression. And remember, that it is the brand you are representing so all clothes must be well-pressed and you must be nicely groomed.

- X No sleeveless shirts. (Only for men)
- X No mini-skirts or mini-shorts.
- X No dirty worn out footwear.
- X No sports attire or bedroom clothing
- X No unkempt hair (this includes facial hair)
- X No body odor or uncleanness (make sure you dress nice and don't smell bad)

The Brain-vestor sign up process is simple, streamlined and can be broken down into **8 key steps**.

1. Go to the official Brainerbook website at [www.brainerbook.com](http://www.brainerbook.com)
2. Click on the button to become a "brain-vestor" on the website main page.
3. Enter your information in the sign-up form.

4. Login to your email account, and open the automated email sent to you from Brainerbook.
5. Read the email, and download the zip folder. Open the Profit Bond Terms and Conditions Document.
6. Read the stipulations and explain it to the prospect on site. Once the prospect fully understands them, then go back to the email that Brainerbook sent them, and ask them to pick which profit bond they wish to purchase. They may be susceptible to suggestion, so suggest purchasing the larger top 100 First if they are still available, this is because these have the greatest yield when purchased in tandem with the **Level 2 which can only be bought after a level 1 is purchased**. However if \$65 exceeds the budget then suggest purchasing a Level 3 Profit bond which most leads will settle with. Try to encourage the prospect to purchase at least 2 or more Level 3 profit bonds so that they will have enough money to permanently quit their job upon maturity. And if they have any reservations, kindly remind them that Edtech is a \$404 Billion industry and Brainerbook is a revolutionary new product based on psychology and neuroscience and is far more useful, fun and beneficial than Facebook which has a billion users, and earns around \$25 billion a year. You can also bring up the other mental health tech giant Calm that has a revenue of over \$300 million per year and Be Real which accumulated up to 75 million users in the span of about just one year and refer them to the competitors mentioned on our website and the books the app is based

off of.. If the prospect still fails to close on the spot, remind him that the spots are very limited, and it is a once in a lifetime opportunity, and try to arrange a day in which you may contact them back to get a decision. Collect their contact info and note them in your journal and move on to the next prospect. If the prospect agrees to make the close on the spot and commit to the 18 month payment then do 7 and 8.

7. Make sure the prospect knows the Profit Bond terms and conditions, the yield, the maturity conditions etc. Also inform them that the document must be signed and returned to [info@brainerbook.com](mailto:info@brainerbook.com)
8. The individual clicks on the link to the profit bond sales page and makes the subscription purchase.

How each individual sales agent goes about carrying out these 8 steps is up to them, and they can do it anyway they please as long as the Independent Sales Agent terms and conditions are not being violated and the lead is getting full disclosure.

When “pitching” a potential Brain-vestor there are 4 possible outcomes of the encounter.

## 4 Possible Outcomes

1. **The Most Desirable Instant Outcome:** They make the payment right on the spot and gladly sign-up immediately. This would be considered as an **Instant FULL CLOSE**, since you instantly closed a lead on the spot. The symbol for this is a check mark. If two profit bonds are sold then use a double check mark and if 3 use a triple and so forth.
2. **The Second Most Desirable Instant Outcome:** They show a considerable amount of interest, and sign up but decide to leave and look over the material they received in the email more thoroughly and investigate the website more before finally agreeing to sign-up. This is called a **HALF CLOSE. The symbol for this is an "O"**.
3. **The Most Desirable Delayed Outcome** is called a **DELAYED CLOSE**. And this is symbolized by a check mark superimposed on the **HALF CLOSE or the "O"**.
4. **The Least Desirable Outcome:** They choose to not sign-up and show that they are not interested in the product or company. This is called a **MISS symbolized by an X**.

Easiest way to Pitch a Prospect

ISA: Good afternoon sir/madam, how are you doing today?

Prospect: Very well sir. Thank you

ISA: May I have just one moment of your time please? I work with a mental health and edtech startup based in the US called Brainerbook and I would like to show you just one brief 3 minute promotional video.

Prospect: Okay.

ISA: Hands over phone with the video and plays video.

<https://www.youtube.com/watch?v=Be9u2MW1q74>

And also this second video which shows how Facebook and other social media tech giants are destructive and must be replaced with something better that focuses on optimizing mental health for people.

<https://www.youtube.com/watch?v=rqRN62bImDc>

After the video has been completely watched, ask them if they enjoyed watching it and if they will be interested in signing up to be a brain-investor for massive profits in long-term passive income for as little as around R450 per month. If they say yes, take them to [www.brainerbook.com](http://www.brainerbook.com) to complete the signup process as outlined above.



