**The Dacxi Conversation**

This is not a *script*, just a framework and you don’t need to use all the elements in each step. The important thing is to follow the *order* of the process although you may find yourself needing to ‘loop back’ from time to time.

The most important rule is to **follow and match** the client not to push or pull them somewhere they are not yet ready to go.

Second, remember that your object is NOT to ‘make a sale’ but to give your client a GIFT

Third, this is not designed as one conversation, it may turn out like that but is more likely to be two or three conversations, even as many as seven before you reach the conclusion

Just one more thing – the purpose of the exercise at the start is to ‘eliminate people from your enquiries’ – it is not to persuade them to do anything, whether that be to listen to you, to take any notice of what you are saying or to get interested in crypto.

**No means No** – or at least in this case ‘Not now’. Rest assured that you will have planted the seed but it may take some time to germinate, and if you do this right its will be you they come back to when they do get ‘interested’.

**Step 1 – Connect – Qualify your Client**

There are many ways to start, one of course is just to ‘pick up the phone’ and cold call. The definition of a cold call by the way is not just calling someone who doesn’t know you, which is what most people think, but calling someone who does know you about something ‘unexpected’.

Some people can o cold calling and relish it but it’s not for most people and it’s essential really to have something else to open the conversation with. You don’t need to ‘establish rapport’ because they already know who you are.

In Ed’s network marketing coaching programme there’s a brilliant demo of this where he calls someone to tell them about the ‘opportunity’ he just got ‘involved’ in and ends the conversation with the word ‘Mum’. (This was a demo of how not to do it by the way!)

The objective of this step is simply to arrange a ‘meeting’ – a ‘coffee chat’, but that step could take place straight away after the introduction.

If you are ‘out’ networking most groups give you the opportunity do introduce yourself . . .

The 60 second script:

“Hi. Lots of people are looking for ways to make some extra money, you may be among them.

My name is \_\_\_\_\_ \_\_\_\_\_ and I've found a really simple and safe way to do just that.

I work with a regulated exchange based in the UK who help people switch some of their savings into new money or crypto currency.

Now, this isn't about 'trading' or some new 'wonder' coin, it's about the established, genuine and robust 'blue chip' currencies that key companies like Visa, Ebay, Starbucks, Amazon and Mastercard are getting involved with so they can do business without having to rely on state money like pounds and euros.

I can show you two ways you can generate extra income and why the company I work with is the simplest, safest and most secure way of getting started in what could before too long be the normal way we all pay and get paid for what we need and what we do.”

Arrange to meet up, by phone, zoom or face to face (depending on circumstances)

Explain that this doesn’t involve you selling them anything, it’s just about exploring the possibility of you helping them and that there are no fees or anything.

If they ask how that works explain that you will be paid by someone else for the help you give them.

Something else you could do initially is a Survey or Questionnaire – but in any case, get them to do this before continuing the conversation in Step 2.

It’s best done ‘on paper’ rather than as a conversation, and you can quite legitimately start the process here.

Questions to ask – using your words and style. Order is not important so you can take your cues from what they have said so far.

Are you concerned about your financial situation over the coming months and years?

Have you noticed/Are you aware that your savings are losing money?

Have you thought about putting your money in a safer place than the bank where it might give you a better return?

Would you be interested in generating additional income alongside what you do now if it didn’t take up *too* much time or effort?

Are you considering putting any money into Crypto currency (New Money)?

Would you like to know more about how Crypto works and why it’s important for all of us?

Notice that these are deliberately all closed questions, it’s a yes or no for each of them.

In the next step we explore further to identify the real discontent, worry, pain or longing,

**Step 2– Consult – Understand your Client**

Explore the answers they have given to each question.

If they answer ‘no’ to all the questions then close the conversation explaining that there clearly isn’t anything you can hep them with as they don’t appear to have any concerns, but first say something like –

“I’d just like to confirm those answers you’ve given before I go, you’re absolutely sure there’s nothing I can do for you, are you OK with that and happy not too take this any further? You can of course come back later if you change your mind.”

If they answered ‘yes’ to any of the questions, pick the first one that you asked and get them to explain further.

You can use questions like

“How does that make you feel?”, “How long have you been feeling this way?”, “What does that really mean to you?”, “How will that affect you?”, “What do you know about Crypto so far?”, “How much extra money could you use, on a monthly basis?”, “What are your fears?” (Note: do *not* ask “What are you afraid of?”)

Make notes on their answers and mirror back to them what they said, with supplementary questions if appropriate.

These are the rules

* ‘Questions Are The answers’ – Allan Pease
* ‘Ask, Listen, Ask, Listen, Ask, Listen’ – Steve Shapiro

Do not succumb to the temptation to ‘Product Vomit’ all over the client. All that will achieve is to talk them out of it. They don’t need any details right now. the object of this stage is for **you to understand them**, nothing else.

If they do ask for details get them to clarify what they want, write it down and promise to answer at the appropriate time – just give them confidence that there is an answer and that you know what it is.

When you’ve collected enough information and feel that you understand their needs summarise it to them.

“OK, what I heard you say is . . . . . . Is that about right, is there anything else I should know?”

Repeat question answer process if needed.

The objective for this step is to determine their key issue, what’s most important to them right now.

**Completing this step**

Thanks for helping me understand your position. Is it OK if I ask you a couple of serious questions?

First: “If I can show you a way you can resolve this quickly and without spending a lot of time or money, would you be ready to give it a go now?”

This is called the ‘up front contract’. If you get anything other than a straight ‘yes’ for this ask, “when would be a good time?” and if they prevaricate then you’ll need to loop back and explore further, OR decide whether to discontinue the conversation altogether with “It seems then that whatever I say I’ll be unable to help you, is that the case?”

You then need to ‘take it from there but first do ask the second key question - “Is there anyone else who needs to be involved before you can move forward on this or would it be entirely your decision?”

Getting these two questions done now, rather than after you’ve spent time explaining what you have to offer will save you a lot of time!

There is an important final question.

“I appreciate that when I’ve shown you how I can help, you may want to mull it over. That’s good, but if you do want to think about it can I ask that we set a fixed timescale for that and a date for me to get back to you within a week and that you tell me the specifics of what you are unsure about, would that be OK?”

If they say ‘No’ terminate the conversation, if they say ‘Yes’ ask them to let you know what they are unsure about while you explain the details.

**Step 3 – Clarify – Explain the Match**

The object of this step is not to ‘pitch’ the offering but to explain how particular elements of what we do meet the client’s requirements.

They will have one of two key things:

* To make some extra money
* To secure the money they have

Make sure you start this part of the conversation with their number 1 priority and remember the following.

At ***this*** stage

* You do not have to explain how crypto works or what it is
* Your do not have to describe the history of Bitcoin
* You do not have to explain the blockchain
* You do not have to talk about the use cases
* You do not have to talk about the big financial institutions or retailers
* You do not have to show them lots of graphs
* You do not have to explain who Dacxi are, where they are based etc.
* You do not have to describe the history of Dacxi or Ed Ludbrook
* You do not have to explain how the Exchange works

All you have to do is show how their need can be met by

* Registering as an Affiliate
* Registering as a customer

If they ask questions about any of the topics above answer briefly and explain that all this information is available and there is a full education programme which they can access.

Some people (Personality type C/Green) will insist on more detailed answers and this is where you should do one of three things. (Maybe at a later time/date)

* Call up your Coach and get them involved ibn the conversation
* Invite them to a Webinar
* Show them the relevant information online

**Do not attempt to explain it all yourself** even if you know it thoroughly.

***This is really important*.**

Why? Because they will think that if they get involved, especially as an affiliate, they will need to know all that stuff and be able to explain it to others.

Whatever their primary need you are now going to explain the Dacxi offering.

If they are interested in being an Affiliate and making some money you’ll tell them that all they need to do is what you are doing now and they’ll get full coaching and backup (as you may have just demonstrated).

Explain then that the first thing they have to do to become an Affiliate is to become a Customer and take them through the steps below.

If they (at this time) are just interested in securing their money again take them through these steps

1. Explain they can transfer as little as £100 but that the average transfer is £3000
2. Explain briefly Daxci’s A+ security rating and its registration with the financial authorities
3. Explain the two products
* The Bundle and the blue chip coins (you need to explain what they are and what that means)
* The DAC Pack and that the DAC is not yet liquid but will be when the customer base grows to a critical mass
1. Tell them they get a 20% bonus in extra coins when they purchase DAC
2. Tell them that the DAC price (or value) is periodically increased by the Company to keep up with the market from time to tome
3. Explain that if they transfer £1000 to a DAC Pack it will immediately be uplifted to £1200 worth of coins
4. Explain that Dacxi is not about trading coins but is a secure safe haven for longer term deposits and savings – explain what we mean by ‘buy and hold’ and that they get a 50% bonus on their DAC after 6 months if they put in £1000 or more.
5. Show them how to access the order page through your link and place their order **pointing out that this is just an order**, **no money is transferred at this point**
6. Explain they must use the same e-mail address for all communications with Dacxi
7. Explain the next steps and compare to being like opening a bank account
* Register with the Exchange with –
* Proof of ID (passport or driving licence) – remind them they must use the name on their ID
* Proof of address (Utility Bill, Tax Bill, Bank Statement less than 3 months old showing their name and address)
1. *Make sure they have appropriate documentation*. If they don’t you will need to refer to the Singapore support team (hello@dacxi.com) before they can go ahead. **There is no point in continuing if they cannot meet the KYC requirements.**
2. Show them how they can make further deposits using your link.
3. Tell them they will receive an email with their affiliate code should they wish to recommend anyone else and get a bonus payment.
4. **OR** if they have already stated an interest in making more money: Tell them they will receive an email with their affiliate codes to introduce people to the Bundle and the Pack.
5. Explain how to transfer money from their bank account and send proof of purchase (to comply with Anti Money Laundering regulations)
6. Explain the Affiliate bonuses
7. Explain the ‘buy back’ process allowing them to take cash out of the system
8. Describe the training resources and show them where they are

You can of course take people who didn’t initially express an interest in becoming an affiliate through steps 14 to 17 but do ask them if they’d like to know more about becoming an affiliate first.

You have now explained as much as is necessary about the Dacxi offer for them to decide if they wish to go ahead.

**So just ask**

“Do you want to get started?” or “Do you want to give it a go?” or “Would you like me to take you through it now?”

When you have asked the question – WAIT – Do not ask any follow up questions – REMAIN SILENT – until they speak.

There are only two possible answers – “Yes” or “No” as you’ve already eliminated “I’ll think about it”, and “I’ll have to ask”.

If the answer is ‘No’ say something like –

“Thanks, that great, in that case I don’t suppose you’d mind if I got back to you in a couple of months to see if anything has changed, shall we say . . .?” (Set a date when you will get back to them)

If the answer is ‘Yes’ go on to the next Step

**Step 4 – Confirm – Register the Client**

Straight away, or if you’re running out of time **fix** a time to do this, continue:

1. Help them decide on which product they want to go for – do this quickly – you’ve already explained. If they want both, start with the DAC Pack.
2. Connect through your link to the order page and fill it in reminding them about the email they use.
3. Repeat for the Bundle if hey are doing this as well
4. Make sure they have a good, clear, complete image of their passport identity page and a good clear image of an appropriate proof of address showing their name (as close to the passport name as possible) and their current address and the date of issue (max 3 months old). PDF files seem to work best
5. Take them to exchange.dacxi.com/register and take them through the registration and KYC process.
6. Get them to transfer money from their bank (which must be in their name, not a company account, joint accounts are OK) to the Dacxi account identified on the ‘blue’ page they see when they have registered. Money for the bundle and the pack can go through as one transaction.
7. Get them to take a screen shot of their bank account page online showing the transaction and their name. Send this to hello@dacxi.com with an appropriate message including their name and email. Explain tis is to comply with AML (Anti Money Laundering) regulations
8. Congratulate them on becoming a customer and team member as appropriate and explain they can add more money to their account at any time – they need to send proof of transfer but don’t have to do the ID checks again.
9. Take them on a brief tour around the Dacxi web sites and show them the Customer Welcome Guide

If they are joining as an Affiliate

1. Show them the Facebook pages, have them join the Affiliates Facebook group
2. Tell them about getting their own web page (Wealth Mastery Now members only)
3. Get their mobile number and put them on the WhatsApp group (or get your Coach to do that)
4. Get their email and forward it to UK head office so they can receive Affiliate oriented information and announcements
5. Tell them about the webinar programme and the web meetups on Wednesdays.
6. If you are not personally operating as a Coach introduce them to your Coach or Team Leader

Customer or affiliate make sure you have their contact details. (Note as they are your customers you are fully entitled under GPR to retain these for as long as they remain a customer and use them for marketing and any ‘common interest’ purposes)

Contact them on a regular basis especially with major announcement such as impending price rises.