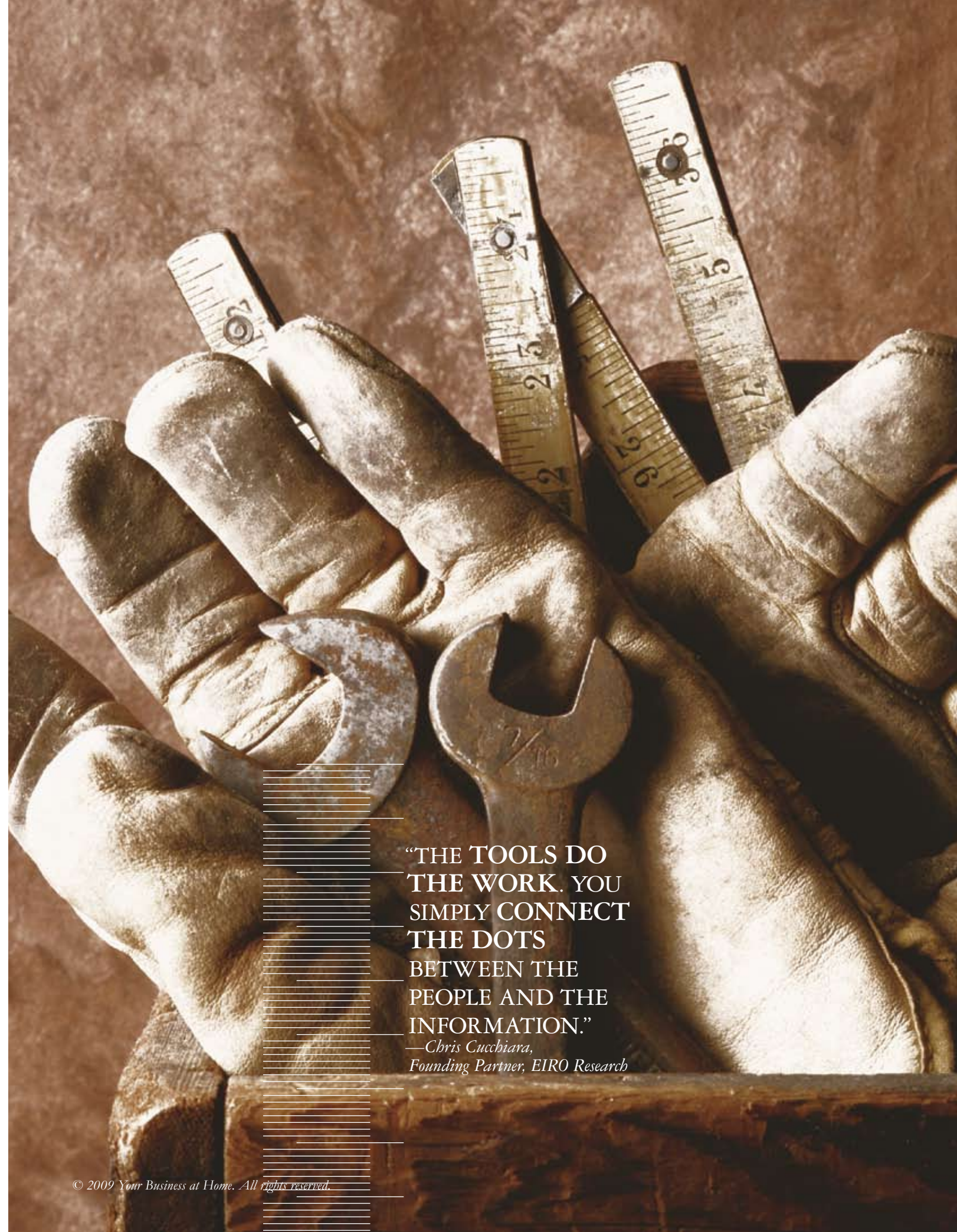




# Tool Time

EIRO Research's  
comprehensive system of training, tools and support are  
the foundation for business **success.**

by **Lisa Horn**



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—Chris Cucchiara,  
Founding Partner, EIRO Research

Chefs need the right ingredients, cutlery and cookware to prepare a gourmet meal. Hairstylists need professional shears to sculpt hair into the most flattering cuts. And salespeople need the training, tools and support to build successful businesses. EIRO Research offers its associates a proven system of tools to grow their home-based businesses to the level of prosperity they desire.

"In today's world, we know how important it is that training materials are given to individuals in such a way that it's easy for them to access and it's a system they can follow," says Denise Needham, vice president of field development for EIRO Research. "Training needs to meet all types of learning styles, so ours includes print brochures, DVDs, audio training, conference calls and an industry-leading online marketing system. The better trained associates can be—especially at the outset of their new business—the more success they are going to see quickly."

And EIRO Research looks to its top field leaders for much of its training, rather than using corporate employees to train the field. "We know our role at corporate is specifically sales support," says Dave Fleming, vice president of sales at EIRO Research. "Those field leaders who are in living rooms, hotel rooms and on the conference calls every night do the best job of training because of their firsthand experience."

### Three-Pronged Approach

A high-quality training program would ultimately be irrelevant if the right business tools aren't there to support it. EIRO Research offers a comprehensive package of tools to help associates build their businesses, says Founding Partner Ty Tribble. He says the company's tools have allowed him and other associates to simplify and professionalize the building of their businesses in three ways:

1. As a new associate, tools allow you time to learn without losing the ability to build while you learn.
2. Tools leverage time and energy, because they offer you the opportunity to reach out to more people, faster.
3. They add value and credibility by connecting your prospective teammates with the professionals who are helping you.

### Success Calling

Staying well-informed is critical to business success, company leaders say, and EIRO Research offers a robust selection of conference

calls and webinars to keep associates up to date. Many of these calls are good prospecting tools, so associates can point an interested customer to a live video or recorded conference call instead of explaining the entire business themselves. "Oftentimes, the best way to learn is to hear from others," Needham says.

### Corporate Calls

Led by CEO Chris Hausman, corporate conference calls bring the most current and up-to-date information to the field. They keep associates in the know from a corporate perspective.

### Opportunity Calls

These conference calls are designed so associates can invite prospects to dial in and get an introduction to EIRO Research, the products and the company's position in the industry. Additionally, callers will hear testimonials from others who are having success in the business. Typically led by top field leaders or the founding partners, the calls are motivating and an ideal way for associates to pick up message-presentation skills.

"As you hear the words the leaders use to convey the message, it gives you a chance to then repeat what you've heard on these calls," Needham says.

### Opportunity Webinar

The company's Five Essentials PowerPoint presentation is key in this webinar. It also discusses why entrepreneurs should be a part of EIRO Research *today*. The webinar is an ideal prospecting opportunity for someone thinking about the business, and it's perfect for individuals who have recently come onboard, Needham says.

### Product Training

Led by EIRO Research's Chief Medical Officer David Rahm, M.D., the product-training recording is available online and through dial-in 24/7. The information educates new associates about the product and also informs prospects who are interested in learning more.

### EIRO Training and Leadership Development

This system is designed to teach new associates how to have a successful home-based business directly from EIRO Research's founding partners. The training also explains EIRO Research's Web site, so associates know exactly where to go to access the tools they need. Each training is unique, and associates are motivated to call in or go online each week for fresh information.



### EIRO.com Online Marketing System

EIRO has created an online marketing system that showcases the expertise of top field leadership and brings associates a variety of business-building tools. "The system is a revolutionary, best-in-class online marketing tool that harnesses the power of social media and online commerce—or social commerce," Hausman says. EIRO.com allows associates to create a personalized online presence. The system generates leads with Web-based prospecting tools and helps associates track the progress of leads, using robust reporting tools. "The system is an invaluable tool for introducing prospects to the EIRO product and opportunity," says Lisa Hawkins, director of marketing for EIRO Research.

### Express Yourself

EIRO Research's company leaders believe that having a synergistic message is best because it accommodates all learning styles. Much of what the company conveys about its philosophy, product, compensation plan and opportunity is included in printed brochures. Also, new training explains the EIRO Quinfinity compensation plan and how it can produce a solid business.

To complement the brochures, a DualDisc™ features a DVD that communicates the EIRO Research philosophy, and a CD that offers product training by Rahm. "I begin every meeting by allowing the DVD do in 11 minutes what it may take me 40 minutes to explain," says Founding Partner Bo Short. "It offers instant credibility and professionalism. Plus, I can explain to prospects that they will be able to share this business the exact way I do because of this tool."

Finally, nothing beats a taste test. EIRO MINIs, which are 2-ounce bottles of the proprietary product, are essential for building a customer base through sampling, Short says. The system is designed so associates can use the brochure as an introduction and have the product to taste and the DVD to watch at home following the meeting. Then, associates can follow up the next day and build rapport with their prospects—converting them into customers and, potentially, additional associates.

Here's an example. Recently, Founding Partner Chris Cucchiara met with a prospect who was concerned with his ability to relay information to others. He wasn't sure he could exude the conviction and knowledge that Cucchiara so adeptly demonstrated. Cucchiara gave him simple talking points: "Here's what you should say," Cucchiara explains. " 'Bob, I am working with the founding partner of a new company in Dallas. He told me to identify five to six key people who I think want to make significant money this year, and I thought about you. I have no idea if you would even be interested, but I have some information and numbers I want to run by you. If you are interested after that, I will hook you up with this guy to talk.' "

Next, an EIRO Research associate should determine *why* a prospect may get involved. "Send him home with a follow-up meeting, webinar, conference call or three-way call already scheduled," Cucchiara instructs. "Additionally, ask him to listen to the CD interview with Dr. Rahm regarding the product."



When Cucchiara's associate realized these were the same steps he just experienced, he was relieved and excited at the potential of being able to duplicate the same methodology. "I told him it was as simple as, 'Read it, watch it, listen to it and taste it,'" Cucchiara says. "The tools do the work. You simply connect the dots between the people and the information."

### Getting in 'Face Time'

EIRO Research's members believe in introducing the business opportunity to anyone interested in making residual income. And they know what that means—talking to people in person as often as they can.

"We see a lot of folks come around who are new to the direct sales industry, and this is really exciting," Fleming says. "At these meetings, we give people a well-rounded picture of the industry in general and then how EIRO Research stands out."

Fleming notes that multiple forms of delivery for training content are important, but there is no substitute for getting the information in person. "As much as we may try, there's always going to be that face-to-face connection in our business, and this is something we acknowledge and encourage."

### A 'Life-Changing' Philosophy

EIRO Research can be a life-changing business, Fleming says. The company's overall training philosophy is paramount to the culture at EIRO Research, but it doesn't end there. These tools should also translate into powerful personal-development lessons.

"As an EIRO Research associate, you should benefit from training your entire life," he says. "Whether it's selling techniques, interpersonal skills, planning or budgeting, our intention is to create training that goes well beyond your EIRO Research business itself. I think this is an important piece of who we are and who we strive to be. This alone should be reason for people to be excited about what we have." yb