

# Door to Door Approach – HHES

January 2023 – Jim Wilson

What I put in my bag –

- 1) Book #1 & 7
- 2) Accordion CCC/BRL
- 3) DA of the BRL
- 4) Amazing Nature
- 5) Contract pad
- 6) Hope and Happiness
- 7) CCC Brochures
- 8) Magabooks
- 9) GC give away book (just in case I need it)
- 10) A Pen

I only knock on the door 2 times, but you are welcome to knock more than 2 times.

Once they open the door,

Hi, my name is \_\_\_\_\_ and I am in your area today sharing the new Bible story books called the Children Century Classics. Have you heard of them before? (Have book #1 in your hand and reach it out to give them to look at it) You don't mind if I step in and share them with you real quick! (At this point I normally go into my regular door approach to try to get in, but I don't push hard to get in if they don't want to let me.

Once you are in, it is a normal demo and close. Remember you are closing them, the minute you start the demo, by asking questions in which you are taking their objections away, so that they don't have an objection by the time you get to the close.

Door approaches –

- 1) I could be done in 10 minutes, depending on your interest.
- 2) I get credit to share and I could really use the credit today.
- 3) I know you are busy and so am I, but this way you have the information and know what it is about and then you can decide.
- 4) I have a strong immune system and it's ok if you are sick, you don't have to do anything.

I also take a little note pad to keep track of how many doors I knock on, and how many let me in and do a demo, and how many sales and what I sold.

Looks like this –

For leads cards

NH = Not Home

NI= Not in (which means you talked to someone but didn't get a demo)

IN= Got a demo but not a sale

Sale = means you sold a set of books

For door to door

D2Dk = door to door knocks nobody answered

D2DI= got in a home for a demo but no sale

D2DS= Got a sale going door to door

This helps you to keep track of how many knocks and demos before you get a sale.

Maybe you have a record of 50 D2DK and out of the 50 you get 3 demos and 1 sale. Now you know in order to get a sale that you may only need 10 more knocks before you get that demo to get you a sale. It helps to keep you encouraged.