I know that as an agent, most of us are running into the problem of having someone almost to the point of purchase, but then, they turn away because they 'just aren't so sure about the MMA working' for them. Something just doesn't gel for them. We've all heard this one. Well, this is it. You will do well with this little gem so memorize it and I promise you'll see that little light bulb go on in their minds. (Or, in my case over the telephone, I hear the click of the switch)

This is a simple and quick solution to those prospects. After they've seen the video, tell them something along these lines:

"So, usually at this point, our clients understand some of the basic concepts that are being introduced and generally, they like what they have learned about our program. However, due to the nature of the software, most people end up wanting to see *exactly* what is going on with the way it works in a real scenario so that they can feel more comfortable in moving forward. They want a quick and easy way to understand the bare bones or brass tacks behind it all. (This is the perfect time for you to start getting them physically involved w/ the MMA right then which usually gets them to want to own it!!)

"I have a way to show you in about 5 minutes how this will work with your own numbers if you have a piece of paper, a pencil and a calculator. Afterwards, most people we show this to get it immediately and the light bulb soon goes on. Do you have these handy at the moment? I can wait if you need to grab that. It is very quick and actually pretty fun to do this exercise."

The 6-Month Snapshot – (works almost every time)

Make sure that they do this themselves and that both of them can see if it's a couple. And if you haven't done this before yourself, practice it a few times so that you can memorize it and even have them do it over the phone. Tell them to write at the top left of the paper: '1st Mortgage' and underline it. Underneath that headline, have them enter their mortgage balance.

On the top right side of the paper, have them write, 'HELOC/MMA Software' or 'Line of Credit' and underline it.

Have them enter in the total debts that they will be consolidating under the HELOC line. If there are no debts, tell them that the HELOC will start with a $3,500 balance for the MMA software. (1x investment, lifetime cust. support. Etc.) Most clients end up saving that investment within months of using MMA.

Next, under the $3,500 line item, have them include these items:

Total living expenses (not including mortgages or debts consolidated)

Total 1st mortgage payment

Any other debts that they've not consolidated

Have them add this all up. It should be a large number. Have them put a memo next to this

number that reads ‘Balance’.
Next, tell them to enter their monthly income on the line item just underneath the balance.
Make sure they put a memo that reads ‘Income’ next to this number. Subtract these 2 numbers.
Have them **<u>circle</u> this total difference**. Then, have them write a memo next to it that reads ‘average monthly balance’. (Or Avg. Mo. Bal)
Next, have them calculate their interest charge for this balance. Multiply this balance by 9%, or, .09, and then divide by 12 months.
This will be the interest charge that the bank will be looking for this month. You will include this in the next month’s scenario below. (If they have debts, this number can also be compared to their old ‘combined monthly debt payments’ before they consolidated them into the MMA and will show them their total monthly savings.
Next, carry over that balance that you circled right into month #2.
Then, add the total interest charge that they incurred from the previous month on the next line item down.
Repeat these steps for the next month’s scenario. **MAKE SURE THEY CIRCLE THE AVERAGE MONTHLY BALANCE FOR EACH MONTH.** This will then serve to highlight what is really going on. They will see that with each month, that balance will get lower and lower, not higher and higher. Their money left over each month that isn’t spent, is actually working that balance down to reach the:

<u>CRITICAL POINT</u>

All we are really showing them here is that the MMA is <u>ALWAYS</u> working to get that line of credit down to the critical point. What do I mean by critical point? The critical point is when the balance on your line of credit gets so low, that when it comes time for your next paycheck to be put in there against the balance, it won’t fit because that paycheck actually more money than the balance on that line of credit and you cannot drop below a zero balance on a line of credit. (You can’t pay money into a credit card with a 0 balance right?) So, the software will recognize this critical point and, before this dilemma occurs, will have you make your very first transfer of monies from the line to pay directly on the principle of your 1st mortgage. It needs to take money out of the line in order to make room and fit your incoming paycheck inside to sit against the balance. The balance always needs to be a little higher than your income in order to work as an interest-cancellation account.

“Now, Mr. Prospect, there are 2 things that are actually happening here to do some damage to your 1st mortgage with this transfer:

Your balance will obviously drop in direct proportion to the $ amount that was transferred from the line of credit. Helping to pay it off sooner.

However, most importantly, you have now forced the bank to re-amortize your 1st mortgage loan. When they re-amortize this loan, it causes the 'principle: interest' ratio's of your monthly mortgage payment to start to tilt in your favor for the rest of that loan. So now, every time you make your regular mortgage payment, more of that payment will be applied to principle each time and less goes towards interest. And the amount keeps growing in your favor with each transfer/re-amortization you make. Does this help make more sense Mr. Prospect?"

"Now, by this point Mr. Prospect you are probably asking yourself "Well, why do I need the software if you have just told me how to do it myself?" Well, here's why. Even if you were extremely diligent and tried your very best, meaning, you spent quite a bit of time each month going through the algorithms and crunching your numbers, you will still pay off your mortgage much sooner than your next door neighbor. Heck, if you did a superb job, you may even get your payoff time within a couple of years of the MMA's payoff time. But I've seen this long enough to guess that the average Joe could get within 4 or 5 years of the MMA. My point is, even if it is less than *one year off*, you have literally overpaid by a heck of a lot for this concept. And you had to do all the work yourself. It just plain and simply gets expensive to not have the software in your corner. Ask yourself this, how much would it of cost you if you were only 5 months off? What about 2? What is the break-even point for you and your free time?"

"Did you know that this is a one-time investment that gets you customer support for life and it follows you wherever you move next? There is also a guarantee of your payoff time and interest savings. How much interest and time will you save in this lifetime by owning your MMA?"

You don't have to use all these lines or in this order. This is just a combination what I've gathered so far from my MMA presentations and discussions with prospects.

Also, it is very important to remember these 4 words: "The next step is…" Practice saying this to your prospects and you will find that you will be moving them much easier towards the sale. They have no idea what each step is in the process. They need you to tell them. If you don't, they will feel confused and when the confusion sets in too long, they stop paying attention to anything, including what you are saying. It's sad but true. Always be on the same page with them for what the next step is.

The other document is an example 6-month snapshot of what I have just explained above. It doesn't have to be this elaborate. I actually looked up online what the interest savings is with each $ amount transfer that happened. You can explain to your client that the MMA will actually give you the exact $ amount and time savings for the 1st mortgage.