

MRMT

MOVEMENTROOTEDINMEANINGFULTRANSFORMATION

SALES TEAM GUIDE

This Sales Team Guide is intended for MRMT Trading Crew sales representatives. It outlines the exact call flow, script framework, strategic insights, and tier presentation process for onboarding new members.

All representatives are expected to internalize this guide, lead with authenticity, and apply each step with confidence and genuine care for the prospect.

1 HOW TO USE THIS GUIDE

This guide is a framework — not a word-for-word script. Your energy, curiosity, and confidence are what close the deal. Use this to internalize the flow so it becomes second nature.

- › Each step includes your talking points and the strategic edge behind it.
- › Reference the edge notes to understand WHY each question matters.
- › Stay natural. The best reps make this feel like a conversation, not a pitch.

2 OPENING THE CALL

Come on the call in your most natural form — slightly preoccupied, as if you just stepped away from a trade or task. This builds immediate credibility.

"I'm ____ — who do I have the pleasure of speaking with?"

Starting natural and slightly preoccupied signals that you are active in the markets and your time is valuable. This instantly positions you as someone they want to learn from.

3 DISCOVER THEIR EXPERIENCE

Before presenting anything, understand who you're talking to. This one question shapes every decision that follows.

"Awesome! So I definitely want to make sure you have full clarity on what you'll be receiving inside the community — but first I'd love to know if you have any prior trading experience or have been a part of a community before?"

YOU'RE DGE

- › Are they a BEGINNER who needs direction and structure?
- › Are they INTERMEDIATE and need a consistent, proven strategy?
- › Tailor everything from this point forward based on their answer.

4 LIFESTYLE & OCCUPATION

Reassure them they'll be properly set up — then pivot naturally into understanding their life outside of trading.

"Okay, we'll make sure you're set up with the right guidance and on the path to perfect the simple strategy people are implementing — you mind if I ask what it is that you currently do?"

YOU'RE DGE

- › AVAILABILITY — What does their daily schedule look like? No tier is off-limits regardless of schedule.
- › INCOME — Their profession hints at earning potential and what they may comfortably invest.

5 HUMAN CONNECTION

People don't buy products — they buy a better life for the people they love. This question creates that emotional anchor.

"Wow, okay — do you have any kids?"

Whether they have children, a partner, aging parents, or someone they care for — this question gets them thinking about who they are doing this for. Revisit this anchor throughout the call.

6 THE ULTIMATE EDGE QUESTION

This is the most important moment of the entire call. Do not rush it. Let them answer fully and listen closely.

"After you enroll into the mentorship and guidance you will immediately be fast tracked to earning more revenue — I'm curious, what would making more money help you do?"

Whatever they tell you is their reason — that is your anchor for the rest of the call.

Draw back on it every single chance you get. Reference it when presenting tiers. Reference it when they hesitate. Reference it when you close.

7 PRESENT THE COMMUNITY

Transition into what's inside. Go straight to Premium Profits in the Discord — let the real results speak first. Then walk them through everything they receive:

- › Several live trading sessions every week — every morning, plus live evening sessions.
- › Micah's trades sent directly to your device. You'll be taught exactly how to enter them after enrollment.
- › Coaching classes outside of trading sessions for a more intimate opportunity to ask questions and improve.
- › Direct access to the team to help set up your funded trading account — only an additional \$89 investment, no deposit required.
- › Financial literacy and wealth building classes — because your money should work for you, and it is important to leave something behind for the next generation.

8 INTRODUCE THE TIERS

"I'm not sure if you've been made aware of the different levels of guidance..."

IF THEY HAVEN'T SEEN THE TIERS

- › Go directly to MRMTWealth.com
- › Scroll to the bottom of the home page and scroll through a couple of the payouts — let the results do the talking.
- › Navigate to Phase 3 and present:

PREMIUM — EXCLUSIVE (Community Favorite & Recommended)

ROYAL — MOST VALUABLE

- › Play the videos attached to each tier — let the prospect see and hear the value themselves.

9 THE CLOSE

After walking them through the tiers and playing the videos, ask this directly:

*"Which one are you in the position to get set up with?
Keep in mind you can always upgrade."*

The phrase "keep in mind you can always upgrade" removes pressure and lowers resistance. The goal is to get them in the community at any tier. A Premium member today becomes a Royal member next month when they see the results.

10 SEND THE LINK & CLOSE

They will reply with their choice. Your move is immediate:

They Reply → Send the Link in Chat → Done.

*No over-explaining. No second-guessing. They made their decision
— honor it fast.*

MRMT

Movement Rooted in Meaningful Transformation · Internal Document