ENVIRONAIRE CORPORATION · DEALER TRAINING

THE INSTANT SET

The in-home process that books next week from the chair you're already sitting in — and the office engine that keeps booking after you leave.

2
DEMOS, TWO ROOMS

45
MIN
THE KITCHEN-TABLE DEMO

10
NAMES ON THE LIST

4
LOOKS EARN A SECOND RAINMATE

Adapted for Environaire from a Rexair training session by Kevin Thomas and its follow-up marketing call-out session. Ships with the two field pieces: the customer phone card and the Instant Set Appointment form.

DOCUMENT
Training material

AUDIENCE
Orientation + Fast Start

PREPARED
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STATUS
Ready to teach

PART 1 · WHY THIS EXISTS

Reading this guide: "bold quotes" are the word track — say it close to that · *(italics in parentheses)* are what you are physically doing · ★ marks the step most dealers get wrong . Adapted from Rexair training by Kevin Thomas — including a live instant set he ran on camera in a real customer's home — and its follow-up marketing session. The word tracks preserve the language as it was actually used in a living room. Part 3 is the dealer's engine in the home; Part 4 is the office's engine after you leave.

The problem it solves

Selling time and booking time compete for the same hours. Whichever one you are doing, you are not doing the other — so a good week of demos empties the calendar, and then the demos stop while you sit on the phone refilling it. Demos for four or five days, then nothing for four or five days. Every dealer has lived that sawtooth.

The instant set does not fix it by making you better at the phone. It fixes it by moving the phone work into the one place where it competes with nothing: **inside the demo, with the customer doing the dialing.** Your job is to be the reason they want to.

The goal, every single demo

Leave with two or three new qualified appointments already booked. Two keeps your calendar full without a single phone call. Three grows it — and the overflow feeds another dealer's week, which is how a team gets built.

Run this right and next week's schedule is already built out of this week's demos.

What an instant set pays you

Every sale can carry a **$100 set bonus** if you booked the appointment, and a **$50 lead bonus** if you generated the lead. An instant set is **both, automatically** — you generated the lead and you booked it, standing in someone's living room.

★ **Every instant-set sale pays an extra $150 on top of your commission.** Nothing else you can do in a demo adds money to every future sale the way filling your own calendar does.

PART 2 • THE FOUR PRINCIPLES

Before a single word of script. If a dealer remembers only four things from this guide, these are the four.

1. Two demos. Two rooms. Always.

Every visit is two demos. Sometimes only one of them happens — and it is never the SRX that survives the cut.

	WHERE	HOW LONG	PURPOSE
Demo 1	Kitchen table	~45 minutes	The RainMate, the referral list, the phone calls
Demo 2	Living room	The rest	The Rainbow SRX

Start at 2:00 and you do not touch the SRX until 2:45.

★ **Why two rooms, and why the kitchen table.** This is not decoration:

> "If you were paying all your bills, would you spread them out on your couch? Or would you go to the kitchen table, spread them out neatly, and take care of everything you need to take care of? Business is done at the kitchen table. Not on the couch. When I get on the couch, you ain't getting nothing out of me."

The referral list and the phone calls are business, and they happen where the household already does business. The SRX demo is a show, and it happens where the household watches shows. **Physically moving between the rooms signals the change of activity better than any transition line you could say.**

2. Build value. Slow down.

This is the difference between the system working and not working, and it cannot be memorized off a card.

Here is the drill, straight from the training. One true story, told twice — a grandson's birthday party.

Version one:

> "My grandson's having a birthday party, it's Spider-Man themed, come over this Saturday, he's really excited."

Reaction: polite nothing.

Version two:

> "Oh my god. My grandson is *emphatic* about Spider-Man. He's got the Spider-Man cup. The Spider-Man cereal. The pajamas, the washcloth — anytime he sees Spider-Man he goes crazy.
>
> So here's the deal. He doesn't know this — but we've been planning a special party for his birthday, and guess what? It's going to be themed. We've got all the decorations, we've got the balloons, we've got everything. And here's the kicker: **we're having a real Spider-Man dude come in.** It's going to blow him away. Oh — and it's this Saturday.
>
> So look, I want to invite you to come hang out with us on Saturday. Are you free? Can you be there with us?"

Same three facts. Same punchlines. Ask any listener which one made them want to come.

★ **Now here is why that story is in a sales guide.** The flat version of the party is exactly what most dealers say in the home:

> "This is the RainMate. If you get me a demo, you can get one of these."

Every fact is present. Nothing happens. The RainMate section of the word track in Part 3 is long *on purpose* — it is not product education. **It is building the thing the customer is about to work for.**

3. The four-part frame

Everything in the instant-set block does one of four jobs. If you get lost mid-demo, ask which one you are on.

1. **What are we doing?** Make it very clear.
2. **How do you do it?** Make it very clear.
3. **Use the tools to show them how.** Not tell — show. Put the card in their hands.
4. **Put them in a contest** — so they want to do it *now.*

Number four is the one dealers skip. Steps one through three produce a customer who understands the offer and will get to it later. Step four is what produces a phone call while you are still standing there.

4. Phone time is in the house

Not fewer calls — **the customer makes the calls,** at the kitchen table, while you are there. Beats 17 through 20 exist to make that feel, to the customer, like the natural next thing to do.

PART 3 · THE PROCESS, BEAT BY BEAT

The dealer's engine, in order. Names in brackets get swapped for real ones: [Name] and [Spouse] are the couple in front of you, [Referrer] is the customer who sent you.

BEAT 0 · WHAT COMES IN THE DOOR, AND WHEN

First trip in — the RainMate and your demo bag. The bag holds everything else the kitchen table needs:

- Fragrances, including the medicated eucalyptus
- The customer phone card
- The appointment form and a pen

No water travels with you — use the customer's water. Filling the bowl from their tap is part of the show: it is their water, in their house, washing their air.

The SRX, the attachment box and the power nozzle stay in the car. They come in later, and that trip is a working part of the process. Do not carry everything in at once — if you do, you have thrown away the walkaway (Beat 14).

BEAT 1 · THE REFERRAL WARM-UP, THEN THE NO-PITCH OPENER

★ **Before the opener, anchor the referral chain.** You did not come from nowhere — a friend sent you, and machines may already live in this family. Say so, with questions:

> **"So what did [Referrer] tell you about what I'm going to show you today?"**
>
> *"Just that it's an air purifier and it smells good — she has it going in her house right now."*
>
> **"Good. And I went to see your sister on Monday — did she tell you she liked hers?"**

Thirty seconds, and you are the friend-of-a-friend showing a product her own family already runs — not a stranger with a case.

Then the opener:

> **"First thing I want to let you know, [Name], is I'm not here to give you some long, drawn-out sales pitch. I don't know what you were expecting, but I want to keep it fun, informative, and short and to the point. Is that good with you?"**

(Wait for the yes. It is a small commitment, and it is the first one.)

BEAT 2 · THE COMPANY, IN TWENTY SECONDS

> **"A little bit about our company. This is Rexair — these are the models of the machines we've had since 1936. This one in the middle, the SRX, is the one I'll be showing you today. Ninety years, made in the U.S., based in Cadillac, Michigan — 50 states, 104 foreign countries.**
>
> **And we're Environaire — the authorized Rainbow distributor here since 1982. Over 60,000 homes in this area run our machines."**

(Use the model lineup card. The SRX gets named and pointed at here, then set aside for 45 minutes. It plants that something bigger is coming.)

BEAT 3 · THE THREE REASONS, AND THE NON-OBLIGATION

> **"Now, [Name], I'm here for three basic reasons today."**

Reason one — the thank you and the gift:

> **"First, I want to say thank you to you and [Spouse] for being here, and we have a nice gift for you. Did you know you were getting a gift today?"**

Reason two — the opportunity:

> **"The second thing I'm here for is I want to tell you about the Rainbow opportunity. We're always growing. Look — if you like what I show you today, and you like how I show it to you, and you're like, hey, tell me a little more about that, then I'd love to share a little of our business with you. So if you're interested, or if you know anybody looking for a good opportunity, would you let me know at the end?"**

(Wait for the "sure." That is the second small commitment.)

★ **Note what this is:** a recruiting ask, placed in the first three minutes, before anyone is tired. It costs eight seconds and it gets a yes. We are building toward five people selling by December — this line is not filler.

Reason three — their opinion, plus the warning:

> **"The third thing I'm here for is I want to get you and [Spouse]'s opinions on the amazing Rainbow products. And I do have to warn you up front: what you're about to see is really impressive, and our product has done so many wonderful things for people. It's really hard not to fall in love with the Rainbow."**

The non-obligation:

> **"Now, you're not obligated to buy anything. I hope [Referrer] told you that. Okay — because she didn't. I'm going to tell you that right now. You don't need to buy anything. However, when I get done, if you're like, man, that thing is awesome, and you want one — then that's where my job kicks in. I'll help you make that happen if that's what you guys want to do."**

★ **Why the joke is load-bearing.** "I hope she told you that — okay, because she didn't." It gets a laugh, it is honest, and it quietly tells the room you know exactly how they got here. Then the second half refuses to be apologetic: *if you want one, that's where my job kicks in.* The obligation is removed without removing the offer.

★ **"No obligation" points at the purchase only — never at the demo.** Notice the wording never says the visit is optional, only the buying.

BEAT 4 · THE GIFT, HANDED OVER FIRST

Before the product. Before any ask. The gift is delivered, not promised.

> **"Let's get started with your complimentary gift. This RainMate right here is yours to keep, just for taking a look at the product. It stays on the table while we're here, and it goes home with you. That's it.**
>
> **Well — there is one more little thing. I guess we should tell you this. [Name], [Spouse] — you're required to have a good time."**

★ **The RainMate is presented as a $175 value, and it is handed over first — before any ask.** It is theirs for taking a look, never a drop-off, and it is the same machine you are about to demonstrate — so every function you show for the next ten minutes is a feature of something they already own. Say **"complimentary," never "free."**

BEAT 5 · PLANT THE REFERRAL SEED EARLY

Still before the product. This is a deposit that gets withdrawn in Beat 12.

> **"Now here's the thing. If you like what I show you today, and you're willing to tell other people about us, our company is going to pay you to do that. Instead of spending money on TV commercials, radio ads, billboards and Google ads and all that stuff, what we do is we just pay you directly for your referrals."**

★ **Do not skip this and do not expand it.** One sentence, dropped early, never explained. When you come back to it forty minutes later — *"remember a minute ago I mentioned our company pays you for your referrals?"* — the offer lands as a promise being kept, not a pitch being sprung.

BEAT 6 · TWO PRODUCTS, AND WHAT THE RAINMATE REPLACES

> **"We're going to show you two products today. We're going to show you the RainMate, and then we're going to show you the Rainbow SRX.**
>
> **Now, the RainMate. We found, when we walk into people's homes — and we go into a lot of homes — that there were about three products you could find in just about anybody's home.**
>
> **People have humidifiers. Big ones, small ones, to get the air comfortable. Any issues with dryness, they use a humidifier.**
>
> **People use vaporizers if they have breathing issues. Congestion, small babies, snoring — some type of vaporizer.**
>
> **And people always have something to make the home smell good. Plug-ins in the wall — I've seen it all. Diffusers blowing smoke everywhere. Candles.**
>
> **So what we did is we put all three of those products into one design. And it's called the RainMate."**

Then the scarcity line, immediately:

> **"Now, you can only get the RainMate from Rainbow. From Rexair. We're the only ones who make it. You can't buy it at Walmart, Target, or Costco. You've got to get it through us if you want one of these."**

★ **This is the value build, and here is the mechanic.** You are not describing a product — you are describing **three things already in their house**, then collapsing them into one. By the time the RainMate gets named, the customer has mentally added up three purchases they have already made. The price in Beat 11 lands against that total, not against zero. And the scarcity line sits here, not at the end, so that everything demonstrated for the next ten minutes is something they cannot go get anywhere else.

BEAT 7 · FUNCTION ONE, THE HUMIDIFIER

(Turn it on. It runs for the rest of the demo.)

> **"The first thing the RainMate does is it acts like a humidifier. When you turn this on, it draws air in, and whatever room it's in, it circulates the air through the system all day long.**
>
> **And let me tell you how it makes the air feel. Very soft. Very crisp. Very airy. It definitely changes the way the air feels. If you put it next to plants, they absolutely love you."**

The water comparison:

> **"Here's the thing. Put a regular humidifier next to this one, and tomorrow you're adding more water to the regular humidifier. This lasts about two days on the same water.**
>
> **Now, you want to put your good water in here. Your reverse osmosis water, your spring water — even if you have to buy a gallon of distilled water, put the distilled in. It'll last you a good long time. Last resort is the water right out of your sink."**

★ **"Last resort is the water out of your sink"** is not about protecting the machine. It teaches them to treat it as something worth taking care of — before they own it.

BEAT 8 · FUNCTION TWO, THE VAPORIZER

(Medicated eucalyptus. One squirt. Hand it toward them so they lean in.)

> **"The second thing the RainMate does is it replaces messy vaporizers. Check this out. Take some of the medicated eucalyptus, put a little squirt in there, sit this on your dresser or nightstand — you're talking about the best sleep ever.**
>
> **Eucalyptus gives you a couple of different qualities. One, it acts like a melatonin, so it helps you relax. And two — you smell it? It opens up your sinuses, opens up your chest really good, and you can breathe easier.**
>
> **So for small kids, or anybody with any type of breathing issues, it's definitely something you want in the room.**
>
> **And now — we don't claim it to do this, but we've been told it helps out with snoring."**

(Pause. One of them will glance at the other. To that one:)

> **"Now, [Name] — why do you look at [Spouse]?"**

★ **That look is free and it happens in most houses.** Wait for it and name it. Biggest laugh of the demo, costs nothing.

★ **And study the sentence before it: "we don't claim it to do this, but we've been told."** That is the required shape for every borderline health benefit — it reports what customers say without the company asserting it.

★ **The hedge is not optional.** The product is *a layer that helps*, never a cure. A dealer who drops the hedge and says "it cures snoring" or "it fixes asthma" has made a claim nobody can stand behind — the hedge is what lets you talk about the benefit at all.

BEAT 9 · FUNCTION THREE, THE FRAGRANCE, AND THE STACKING TRICK

> **"The third thing it does is it aromatizes the air in your home. We've got about thirty different fragrances you can use to make your home smell absolutely amazing.**
>
> **Let me put this one in — this is one of my favorites, the orange, the citrus type of thing.**
>
> **These last a good long time. Typically four to six hours, six to eight, depending on how high your ceilings are, how big the room is. People walk in your house and go — it smells *good* in here. It permeates the whole room.**
>
> **Can you guys start to smell the orange?"**

(Wait. Do not talk over the moment they actually smell it.)

Then the trick — the single best piece of theater in the demo:

> **"And this one. Say you've got company coming over and you want the place smelling really good before they get here. Or — I don't know, [Spouse] — maybe you want to act like you've been cleaning all day.**
>
> **You throw a different scent in there, and here's what happens. Whatever fragrance goes in the water last, that's the one that comes out. They don't even mix. Last one in is first one out. They stack.**
>
> **Do you smell the lemon now?"**

(Then, entirely for yourself:)

> **"That's my favorite. I'll be wearing me some lemon. I love that one."**

★ **Why this beat matters more than the other two.** Functions one and two are claims the customer takes on faith. The stacking demonstration is **proven in the room, in fifteen seconds.** They smelled orange; now they smell lemon; nothing was emptied and nothing mixed. It is the only moment in the first 45 minutes where the product does something undeniable in front of them. Do not rush it, and do not run it before the orange has fully landed.

BEAT 10 · THE TWO THEY DON'T EXPECT

> **"Also — people love this because it's a sound machine. Some people like to sleep with the TV on, or the radio, or an app with ocean sounds. This gives you that tranquil water sound — like rain hitting your windshield. Very relaxing. If you like white noise, you'll love it.**
>
> **And you can turn the light off or on. If you don't want it lighting up your room at night, turn it off — it keeps running, keeps the room smelling good, keeps that fresh water-washed air coming, and you've still got the white noise."**

(Turn the light off while you say it. Then on again.)

BEAT 11 · THE PRICE ANCHOR, AND THE PIVOT

(This is the hinge of the whole process. Two sentences.)

> **"Now, [Name] and [Spouse] — these retail for 175 bucks.**
>
> **But look. My goal today is not to come out here and sell you a RainMate. You already have one. What I'd actually like to do is help you *earn* a second one."**

★ **The word is "earn," and it is doing all the work.** Ten minutes of value build made them want it. The price makes it a real object with a real cost. And before they can weigh whether a second one is worth $175, the frame flips from buying to earning. Nothing has been asked for yet — they are simply now people who want something and have just been told there is a way to get it without paying.

BEAT 12 · THE OFFER

> **"And it's really simple, the way we do it. All you've got to do is get four people to sit down and do what you guys are doing right now. Just take a look at it.**
>
> **This is pretty simple, isn't it? They don't have to buy anything. They don't need to be interested. All they've got to do is take a look. And guess what — they get a RainMate too, just for looking, like you did.**
>
> **Now here's what happens. Once I do four presentations — remember a minute ago I mentioned that our company pays you for your referrals? This is how we do it.**
>
> **Once I see four people, our company's not going to leave you with *one* of these. You're going to have two. Two machines, no charge. That's 350 bucks' worth. And you're going to love these things."**

★ **Three separate mechanics in that block:**

1. **"Do what you guys are doing right now."** The ask is defined by an activity they are currently, comfortably doing. Not "get me appointments" — sit in a chair and look at something.
2. **"They don't have to buy anything. They don't need to be interested."** The objection the customer is about to raise on their friends' behalf gets removed before they can raise it.
3. **One, then two.** The machine already on the table is doubled inside the same sentence. $175 became $350 without the number ever being negotiated.

★ **The numbers are exactly as written** — the RainMate from Beat 4 plus a second one earned by four qualified looks, two at $175 each, a $350 value, plus the $50 in-store credit in Beat 18. Say these numbers and no others.

BEAT 13 · THE QUALIFICATIONS

Delivered as a favor to them, not a rule from us. Notice who the qualifications protect.

> **"Now here's the thing. In order for me to get credit for those shows — because that's how I get paid — and most importantly, in order for *you* to get credit, so you get the two machines, all four of the shows have to be qualified.**
>
> **The qualifications are simple, though. All we ask is that anybody you send me to, they be couples. Married, living together, booed up, whatever you want to call it — sharing a home. That they be in the age group of 21 to 70. And that they be buying or renting their own standalone home. That's it.**
>
> **Please don't write down anybody in apartments. I'm so sorry — we just don't get the results.**
>
> **And please, no single dudes. Again — we just don't get the results. A single woman is fine, as long as she's buying her home."**

★ **"Most importantly, in order for you to get credit."** Your own pay gets mentioned first and then explicitly demoted. The rules stop being hoops and become the customer's own interest.

★ **"We just don't get the results"** apologizes without retreating. Compare "sorry, apartments don't qualify" — that sounds like a policy and invites an argument.

★ **Knowing *why* the rules exist is what lets you hold them, kindly, when the customer pushes back.** Apartment leads produce demos that don't sell — that is field experience, not policy. The **21-to-70** band is said exactly as written.

BEAT 14 · ★ THE WALKAWAY

The mechanical heart of the entire process: you leave the room.

> **"Now, what I'm going to do here is this. I've got to go to the car and grab the other machine. We got this part of the show done — now I've got to do the other part.**
>
> **While I'm out there, here's what I want you two to do. Brainstorm, start thinking of people you might want to talk to, and put their names down.**
>
> **When you write the names — let me explain what I want. Just put, like, *Vicky and Jack*. I don't need last names. I don't need addresses, because you're going to talk to them first. If they say okay, we'll get the address directly from them. Put their number down so we can get in touch. But you're going to talk to them first.**
>
> **Think of at least four, because you need four to get the two-machine package. But let's shoot for ten — that gives you plenty of backups. You know what I mean?**
>
> **You guys work on this? I'm going to go get the SRX."**

(Leave. Actually leave.)

On the way back in:

> **"Is it okay to let myself back in?"**

★ **Everything in this beat is deliberate. Take it apart:**

- **You leave.** Nobody writes down their friends' names with a salesman watching — an observed list gets shorter. This is the single most-skipped step, and skipping it is why most dealers get two lukewarm names instead of six.
- **The reason for leaving is real and visible.** You genuinely have to fetch the SRX — which is exactly why it stayed in the car through Beat 13.
- **First names only, no addresses.** The task is made small. "Vicky and Jack" is a memory exercise; a full contact record is homework, and homework doesn't get done while you're in the driveway.
- **"Because you're going to talk to them first"** justifies the missing address by the customer's own role — and quietly establishes that *they are calling*, which is the thing you ask for in six minutes.
- **Ask for four, shoot for ten.** Four is what pays them; ten is framed as protecting them, not padding you. The extra names are where the fifth and sixth appointments come from — and where the office's 14-day calls go after that.
- **"Is it okay to let myself back in?"** Asked, not assumed. Small, and it keeps you a guest.

BEAT 15 · ★ THE PEN RULE

Walk in with the SRX. Go **straight to the living room.** Do not check on them. Do not look at the list. Start unpacking.

Then keep making trips — one item per trip. The attachment box. The power nozzle. Stretch it out.

The pen going down is the only signal that the list is finished. Not sixty seconds. Not "are you about done?" The pen.

If they are still writing: leave them alone, grab one more thing from the bag, go back to the living room. Once the pen is down, it is time to sit back down at the table.

★ **Why this deserves its own beat.** Every second of silence while a customer writes feels, to a dealer, like a second that should be filled. Interrupting a list at name three is how a six-name list becomes a three-name list. The car trips are not busywork — **they give the customer time without requiring you to sit still**, which is the thing dealers cannot do.

BEAT 16 · THE LIST REVIEW

(Sit back down at the kitchen table. React first, audit second.)

> **"Wow — you got ten. Awesome. You've got plenty of backups there."**

Then work the list out loud, name by name:

> **"Now, I see everybody's a couple, but number four says Sheila, and there's nobody next to her. Is she living with anybody? Straight single? Widowed, divorced?"**
>
> *"She's just single."*
>
> **"She's single — and is she buying her home?"**
>
> *"Yes."*
>
> **"Fantastic. You must feel really good about her, because you put her down — right?"**

★ **"You must feel really good about her, because you put her down, right?"** is the best line in the beat. It qualifies the name and makes the customer defend it in the same breath. They just told you Sheila is a good lead — and that commitment is what makes the phone call in Beat 19 easier.

Then close the list:

> **"Thank you so much for these. Do me a favor — put your name and phone number on the top here."**

★ **Their name on top of their own list** gives you a clean referral record for the appointment form — and makes the list a document with an author.

BEAT 17 · HAND THEM THE CARD AND READ IT WITH THEM

Do not tell the customer what to say. Hand them the printed card and read it *with* them. This is part three of the four-part frame: **use the tools to show them how.**

> **"Now, let me show you what to say when you talk to your people. It's really simple — I've got a little outline for you, so let's just read it together."**

(Read the card aloud, together:)

> **"Hey — would you do me a small favor? I'd like you to take a look at a machine that cleans the air and makes your home smell great. You don't have to buy anything. This will help me earn these machines. And you get one of these RainMates too, yours to keep, just for taking a look. It doesn't take long to show it. And this would really help me and [Spouse] out. Could you help me out and take a look at the product?"**

Then shrink the job:

> **"That's it. Your only job is to get your friends to say okay, they'll look. That's it."**

★ **"Your only job is to get them to say okay."** The customer is not being asked to sell, explain, schedule, or persuade. One word is the entire deliverable — everything else is your problem, and the card says so.

The card ships with this guide as its own print piece — eight numbered lines, big type, designed to be read while holding it. Customers use it like a teleprompter, and that is exactly the point.

BEAT 18 · THE $50 CREDIT, AND WHY IT EXISTS

> **"Now, here's the thing. Our company realizes most people would rather call their referrals first. So we're going to pay you to do that, too.**
>
> **Check this out. We're going to give you a $50 credit — in-store credit, fifty bucks — just to get four people on the list. Just to say okay, they'll look.**
>
> **And the $50 is going to come in handy, because when you get your RainMate machines, they're not going to have the gooey goodness with them. No smellies.**
>
> **A pack of our fragrances is $25 — the lemon, the orange, the berry, and the eucalyptus to help you breathe better, all in one pack. Based on how many drops you use, that honestly lasts about six months.**
>
> **So the $50 credit for the four okays? That's like a year's supply of fragrances for your machines. I definitely want you to take advantage of that."**

★ **This is step four of the frame: the contest.** And what makes it work is what it does *not* do. It does not offer $50 cash. It offers store credit, then immediately **creates the hole the credit fills** — the machines arrive with no fragrance. Then it prices the fragrance and does the division out loud: $50 is two packs, two packs is a year. The customer is not weighing $50 against the awkwardness of calling a friend. They are weighing *a year of the thing they just spent ten minutes falling in love with.*

Also notice **"our company realizes most people would rather call their referrals first."** The preference gets granted before it is voiced. You are not overcoming an objection — you are agreeing with it and paying for it.

★ **The $50 pays as in-store credit toward fragrances and accessories — never cash.** It is the mechanism that converts a written list into live phone calls.

BEAT 19 · ★ THE CLOSE

(Manufacture a reason to be busy. Hand them the card. Then leave again.)

> **"I'll tell you what — I've got a few more things to get set up. I've got to get water in the other machine. So [Name], [Spouse] — go ahead and make a few quick calls. Here you go. See if you can get a few people to say okay.**
>
> **And if they say okay — let me say hello to them."**

(Walk away. Go fill the SRX.)

★ **Four things happen in those three sentences:**

1. **"I've got a few more things to set up."** You have a real task. You are not hovering, and the request does not require your supervision.
2. **"Go ahead and make a few quick calls."** Not "would you be willing to." Not "when you get a chance." An instruction, delivered casually, in the same tone as the last forty minutes.
3. **"Here you go."** The card goes into their hands *while* you say it. Their hands are full of the script.
4. **"And if they say okay, let me say hello to them."** ★★ **This is the line that turns a lead into an appointment.** The customer books nothing — you do. The moment you are on that phone, the referral is a real person you can qualify, address, and schedule. That is what the appointment form is for.

BEAT 20 · "YOU MEAN NOW?"

It will come. The answer is not clever, and that is the point:

> *"You mean now?"*
>
> **"Yeah. And if they say okay, let me say hello to them."**

Same words. Same tone. No justification, no apology, no added reason.

★ **The argument behind the calm,** from the training — and it is the real lesson of the whole system:

> "It's interesting that we are trained, and we've been sold on the fact, that we can ask somebody for $4,600. We can ask somebody for four grand. But we can't ask them: what do you say you give her a call and see if she'll say okay?
>
> People make so much of that. It's a demo. Dude — it's a *demo.*
>
> What do you say you call your mom and see if she'll say okay? What do you say we go for ice cream? What do you say we stop and get a cold drink? What do you say we go hiking this weekend? What do you say you give him a call?
>
> **What's the worst thing that can happen?**"

And on closing more than once:

> "How many times have you closed once, didn't get it, closed again, and got the sale? Close one, two, even three times. But make the first one the best one.
>
> I don't like to close at the end of my demo. I like them to just *get it*. That's why I go through everything you just saw. So when I get to the close and say *what do you say you call your mom* — they're like, okay. And they get on the phone."

★ **"Make the first one the best one."** The forty-five minutes before this moment are not preamble. They *are* the close. By the time you ask, the answer has already been built.

BEAT 21 · ★ THE BOOKING CALL — WHAT TO SAY WHEN THEY HAND YOU THE PHONE

The customer's job ended at "okay." The moment the phone reaches your hand, the referral becomes an appointment — if you run these moves, in this order. This is the exact sequence from the live call.

1 · Thank them, through the friendship:

> **"Hi, [Friend]. How are you? First of all — thank you so much for helping out [Name]."**

2 · Kill the two fears before they're spoken. No buying, and no marathon:

> **"And I just want to reiterate a couple important things. First thing is, when I come over and show it to you and your spouse, y'all don't need to buy anything. And the second thing is — the show is short and to the point. We don't give you some long, drawn-out pitch or nothing like that."**

3 · Their friend's stake. This is why they said okay — say it back to them:

> **"Now, when I come over, I'm going to be showing you two machines that clean and freshen the air inside your home. And [Name] gets a second one just because you and your spouse are taking a look at it for her."**

4 · Their own gift:

> **"And you guys get one of these RainMates too — yours to keep, just for your time."**

5 · Qualify gently, mid-flow. Spouse's first name — and if the answer is "she's single," take it in stride: *"Oh, okay — so it's just you. No problem."*

6 · The slot menu, then TODAY, then a choice of two:

> **"Is it better for you typically in the mornings, afternoons, or evenings? Mornings we do at 10:00, afternoons at 2:00, evenings would be 6:00 or 7:00 — which is better?"**
>
> **"Afternoons? Are you available today at 2:00?"**
>
> *(If not:)* **"No problem. Let's set it up for either Monday at 2:00 or Tuesday at 2:00 — which is better?"**

★ **Always try for today first.** The worst case is they pick a day, and the best case is a demo in three hours. Then anchor the date out loud: *"Tuesday — you know what date that is? Today's the 21st, so Tuesday the 21st at 2:00."*

7 · Address, then heat the appointment. Get the street address and spell it back. Then ask the questions that make them want the visit:

> **"And does anybody in your home suffer from allergies, asthma, sinus problems, any breathing difficulties of any type? … Oh wow — you're going to love this then. Any pets? Two dogs — I love dogs. Any smokers in the home?"**

Every yes makes the demo about *them* before you ever arrive.

8 · Make the appointment survive. They write it down, and you become a saved contact:

> **"Please do me a favor — write this down in your phone, your calendar, your Google, lipstick on the mirror, whatever keeps you organized. Just put me down for Tuesday at 2:00 — air purifier [Your name]. And let me give you my number. Just text me if something comes up. And by the way, what's your last name?"**

9 · Plant the NEXT instant set — into an appointment that hasn't even run yet:

> **"Last thing. Don't call your homeowner friends about this yet, okay? Let's see if you like it first — but I think you're going to love it. When I get over there, we'll make a list of about four to six people who might help you out, and if you like this, I'll help you earn a second one as well. It's all about word-of-mouth advertising. Looking forward to meeting you!"**

Then hand the phone back so the customer can say thank you — and go straight to:

> **"That's one down. Great — call your next one. Let's get you taken care of."**

★ **Get one or two booked before you leave.** If a name might be home, try them now — *"I always like to get one or two done while I'm here."* And coach the customer between calls: *"You did great following the outline."* Someone always asks whether the friends will really do it off one call. No — and it doesn't matter. The ones booked in the house are booked; the office follows up on the rest.

Every okay gets the **Instant Set Appointment form** completed while you are still in the house — address, spouse, home status, day and time.

Then, and only then, the SRX.

The night it doesn't close

Some nights the Rainbow doesn't sell. Run the process anyway — the instant sets don't care.

★ **A no-sale night with three sets on the board is not a wasted night.** It is three demos nobody had to phone for, the appointments cost nothing in product, and every one of them is a future-owner demo that can sell a Rainbow of its own.

★ **A future-owner demo costs nothing in product and can sell a Rainbow of its own.** The no-sale night is where next month's calendar comes from.

PART 4 • THE SECOND ENGINE — THE MARKETING CALL-OUT AND THE 14-DAY BOARD

The dealer's engine fills the calendar from inside the home. This engine runs from the office: the ten minutes after the sale, and the fourteen days after the dealer drives away. It comes from the follow-up portion of the training — the marketing consultant's session, including a recorded live customer call.

The exit problem

The setup, from the session:

> "Dealers are focusing on one thing. Selling. And then guess what they're focused on after they're focused on selling? *I've got to leave.*"

And from the consultant, who has lived it from the dealer side:

> "We've all been there. You sell, and as soon as you're done, you want to pack up and leave the house."

The deeper version, which is the real diagnosis:

> "It's not that dealers don't want more demos. It's that dealers are so excited trying to get the sale — and when they don't get the sale, they get negative."

So even a dealer running Part 3 perfectly is at his weakest in the last ten minutes of the visit: after a sale he wants out, and after a no-sale he is in no mood to ask for anything. Either way, the final ask of the night is being made by the person least equipped to make it.

The fix: **stop leaving the last ask to the dealer.**

The marketing call-out

The definition, from the session:

> "The marketing call-out is basically a handoff. We are selling a high-end home system, and we are using this relationship we just spent two and a half hours building — and we're handing it to the office. Why? So that when we do our follow-ups, when we go for our owner referrals, it's easier to get in touch with that customer. Because if we don't introduce our customer to the office, we're just a name on a piece of paper to them."

The mechanics: before packing up — **after every demo, sale or no sale** — the dealer calls the office and introduces the customer to a real person, by name. The office congratulates them, confirms their gifts, answers anything hanging, and makes one more ask of its own: one more booking, with a small gift attached.

What it produced in its first three days at one office:

Night one — an office that had never done a call-out. The coordinator took the dealer's call, asked the customer to book one demo before the dealer left, and attached a gift:

> "Guess what happened? We got an instant set. The dealer had asked and didn't get it. But because they heard it from someone else, and because that relationship was still warm and they were introduced to someone else — they went ahead and did it."

Night two — the customer had already instant-set one demo for the next day. The office pushed:

> **"You booked one — you can book two. Book me one more, and I'm going to promise you this gift."**

The customer had her eye on the mini power nozzle.

> "The dealer didn't leave until we got two demos booked. Two instant sets."

Three days in: *"Now it's become the rule, and everyone's doing it."*

★ **Why a second voice works where the dealer's ask just failed.** The customer has spent two and a half hours with the dealer and knows exactly what the dealer wants. The office voice is new, carries its own small gift out of its own budget, and asks as a favor-with-a-prize instead of a salesman's close. Same ask, different mouth — it lands as confirmation, not pressure. It is the identical third-party mechanism as the referral phone card: the friend hears it from the customer, not from us. The call-out turns that principle back onto the customer herself.

★ **The call-out is also what makes every later call answerable.** From day three:

> "Guess what we're doing today? We're following up with all our sales. We're talking to all our customers. And it's been pretty easy getting in touch with these people."

A customer who has been personally introduced to the office picks up the office's calls. One who hasn't sees an unknown number. Every 14-day call, every owner-referral call, every service call for the next decade rides on that two-minute introduction. The problem the call-out was invented to fix, in the trainer's words: *"After we sold a Rainbow, we couldn't get in touch with the customer. They weren't answering — because they're connected to the dealer,"* who has already left with the relationship in his pocket.

★ **Save the office in their phone before the dealer leaves.** The trained offices go one step further than an introduction — the office's number gets saved in the customer's phone as first name **Rainbow**, last name **Free Gifts**, with a rainbow and a gift emoji. So when the office calls to help them earn, that's what lights up the screen. The framing that goes with it: *"From now on, I'm going to be like your Rainbow Santa Claus. Anytime I'm calling you, it's because I have a gift."*

The dealer side of it, from dealers asked afterward:

> "It's easy. The customer's really happy at the end. It makes the customer feel important — we finished our demo, we finished our sale, and we wrapped a pretty bow on it. They're not left hanging out there alone. There's someone in the office to support them, to help them get their gifts, to help them get their appointments in."

★ **When the dealer and the office are the same person.** The call-out assumes a second voice — but on demos the owner runs himself, there is no one to hand the phone to. So the office asks fold into your own exit: confirm the gifts, push for one more booking, save your number in their phone. The second voice still happens — it just arrives afterward, on the 14-day calls, where **the owner is calling personally.** A customer who gets a follow-up call from the owner himself is getting exactly the concierge treatment the call-out was invented to create.

A real 14-day call, annotated

The session included a recording of a live follow-up call. The coordinator — roughly seven years in Rainbow, years since her last 14-day call — asked for a script and was told: *"No. You're just going to be yourself. Say what you need to say, get in touch with the customer, and be yourself."*

The customer is Miss Connie; her dealer was Miss Jordan. Here is the call, move by move. These eight moves are the 14-day call structure.

CALL MOVE 1 · CHECK ON THE DEALER FIRST

> **"Hi, this is [Name] from the Rainbow office. I just wanted to do a follow-up call and see how Miss Jordan did for you the other day. Was she nice and polite with you?"**
>
> *"Yes, she was."*
>
> **"Did you want to keep her?"**
>
> *"She's so sweet. I love her."*

★ **The first question is not about the product.** Making the customer praise the dealer out loud re-warms the exact relationship every ask in this call rides on — and "did you want to keep her" gets a laugh inside thirty seconds.

CALL MOVE 2 · MAKE HER SELL IT TO HERSELF

> **"I just wanted to see how you're using the Rainbow. What's the favorite thing you love about it so far?"**

It changed the air, the house smells good, she loves it. The customer is now the one saying the product is great, ten seconds before the ask.

CALL MOVE 3 · REFERRAL STATUS, NO GUILT

> **"Were you able to talk to any of your friends or family yet, Miss Connie?"**
>
> *"No, I haven't."*

No lecture, no disappointment. Straight to:

> **"Okay! Well, you know we have that 14-day program, right? Miss Jordan showed you?"**

CALL MOVE 4 · ★ THE JOB DESCRIPTION

> **"My job here is to help you earn as much free stuff as possible."**

The best single sentence of the call. The office has just declared itself the customer's agent, not the company's. Every ask after this line is framed as working *for* her.

CALL MOVE 5 · PICK THE PRIZE

> **"Do you know what attachment you want to earn first?"**

She doesn't — so the coordinator qualifies for her. More hardwood or more carpet? Any animals? Then picks it *for* her:

> **"Oh, you're going to love that attachment for your couches and your mattress. Definitely do it on the couches — and you'll have to send me a picture."**

★ **A named prize the customer has chosen turns "referrals" into shopping.** She is no longer handing over friends; she is earning a specific thing she now wants, with a picture she has promised to send.

CALL MOVE 6 · TAKE THE PHONE BURDEN

> **"Well, Miss Connie, I'm going to follow up with your friends and family today. If you know anybody, just make sure they know I'm going to give them a call. And if you get anybody set up, just give me a call and I'll help you through it."**

The office does the calling. This is the exact mirror of Beat 17's "your only job is to get them to say okay" — the customer's job stays tiny and the professional carries everything else.

CALL MOVE 7 · ★ THE SAME-DAY BONUS

> **"And what was your favorite fragrance, Miss Connie?"**
>
> *"The berry."*
>
> **"Same as me — that's actually my favorite. So here's what I'm going to do for you, Miss Connie. If we can get just one person booked for, say, tomorrow — I'm going to give you a little bottle of berry, on me. That's coming out of my budget. And you're still going to get your free gifts after we see them."**

★ **Study the construction.** The favorite-fragrance question came *first*, so the bonus arrives pre-personalized. It is tiny — one bottle. It is hers — "on my budget," not the company's. And it is time-boxed — booked for *tomorrow*. A few-dollar bottle buys urgency the $200 attachment cannot, because the attachment has no deadline. And the stacking is explicit: the bottle is on top of the program gifts, never instead of them.

CALL MOVE 8 · SIGN OFF AS SERVICE

> **"Well, Miss Connie, I'm going to work for you today. If you need anything at all, just give me a holler, give me a text, okay?"**

The result

> "She booked **three demos** from that customer's lead. One is today and two are for tomorrow."

Three demos, one call, a coordinator with no script who was told to be herself.

How the two engines fit together

The same customer gets asked by three different voices, each with its own gift — and none of the asks feel repeated:

ASK	VOICE	WHEN	THE GIFT
The instant set (Beats 12–20)	The dealer	In the home	The second RainMate + the $50 credit
The marketing call-out	The office, live	Before the dealer packs up	A small booking gift
The 14-day board	The office	Days 1–14	The program ladder + the same-day bottle

The 14-day board's whole purpose, in the session's words:

> “How do we take every customer we do a demo with and squeeze everything out of them that we can? And when I say squeeze, I mean more demos.”

★ **Both office gifts are real — promise them with confidence.** The call-out booking gift and the same-day fragrance bottle are small, named, and always delivered. A promised gift that shows up is what makes the next promise believable.

The source group’s next session is entirely 14-day boards. When there is a recording, this part grows.

PART 5 • HOW TO TRAIN IT

Where it fits

This is orientation material, not advanced material. It belongs in the Tuesday class and gets drilled on the two training afternoons that follow, before Fast Start.

The reason is scheduling, not difficulty: **a new dealer's biggest problem is an empty calendar, and this is the only skill that fills one from inside a demo.** Teaching it in week six means five weeks of the sawtooth first. The marketing call-out goes in the same class — a new dealer's first no-sale night is exactly when the office's second voice earns its keep.

The four drills

Run them in this order. Nobody touches a real house until drill four.

Drill 1 — Spider-Man. Each person takes any true fact about their own life and tells it twice: flat, then built. Sixty seconds each. The room votes. This is not a warm-up; it is the actual skill, and whoever cannot do it here will not do it in a kitchen.

Drill 2 — The RainMate block, cold. Beats 6 through 10, start to finish, machine running, real fragrance. Marked on one thing only: **did the room lean in when the lemon came out?** If the stacking moment did not land, the whole back half has nothing to sell.

Drill 3 — The walkaway, timed. Set a chair. Deliver Beat 14, physically leave the room, and stay gone. Come back only when the pen is down. Most dealers fail this drill by returning early — better to fail it in a classroom.

Drill 4 — "You mean now?" One person plays the customer and says nothing but that line, repeatedly, in every tone they can manage. The dealer's only job is to answer *"Yeah. And if they say okay, let me say hello to them"* without flinching, apologizing, or adding a reason. Run it until it is boring.

What to measure

One number per dealer, on the board from day one: **new sets per demo run.** Two per demo keeps a calendar full with no phone time; three grows the office. A dealer who skips the walkaway shows up in this number long before he shows up as an empty Thursday.

PART 6 · THE PULL-OUT

For a dealer who has already run it. The whole system on one page.

CARRY IN FIRST: the RainMate + your demo bag (fragrances + eucalyptus · phone card · appointment form + pen). **Use the customer's water. LEAVE IN THE CAR:** SRX · attachment box · power nozzle.

KITCHEN TABLE — 45 minutes

1. No pitch, keep it short. *Is that good with you?*
2. Rexair, 1936, 90 years, Cadillac Michigan, 50 states, 104 countries — and Environaire, here since 1982. Point at the SRX.
3. Three reasons: thank you + gift · the opportunity (*would you let me know at the end?*) · your opinion + hard not to fall in love. Not obligated to buy. **Buying only.**
4. **Hand over the RainMate.** Yours to keep, just for taking a look. Required to have a good time.
5. Seed: *if you tell people about us, our company pays you.* One sentence. Move on.
6. Three products in every home: humidifier, vaporizer, something that smells good. All three in one. **Only from Rexair.**
7. Humidifier. Soft, crisp, airy. Plants love you. Two days on one fill. Good water; sink is last resort.
8. Eucalyptus. Melatonin + opens you up. *We don't claim it, but we've been told* — snoring. **Wait for the look.**
9. Orange. *Can you smell it?* Then lemon. **Last in, first out. They stack.**
10. Sound machine. Light off, still running.
11. **"These retail for $175. My goal is not to sell you one. I'd like to help you EARN a second one."**
12. Four people do what you're doing. Don't buy, don't be interested, just look. They get a RainMate too. → **Not one machine. Two.**
13. Qualify: couples · 21 to 70 · buying or renting a standalone home. No apartments, no single dudes; single woman buying is fine. *We just don't get the results.*
14. **WALKAWAY.** *Got to get the other machine.* First names + number only, no address, at least 4, shoot for 10. **LEAVE.**
15. **PEN RULE.** Straight to the living room. One item per trip. Do not speak until the pen is down.
16. React first. Audit the singles. *You must feel really good about her, right?* Name + phone on top.
17. Hand them the card. Read it with them. *Your only job is to get them to say okay.*
18. **$50 in-store credit** for four okays. Machines come with no fragrance. Packs are $25. $50 = a year.
19. **CLOSE:** *Got to get water in the other machine. Go ahead and make a few quick calls. Here you go.* → **"And if they say okay, let me say hello to them."** Walk away.
20. *"You mean now?"* → **"Yeah. And if they say okay, let me say hello to them."** Same words. No reason given.
21. **THE BOOKING CALL.** Every okay: take the phone. Thank them → *no buying, short show* → "[Name] gets a second machine because you're looking for her" → their RainMate, yours to keep → *mornings 10, afternoons 2, evenings 6 or 7 — which is better?* → **try TODAY**, then a choice of two → address + *allergies? pets? smokers?* → "write it down: Tuesday at 2:00, air purifier [You]" + your number → **"don't call your homeowner friends yet — when I'm there I'll help you earn a second one too."** Book 1–2 before you leave. Form filled in the house. **Then** the SRX.

LIVING ROOM — the rest

22. BEFORE YOU PACK UP — THE MARKETING CALL-OUT. Sale or no sale. Call the office, introduce the customer by name, hand them the phone. The office confirms the gifts and makes one more ask with its own gift: *"You booked one — you can book two."* **You don't leave until the call-out is done.**

BEFORE THE DEALER LEAVES: save the office's number in the customer's phone — first name **Rainbow**, last name **Free Gifts** (rainbow + gift emoji).

OFFICE — DAYS 1–14, THE BOARD. Check on the dealer first (*"did you want to keep her?"*) → favorite thing about it → *"my job is to help you earn as much free stuff as possible"* → pick the attachment they're earning first → the office calls the friends → one booked for tomorrow = a bottle of their favorite fragrance, on the office.

Adapted from Rexair training by Kevin Thomas — including a live in-home instant set — and its follow-up marketing session, plus the two field pieces: the customer phone card and the Instant Set Appointment form.