

## WARM MARKET (someone you “know of”)

“Hi (\_\_\_\_\_) listen, a group of professionals recently showed me how to cut my taxes by 50%, are you open to that?” (If yes schedule the Live Presentation Call.)

## CALL BACK SCRIPT (POSTCARDS, ProSTEP, COLD CALLS)

Hello (\_\_\_\_\_), this is \_\_\_\_\_, I’m returning your phone call. You recently responded to an AD indicating you were looking to increase your income. Are you still interested in increasing your income? Great. (\_\_\_\_\_), I’ll keep it short ant to the point. I’m looking for quality individuals interested in earning a minimum of \$10,000 a month, and this is not MLM. Are you interested in earning that type of money? Great (\_\_\_\_\_), Listen, given that both your time and mine are valuable, may I have 2 minutes of your time to ask you a couple of quick questions to see if we could work together? (If NO) OK, Thank you very much, I appreciate your time, I wish you good luck in finding what you’re looking for.

### 1. What are you currently doing for a living?

- How long have you been doing that? And do you like it?

### 2. Given that you are interested in increasing your income, do you know what you’re looking for?

- Are you looking for a job, or are you looking for your own business and freedom?
- What type of income level are you looking to generate?
- If you achieved 10K/mos, what would you be able to do that you can’t do now?

### 3. What have you done in the past?

- Have you ever run your own businesses, or tried any business ventures in the past?
- Have you tried any MLM’s? Which ones did you work?

(\_\_\_\_\_), You sound like a person with some of the traits I’m looking to work with, and you did say you’re interested in earning a minimum of \$10,000 a month, right? Great, what I would like to do is to provide you with some more information, so you can make an educated decision as to whether or not I have what you are looking for.

(\_\_\_\_\_) I have one last important question for you. (\_\_\_\_\_), If I show you that this is what you’re looking for, and you can see that you can earn the level of income that you’ve indicated you’re looking for, within the next 30 to 60 days, do you believe you have the desire to do what it takes to make that happen? (If yes schedule the Live Presentation Call.)

## SCHEDULE THE LIVE PRESENTATION CALL

Fantastic. One of the best things about this system is that I don’t do any explaining, presenting or selling. I simply walk quality people through a simple information system that does the work for me. What I want to do is to bring you to a live call, this is a 25-minute call, and will explain to you everything about this enterprise. You’ll be able to sit back, relax, and judge for your self. I do have an opening available at \_\_ o’clock (give one choice), which is in about \_\_ minutes. Do you have 25 minutes to spend with me on the phone at \_\_ o’clock? OK, again, I know that your time is valuable, I certainly won’t waste it, as my time is extremely valuable also. I’m going to call you about 5 minutes before the call, about 5 minutes till \_\_ o’clock your time. (\_\_\_\_\_) Do I have your word that you will be there? Let me give you my phone number in case you need it for any reason, it’s \_\_\_-\_\_\_-\_\_\_\_, you will also need to be in a good, quiet spot and have a piece of paper and a pencil available so you can take notes. Will you be able to do that? OK (\_\_\_\_\_), nice talking with you, and I’ll call you in \_\_ minutes.

## BEFORE THE LIVE CALL

Hello (\_\_\_\_\_), this is \_\_\_\_\_, how are you? Are you ready for our call? Are you're in a good quiet spot, and do you have a piece of paper and a pen handy? Great... (\_\_\_\_\_), After our last conversation I was thinking that you sound like a person that I would like to work with, and I believe that you could be very successful at this if you choose to. So let's get you to the call, and just one last thing. This is costing you only your time, and it is costing me time and the cost of the call, all of which are valuable. (\_\_\_\_\_) Can I have your word that you will stay on this call for the entire call? Great, and after this call, you and I will talk for a couple of minutes to determine if this is for you. If it is, great, if it's not, that's fine to, and we'll go from there. How's that sound? OK, I'm going to 3-way you on to the call. You will need to be quiet; I will mute us out on the line until they open for questions. Feel free to ask any questions you feel are necessary, and I will be on the entire call with you, OK? Hold on...

## AFTER THE CALL- PENCIL IN CLOSE – WRAP UP

(Here you can bring the prospect to a live wrap-up call, or 850-654-7727 ext. 7099, or if you are a veteran go through the next portion of the script yourself.)

(\_\_\_\_\_) I know you heard a lot of information, and I certainly don't expect you to understand every detail. However, I think one of the most important things for you to understand is how you make money.

OK, real quick, pull out a piece of paper. At the top of the paper I want you to write YOU. Now (\_\_\_\_\_) I work this full time and I bring people like you to these calls 3 or 4 times a day without fail, sometimes more. Because of this I do very well and I average a many of sales a week. The reason for this success is team building, and this is how I am going to make you successful, OK?

First, I'm going to team you up with two other people. Now, I had two calls before this (yesterday) and I brought (name 1) and (name 2) to a call. Right underneath you, I would like you to write (name 1), and underneath (name 1), I'd like you to write (name 2). OK? Do you understand that in order for you to be in a money making position you need a total of 7 sales? Obviously the first sale is yours, right? Then you need a total of six additional sales, correct?

(\_\_\_\_\_) Do you see how you already have two sales within your organization? Now (\_\_\_\_\_), those two people may, or may not do this at this time, but again, I work this full time and have plenty of people who recognize this valuable opportunity. So if by chance (name 1 or 2) decided not to do this at this time I will make sure you are teamed up with two other people. Are you clear on that? OK you and I are going to work together to build a team, and with a working team basically all you're going to need to do is make two personal sales, two sales that I'm going to help you make by forwarding you some leads. All you need to do (\_\_\_\_\_) is to commit to listening to a couple hours worth of training calls a day for a few days, which are all recorded, and you can do them at your leisure anytime of the day or night. Then you'll need to work with me a little bit; surly you can commit to doing that for this level of income, right?

(\_\_\_\_\_) OK, great. So, now, I'm going to go help you make two sales, and we're going to do this in the next 10-14 days. We'll get you in a money making position very quickly. Does that sound good?

OK, now underneath (name 2), write "A", and underneath "A", put "B". (\_\_\_\_\_), Those are the two sales I helped you make in the next week to 10-14 days. Again, as long as you do what I tell you to do that no problem. All right? Good. Now, can you see that you're two thirds of the way to being in a money making position? Great. Now, you also know that (name 1 and 2) are also committed to making how many sales? (2) Right. You and I are going to help (name 1) make two sales, so underneath "B" put "C", and underneath "C" put "D". You and I have just helped (name 1) do the same thing that I helped you do. How many sales do you have underneath you now? (6) Six. Do you see that you are in a money making position? (Yes) Do you see how quickly that can happen? (Yes) OK. Now, I'm going to go help you create a team just like this one for you.

This is where you start to make money. Right next to where it says "Y. O. U." I want you to put \$1250. That's another sale that I'm supporting you to make, and (\_\_\_\_\_), do you know who gets paid on that sale? (I do) You do... how much money did you make on that sale? (80%) You made \$1000 profit, how does that sound (\_\_\_\_\_)? Do

you like that? You've done that in about a 2-week time frame, that's pretty quick. Now (\_\_\_\_\_), It's important you to understand one more thing. I want you to take a look back at that original line where it has (name 1 and 2), YOU, ABC and D. OK, When you look at that line how many sales do you see there total? (7) Seven. Now, do you know how much profit was made on each one of those sales? (\$1000.00) OK, multiply that times seven. You've got 7000 dollars there, right? Do you know who made that money? (You did) Right. (\_\_\_\_\_) Can you see, how, by working with me, doing what I do, you can be making \$10,000 a month, very, very quickly? (Yes) You can. Fantastic.

(If needed to continue Posture) (\_\_\_\_\_), do you see that line that we just built? Do you see how easy it is to do what I just did with you? My team has weeks where we do that line 3 times. We make that line 3 different times a week.

Now, I want you to hear from some members of our team. (Don't allow conversation here, just hit the flash button and get the prospect on the line with someone from the 3-Way List. If you don't have one – request it from your Qualified Retailer.)

## FAX ON DEMAND

(\_\_\_\_\_), let me give you the Fax on Demand number. Do you have a fax machine? You do. Is there any way you get a fax in the next half an hour? You (can). OK, I need you to go get that, and I'm going to call you back in about 45 minutes, just after my next call. I want to answer any questions, I want you to review it really quickly, and then basically what I want to know from you is, are you ready to start making money? Does that sound fair enough? So you'll be near the phone in about 45 minutes? Thank you very much (\_\_\_\_\_), I'll talk to you then, Bye. (If the prospect is not going to be able to get the fax in the next 45 minutes – be sure to schedule an exact follow up time either later that day or the next at the latest! **For the best prospects, don't forget to schedule them for the Round Up Call at 10:50pm EST, you can 3-way your prospect to IDEA Conferencing Meeting ID 2002.**)

## FOLLOW UP:

Hello (\_\_\_\_\_), did you review the fax? (Quickly answer any simple questions or if you are not a Qualified Retailer, 3-Way to your Qualified Retailer to get questions answered.) Great, do you have any questions other than how to get started and where to send the money? (Go to WHEN A CUSTOMER MAKES A NEW COMMITMENT.)

## FOLLOW UP ON PREVIOUS PEOPLE WHO ARE ON THE FENCE:

(Scenario is no sales by Wednesday late at night, calling someone in an earlier time zone that has been through the system but hasn't come in.)

(\_\_\_\_\_), How are you doing, (Chat for a minute), (\_\_\_\_\_), listen, I'm calling you because you and I, have talked a couple of times already and I like you. I know you've been thinking about it for (time), and you need to be aware of what's going on, I'm very excited, but first I need to know if you're truly serious about making \$10,000 a month? (Yes) OK, if that's true then the time for you to act is now! You've got an opportunity here that is foremost of anybody that I'm working with, are you interested? (Yes or no, if no ask to follow up in a month or so.)

(\_\_\_\_\_), Remember I told you, you have (name 1 and 2) here? Well, (\_\_\_\_\_), I want you to know what it looks at now. You've got (name 1), (name 2), (name 3), (name 4), (name 5), (name 6), (name 7) and (name 8). These are all the people tentatively underneath you right now. All you have to do is work with me, and make 2 sales, and I'll tell you, I'll get you in a money making position by the end of this week if you follow my lead and you're ready to work. I need to know are you serious, and if you are, I need send out your money to me, with a tracking number, so I can hold your position. Otherwise, I'm going to have to let (name 2) take your position because he's ready to rock and roll. So (\_\_\_\_\_), It's really up to you. Do you want to take advantage of this situation or do you want to let it pass you by? I need to know, it does not matter to me, there's no pressure here, It's up to you, but you know, in my opinion, I don't think anything's changed in your life, between now and (#) days ago. Even if fifty percent of these people choose to wait, you're still qualified with your two sales. You've got nothing to wait on other than you. So the question is, (\_\_\_\_\_), are you going to let this opportunity, and ME, pass you by, or are you ready to start making money?

YES OR NO? (Be quiet, the first person to speak loses! If no, ask for a follow up in a month.)

## WHEN NEW CUSTOMER MAKES A COMMITMENT

Great decision, welcome aboard, and let's get you making money. Do you have a paper and pen? OK, here's my address and phone number again. When are you going to have a chance to get to the bank? Tomorrow...About when tomorrow? This is very important, because there are a lot of people like you, and I am obligated in all fairness, to place people in chronological order. Now, with your commitment today, I'll hold this position until you can fax me over a tracking number, so when are you going to be able to get over to the bank. OK, \_\_\_\_\_ your time, that's \_\_\_\_\_ my time. That's fine (\_\_\_\_\_). Make your check payable to \_\_\_\_\_.

Now, let me help you fill out the application. *(Make sure they fill it out correctly, as it will save you lots of time. If you leave any lines blank you must complete them before submitting.)* You will need to take that Cashier's check and attach it to the application, and put it in an overnight envelope. Now, this is very important, you need to send it overnight, because your overnight receipt is proof of your sending it and you knowing for sure that I got it. Ok, also very important, is to use FedEx or Airborne. I recommend Private Courier; they're much more reliable. When you send from them, they will give you a tracking number, this the number of your package. You need to take the receipt that you get from them, and fax it over to me. And as soon as I get that faxed tracking number, I'm going to ink you in to this line, and this is now your spot, and then we can continue building from there. Anybody else that sends a tracking number to me after you goes underneath you. Do you understand how that works, (\_\_\_\_\_)? And (\_\_\_\_\_), one thing I didn't really mention. You know that we do have a GII, and we do have a GIII. One of the most important things is that the earlier you get into this, as far as me working with you, the deeper your organization will grow, and all of those people underneath you...remember all those names I labeled off to you? Those are all going to help you qualify to GII and GIII. Do you understand that? So your position is crucial, do you understand that? I need you to know something else. Not only do you have these people underneath you, but also these are the names of the people above you. You know why that is so important (\_\_\_\_\_), because they all need to make their 2 sales, and where do all those 2 sales go, (\_\_\_\_\_)? And do you know that those sales all help qualify you for GII and GIII because there's no personal qualification for GII and GIII?

So, (\_\_\_\_\_), listen, hey! Welcome aboard, I'm really looking forward to working with you, let's make this thing Rock and Roll, and have you make a lot of money. How's that sound? Great (\_\_\_\_\_), I'll call you when I receive your fax, talk to you later.

# Sample Voice Mail Messages

## LEAVE A MESSAGE

“Hi, Is \_\_\_\_\_ in? Hi, \_\_\_\_\_, I’m \_\_\_\_\_ calling you from \_\_\_\_\_. You don’t know me and I’m not trying to sell you anything. You were referred to me as someone who would like to make an extra \$2000-\$5000 a week part-time from home. If I could show you how to do this and it wasn’t MLM, would you take 2 minutes to hear about it at my expense? If so Call 1-800-\_\_\_\_-\_\_\_\_ ext. \_\_\_\_ for a free two minute recording that will give you some more information. If you like what you hear leave your name and number and I’ll call you back.

Thanks and have a great day!”

## VOICE MAIL RECORDING

“Hello and thank you for calling. I have three quick questions for you that can be answered with a simple “yes” or “no”.

Would you like to learn how to lawfully reduce your tax liability? Yes or no?

Would you like to protect any and all assets from any form of liens or judgments? Yes or no?

And last but certainly not least, would you like to create a six-figure life style, from home, in the next 4 to 8 months? Yes or no?

Now, if you answered “YES” to one or more to these questions, we can definitely help you! We have a NO-OBLIGATION, simple, step by step information system that will show you a program that is NOT MLM or a franchise. If you really want to control your time, your finances, and your future, and potentially earn any where from \$2000 to \$5000 PER WEEK or more, then I urge you to allow me or one of our associates to be your personal tour guide through our information system. If you are skeptical, that’s OK, but don’t let that stop you from getting all the information you’ll need to make a relaxed and intelligent decision about your future.

At the tone, clearly leave your name and phone number twice, with area code, and the best time to reach you. Either I or one of my associates will call you back to be your personal tour guide to financial freedom! Your address is not necessary. And again, thanks for calling.”

## VOICE MAIL RECORDING

“Hello, and congratulations on making this call. As an individual currently exploring Free Enterprise Ventures, you are invited to receive information concerning the most lucrative venture available today.

After having researched numerous popular small businesses and franchises, we found out the vast majority are barely breaking even, let alone making a profit. Although that may not surprise you, what other options are there to secure your financial future? Well listen carefully!

I’m one of many independent entrepreneurial men and women who are teaching people all about money; how to make it, how to keep it, and what to do with it once they have it.

I work with entrepreneurs, executives, and business professionals who are presenting qualified individuals with a powerful alternative. 1) This alternative can save and earn you money even if you never market it. 2) This alternative is not a get rich quick, pie-in-the-sky fantasy, but is a real free enterprise venture, a legitimate venture that can yield you \$10,000 or more in the next 60-90 days and a 6-figure income within one year. Furthermore, this alternative can allow you to retire in 3 years – Period! I invite you to take a closer look.

At the tone, clearly leave your name and phone number twice, with area code, and the best time to reach you. Either I or one of my associates will call you back to be your personal tour guide to financial freedom! Your address is not necessary. And again, thanks for calling.”

# Snappy Rebuttals

◆ When you want to know how serious somebody is:

"What would it be worth to you to reduce your taxes up to 50% this year? Write that number down.

What would it be worth to you to be completely judgement proof, lien-proof, levy-proof, lawsuit-proof and IRS-proof? Write it down.

What would it be worth to you to generate a six-figure life style, not maybe but really generate a six-figure life style in the next 90 days? That's worth a lot! Write that number down.

If you add those three numbers together, my question back to you is do you see now that you can't afford not to come up with \$1250 to get in this program?"

(If they say they don't have the money) "What you're really telling me is that you don't have the desire! I'm looking for someone that has the desire to change the quality of his or her life! Would that be you? Yes or No?" (Keep silent. The first one who speaks loses.)

◆ "Wasn't that information incredible! What did you think of that?" (Wait for them to speak. If they don't sound excited, Bye, Bye!)

◆ "When do you want to start making money? Do you want to start making money now? Do you see the opportunity to change the quality of your life?"

◆ "Don't you believe that God made 5200 square foot houses so you could live in them? Don't you believe He made white sand beaches so you can lay on them? When do you want to start making money, now or never!"

◆ (If they say they don't have the money) "Wait a second. How old are you? You're \_\_\_\_ years old and you don't have \$1250 and you don't think there's something wrong with this picture? I'm \_\_\_\_ years old and I didn't have it either and for me that was a wake-up call. You should be terrified! Now do you have the desire to change your financial situation, Yes or No? Then go find \$1250 and let's get going."

◆ "You said that you'd like to (hot buttons). Now you're saying that you're not sure. If you don't change anything, do you think anything will change? What's more important to you?"

◆ If you return a call 1-6 months later say, "Has anything changed in your life?"

◆ "We don't sell this to anyone, we search for leaders (the people we want to work with). We look for the diamonds. The diamonds are the people who are willing to do what it takes to get what they want. Are you a diamond?"

◆ If they are not ready to get started, or if they have excuses, "Take my name and phone number. When you are ready to make serious money, and when you are ready to really learn about true freedom, give me a call."

◆ If they ask: what is this all about, "This is all about *me* interviewing *you*. Shall we stop now or would you like to move forward?"