

CALLING YOUR LEADS

Follow-Up Call (After a prospect has visited your website.)

General Concepts:

- Find their hot buttons and share your experience.
- Your main objective is to show your concern in helping them to be successful in this business and to show your EXCITEMENT and ENTHUSIASM! When you are a 10 on the excitement scale, it makes it very difficult for them to say no. Most people WANT to have something in their life to be excited about and if you'll show your genuine enthusiasm for this business it will rub off on them and they'll want some of what you've got!
- The level of your excitement over the phone will determine the percentage of people you talk to that will join your business.

Hi _____, this is (your name) giving you a quick call from (your state), you just visited my Success University website, does that ring a bell? Great!

Well _____, tell me about yourself, what part of the country are you in? Do you have a family there?

What kind of work do you do for a living? How long have you been doing that?

What got you looking into making more money from home?

Note: You want to find their real WHY, or their hot buttons. You can say something like “Money ends in the letter Y, so I always like to ask WHY you want the money, is it for your kids education, for retirement, a Ferrari (chuckle) – what is it that you’re really looking for?”

Spend no more than 3 or 4 minutes building rapport.

Well _____ you certainly sound like someone who would be perfect for this business – I like to ask all these questions because I spend a great deal of time training my team to make sure everyone’s successful so I wanted to find out a little bit about you to make sure you’re a good fit for our team, does that make sense? (Posture Setting!)

Great, I’ve got several people I’ll be calling after we get off the phone that I’d like to put in your downline, are you ready to secure your position and start making money?

If Yes: Great, I’ll walk you through the process to get you started, are you by a computer or would you like me to put in your information for you.

If they have specific questions: You know, I have a really good friend I’d like to introduce you to that would be perfect to answer that question for you, he/she’s one of the top leaders in the company so he/she’s extremely busy but hold on for just a quick second and I’ll see if they’re around – be right back. **Immediately 3-Way to your upline and introduce them to your prospect.**

If Not yet, or Maybe: I tell you what _____, we don’t do any selling here, our job is basically to serve as kind of an “information tour guide”, so I’d like to get you enough information so you can make an informed and educated decision to enroll with us, and if it’s not for you, we’ll part as friends - fair enough?

The next step in our process is to have you listen to a live teleconference that can answer all your questions – we have one scheduled (tonight, tomorrow, etc. depending on when the next call is) I have a slot open on that call where you can be my guest, can I put you down to be on it?

If yes: Super, I'll call you back then. I don't have anything on my calendar that would keep me from missing the appointment so I will DEFINITELY call you at 8:30 and we'll listen in on a Live Nationwide Teleconference. I'm writing this in my appointment book so you can definitely do it then right? Great, just have a pen handy when I call and I'll talk to you then okay? (Make sure you coordinate time zones!)

If they can't do it then: Great, what I can do is give you a phone number you can listen to that will give you all the information you need to make an informed and educated decision. That number is (212) 461-2595, be sure to listen to options 1 and 2. When could you take about 15 minutes to listen to that call? (Get time and schedule follow up.)

Follow Up Call:

Hi _____, this is (yourname) I was calling to see if you had a chance to listen in on that call and to see if you're ready to get started making money with us?

If they have any questions, 3-way them to your upline to answer their questions.