

# COLD CALLING SCRIPT

**If calling from a lead list or genealogy list.** (Never pay more than 2 or 3 cents for a cold call lead)

General Concepts:

- Your posture should be that you're **Busy, Successful and Excited**.  
Don't get into any lengthy conversations – you should spend no more than 3 minutes maximum for each call.
- Cold calling works well if you go through enough numbers. What you lack in skill initially, you will make up for in numbers. Virtually every professional network marketer earning tens of thousands a month cut their teeth and learned their incredible phone skills by cold calling.
- It's a numbers game!  
Here's an example of typical number when cold calling:

For every 100 calls:

30 will be bad numbers, depending on how old the list is  
50 you'll leave a message  
20 you'll talk to  
10 will say they're not interested  
10 will look at the information  
1 will enroll

Hi \_\_\_\_\_, this is (your name) giving you a quick call from (your state). Your name came across my desk as someone interested in making money from home, I'm not calling to give you a sales pitch or anything like that, I just wanted to know if that's still true and if so I can get you some free information?

*If no:* Thank you for your time. (Hang up)

*If yes:* Great – we've developed a completely new, No Selling, No Hassle recruiting system that's exploding our company right now. The name of the company is Success University and if you'll grab a pen, I'll give you all the information you need to make an informed and educated decision to get started with our team.

Just call (212) 461-2595 and listen to options 1 and 2, it will take you less than 15 minutes and then you can go to my website at [www.username.successuniversity.com](http://www.username.successuniversity.com)

Can you go through that information right now?  
(Schedule a time to follow up!!)

(Prospect name) I've got a ton of other people who I've got to return calls to, so I've got to hop off for now. If you have any questions as you go through the site just give me a call back. Here's my number (xxx) xxx-xxxx and again, my name is (your name). I'll talk with you (time you set to follow up)!

Thanks!

NOTE: Calling your leads back ASAP to follow up will GREATLY increase your rate of success.

**Amateurs Sell, Professionals SORT!**