

NETWORK MARKETING ACADEMY  
PRESENTS

**BUSINESS  
DEVELOPMENT  
SKILLS**

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# CONSTRUCTING YOUR STORY

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Have you ever heard the saying, Facts Tell & Stories Sell? This statement has a lot of truth in it. Did you know that 95% of our purchase decisions, according to Harvard Business School professor Gerald Zaltman, happen unconsciously? This is the reason why your story is necessary to construct and share. It is your key into the other person's world of experience

## **What makes a good story?**

*Here are some memory joggers that can help you start...*

1. What kind of movies captivate your imagination?

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2. What kind of songs gets you lost in the clouds?

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3. Tell the story of your background:

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4. What didn't you like about it?

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# CONSTRUCTING YOUR STORY

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5. You found a solution = .....?

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6. How does the future look like now that you have a solution?

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7. Who can you practise your story with? Friends, family, spouse, kids etc.

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8. Using testimonials in your story

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9. How to introduce the presentation after your story

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**PRACTICAL EXERCISE: Practise telling your story now!**

# YOUR CONTACT LIST

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You have probably heard that there are people that started from nothing and with nothing and became financially independent, yes? Well, that narrative is half-true. All wealthy people had a list of contacts that functioned as an audience for the entrepreneurs. Whether that list is personal, borrowed or bought, it is still a list of potential contacts. What makes the difference is your skill to convert a list from potential to tangible appointments or sales.

Since you are serious about your business, let us start building **your gold mine.**

## Different Markets:

There are three different kinds of people in your list: hot market, warm market and cold market. You will have different approaches for each type of market:

## Hot and Warm Market List:

These markets consist of your family and close friends who will not allow you to pretend that you are anything other than what you are. You cannot fool them for a second. Take all your close friends and family and put them on one list:

NAME	MOBILE	EMAIL	NOTES

# YOUR CONTACT LIST

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## Cold Market List:

Cold market is people you know, but you do not know them very well at all. These may be Facebook friends, but they are not people you know well at all:

NAME	MOBILE	EMAIL	NOTES

**PRACTICAL EXERCISE: Create your List Now!**

# CONTACTING YOUR LIST

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## Inviting/Calling:

Getting started is always the hardest part. Start by practising with your recommender or friend before making the calls. This will help ease the fear of the unknown.

Ideas to reach out to People:

- Instant Messaging – FB Messenger, WhatsApp, etc.

Use the Calling Scripts for the Following:

- Live Events
- Online Presentation or Webinar
- One to One Presentation or Taster Parties.
- Cup of Coffee to Practise your Presentation

## PRACTICAL EXERCISE:

**Inviting some people for a presentation/ coffee/event etc. Book real meetings and discuss how this will happen with your up-line/ recommender.**

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# BUILDING YOUR LIST/PROSPECTING

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This is a simple process if you eliminate the fears associated with overthinking. A conversation can go like this in your local area where you know some people but you have never had a conversation:

***“Hey xyz, we keep bumping on to each other and I got thinking, what if there is a way we can work together at some point?”***

See the scripts provided to help you with the process:

NB: Practise helps you improve your craft, so don't wait to be perfect, GET started and get better.

- Face To Face
- Referrals Asking For
- Buying Lists
- Online Networks
- Networking Events

## **Presenting:**

It is important for you to gain some field experience by observation. Work with your trainer/recommender/sponsor/upline to help you gain the confidence to present.

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# UNDERSTANDING YOUR CUSTOMER

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So far you have gathered enough information about your new contact. You are about to turn the information to valuable/ monetizable facts. Make sure that you have all the facts from your customer. As a professional, clarify and confirm as though you were pushing the person up by mirroring back what you heard: their values, interests and possibly what you have in common. DO NOT ASSUME!

**“Seek First to Understand, Then to be Understood,**  
because people form opinions based on their own experiences.”

- Stephen Richards Covey  
*Educator, Author, Businessman, and Keynote speaker*



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# UNDERSTANDING YOUR CUSTOMER

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## Principles of Presentations:

The main aim in presenting is to educate and inform not to sell. You want to connect with your audience on a personal level by use of your story and the testimonials on the presentation provided.

### CONNECT

Build Rapport with your friend/ prospect by finding things that you agree on or have in common especially if they relate to the business. This is done best by following the F.O.R.M method.

- E.g. Health, family, economic changes, previous experiences etc.

### CUSTOMISE TO COMMUNICATE

Every person is different, so be prepared to adopt your presentation according to the needs, desires or wants of the prospect. Remember the customers only care about themselves, NOT you or your business.

- E.g. if someone does not believe in network marketing, talk about the products and get them started as a customer.

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# UNDERSTANDING YOUR CUSTOMER

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## CLARIFY & CONFIRM

Always rephrase what you think you heard back to the person and NEVER assume you heard right the first time. Ask questions to make sure you have passed the correct message and they have understood the value of using the products you are presenting or the importance of attending meetings and training events.

- E.g. "Please correct me if I am wrong, but if I heard you correctly, you said that ..., yes?"
- "Mr Smith, what did you like most about what I just shown/shared with you?"
- "Before I proceed to the next slide/page/part, do you have any questions?"

## CLOSE

In simple terms, this means getting an agreement to proceed to the next step which could be:

- The next appointment
- The order
- Event
- Check-up etc.

If you master the art of FORM-ing, this part happens easily because you will have identified the areas of needs and interests.

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# F.O.R.M.-ING

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This is probably the most important acronym you will learn in sales:

**F**  
**O**  
**R**  
**M**

**Family** is the one thing you can be sure that we all have. This is always the best place to find common ground and start building a relationship. Lead by questions that will get your audience to speak about their family, children, pets etc. Are they spending quality time as they wish? Do they go on holiday often if they can afford? Would they live in this neighbourhood if they had means to move..... at first it will feel as if you are being too nosey, but with practise you will get better.

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# F.O.R.M.-ING

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This is probably the most important acronym you will learn in sales:

F  
O  
R  
M

Most people have a profession. Their **occupation** could be a fulltime mom or dad, accountant etc. What they do is out of either duty, passion or circumstance. With honour, look to identify how much the person loves what they do, how long for, are they being paid enough, are they overworked and underpaid, etc. Once you have identified a sense of dissatisfaction, you have a key to unlock potential for corporation.

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# F.O.R.M.-ING

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This is probably the most important acronym you will learn in sales:

**F**  
**O**  
**R**  
**M**

**Recreation** is our own way of releasing the tension and stress. For many, it's watching TV in our local pub, gym football or other kinds of sport. While conversing, can you hear any signs of .... I would like to do more of it but.... This is another key you will use to create desire for what you have to offer as a solution to the challenges you have identified.

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# F.O.R.M.-ING

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This is probably the most important acronym you will learn in sales:

**F**  
**O**  
**R**  
**M**

Your **message** can now be delivered gently without being salesy. If there was a way that he/she could improve one of the dissatisfaction you identified, would they consider the idea? If the answer is yes, which in most cases it always is, that's an opportunity to book an appointment to share your opportunity that might just save their job, relationship, family or home. DO NOT JUDGE!

## PRACTICAL EXERCISE:

Choose a partner and F.O.R.M. them.... Listen....

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# CLOSING

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In simple terms, closing means helping someone make a decision based on the information you have provided them. If you use the FORM method to identify what they need and want, closing happens naturally.

It is important to mention that as often as possible, ask questions that you and the prospect can agree on. "Yes" questions will eliminate any resistance when you get to the end of the presentation.

- Asking questions that will provoke "yes" answers or end with an agreement.

## Closing Types:

Closing a sale is a skill you must practise and get better at on a daily basis. You can practise closing with your children, parents, friends and even your boss. It is the art of asking questions and leading a conversation. Whoever is asking most of the questions controls the conversation:

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# CLOSING

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## 3 Keys to Closing:

### 1. ASK

- Open Ended Questions - they allow you to gather information from the customer. They do not have a direct answer but rather require details.
- Closed Ended Questions – this kind of questions require a one-word answer. Yes or No, Today or Tomorrow, 1 or 2 and so on.

### 2. LISTEN

- Take notes

### 3. CLARIFY

- Clarify that you were listening
- Rephrase the answer back to the customer. "If I heard you properly, you said... is that correct?"

## Opinions Count:

Adding the phrase "... *in your opinion* ..." to a question softens the reply if the customer has an objection. "*In your opinion, can .....xyz... supplements improve the condition?*" If the customer says no, it is an opinion, not a fact, and you can address his/her concern. This is a great trial close to use as the sales cycle continues and allows you to address and eliminate any surprise objections before getting to the end of the presentation.

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# CLOSING

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## **Reciprocity Close** (“... if I, will you...”):

This close is based on the law of giving and receiving. When the customer asks for something for free /extra offer, whether it is free delivery or additional features, respond by asking,

*“If I can ... (pay for delivery/collect the products for you, etc.) ... for you today, will you complete your first order?”*

This is an important closing question because it clarifies that the customer is ready for completing the process – if you agree without asking for close, then the customer has an open door to continue asking for more freebies/ concessions.

Sometimes a gift as a gesture of appreciation and gratitude places the other person in the place of wanting to return the favour. Giving a book, product, or an educational leaflet can work miracles if done in the right mind-set.

***“If we complete the order today, I’ll let you have ..... Carnosine/ Vit\_C1000.....etc. It’s a gift from me to you.”***

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# CLOSING

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## **Assumptive Close:**

You are a pro who has used the F.O.R.M method to establish relationship with the customer. They respect your opinion as a subject matter expert. You have taken notes on their needs and wants, deep desires, as well as identified where they have a desire to change. E.g. *".... my mom has type 2 diabetes...., ... I normally have low energy levels...."* Etc.

When the timing is right, open your back office, prepare the order and present them the computer/tablet to add the details needed for the order and say, *"Here."* Then be quiet and allow them to complete the next steps until payment.

## **Hot Potato/Porcupine:**

This close works best by sending back the question to the customer by slight rephrasing it. In this way, they give you the best answer rather than you risking giving the wrong answer or opinion. They might ask a question like *"Do I have to buy every month?"* answer by tossing back the question: *"What would you prefer?"* or *"Do I have to attend meetings?"* you can say, *"How would you prefer to gain the experience?"* The answer will give you a measure of the depth of interest and helps you adjust your presentation appropriately.

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# CLOSING

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## Scarcity Close:

This is one of the best methods of closing as it allows you to apply the sense of urgency on the offer. It could be something like this *"one of our engineers will be in this area for a few more installations, shall I book your installation as well?"*

Keep the relevance on the customer and do not make it obvious that you need the sale.

## Final Objections:

You are confident that you have done all you can do presenting your products, service or opportunity. You have answered all the questions and concerns. Before taking the order ask, *"Is there any other query or concern that would stop us from completing the order now?"* This approach allows the customer to raise any final objections they may have without saying no to the offer.

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# CLOSING

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## Level with Me:

Having followed the F.O.R.M method, told your story and done the presentation, sometimes the customers will come back and say something like "I want to think about it." Normally this is because of a lack of ultimate authority as far as decision-making is concerned. One of the best ways to handle the objection is to ask a direct question to the client, which takes the focus back to them for introspection as well as leaving you an opportunity to hear what you missed. Ask, *"Be honest with me, where did I fail to show you the value that you will gain by ... using our products or service or starting a business with us?"*

Then be **QUIET** and **LISTEN**.

Once they have uncovered why they are hesitating, you can respond by, *"I am so sorry I must have missed that out, if I can address it to your satisfaction, is there any other reason why you can't get started today?"*

## Direct Close:

You have done your best and are feeling confident because all signs show the customer is ready to place the first order. *"So, Apple-Pie, shall we get your order out of the way now?"*

At this point, close-ended questions work best depending on your level of skill and confidence.

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# OVERCOMING OBJECTIONS

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***"Objections are questions to test your level of commitment."***

- Dani Johnson

Do not be afraid when questions are fired your way, for the most part, the individual is testing your level of belief on your message. Keep in mind that we are always selling... so prepare yourself with possible answers to common questions and be ready to walk away should you feel the atmosphere is not ready for taking the order. Sometimes waiting for next time makes life much better for the both you and your new friend.

At all costs, protect the relationship even if it means leaving without a sale.

Common Objections: - (see scripts)

- *I don't have the money*
- *Too busy, no time*
- *Is this mlm?*
- *Not interested*

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# TAKING THE ORDER

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When the customer is ready to make the order, *do not procrastinate!!* Get on with it!!

**Congratulations!!!**

## PRACTICAL EXERCISE:

How do you place an order for your customers?

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# FOLLOWING UP

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This is the most critical part of your business. The sooner you master your follow-up processes and discipline, the sooner you see the result of the work you did weeks and months ago. Many people fail because they allow their feelings to get on the way of their business.

Always set a time to follow up with a customer for the following reasons:

- Confirming they received the products?
- Are they feeling any difference so far?
- Are they willing to join a conference call or webinar?
- Have they made up their mind?
- Getting testimonials
- Inviting for events

What other reasons can you come up with that would allow you to feel confident with the following up process?

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## One-on-One Meetings:

**You:** Hey ...Tom..., this is ...Sam..., it's been a long

**Me:** How about we catch-up next week/ tomorrow/ next month/....

OR

How about we meet for a breakfast... lunch... etc. How does (7:00am) \_\_\_\_\_ at \_\_\_\_\_  
(restaurant) work for you?

***Make this a meeting to F.O.R.M the prospect and utilise the time to interview them.***

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## Hot and Warm Markets (Re-Connect):

**You:** Hey (First Name), how are you? (chat informally and use the F.O.R.M model to construct the conversation).

- **F:** How is your family...
- **O:** Are you still working at (Name of Workplace)? How do you like it there?
- **R:** How is your golf... football...
- **M:** "I'm calling to talk business..., an opportunity has been presented to me recently and I would like to run it by you to see how you can assist me..."

"Have you ever thought of a business outside of your current occupation: (law, insurance, real estate, etc.)"

"I need your help, I have recently started a business in the health and wellness sector and would like to pass some information by you if you are willing to help me out. When can I pass by yours?... what's the best email..."

"Would you be open to attend an online webinar.../ live event.../ for a brief intro on a business I am working on? This will allow you to know how best you can be of assistance?"

If they ask for more information right then say:

**You:** I am sure you have questions and I definitely want to give you answers, but it is the big picture that I want you to see first than I can fill you in on the details. That's what's in the webinar/ event/ meeting I'm sending you is about (First Name), can you promise me that you'll watch it/ attend. So let's talk on \_\_\_\_ (set up a specific date and time), or we'll talk after the event."

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## Cold Market Contact:

Ideal for starting a conversation with a purchased lead or leads generated online:

Remember you are a Network Marketing Professional and are looking only for those people looking for you or the opportunity you have to offer. We do not beg or force people to join us; we use attraction and influence to win them over.

When you get on the phone with somebody, the ultimate goal is to get to know him/her i.e. **F.O.R.M.** – genuinely make somebody's life better than it was at the point of meeting.

**REMEMBER** we help and offer people an opportunity to solve health, relationship & financial problems.

If you invest your time into making people's lives better, they will freely give you their resources as a reward. Be intentional and determined to help as many people make decisions as you can.

***"If you help enough people get what they want, you will get what you want and more"***

- Jim Rohn

**You:** Hello, (First Name), how are you today? This is (your name) calling you back. You recently completed an online form requesting more information about {what did they ask information on} working with .../ working from home/ becoming a Re-Seller with ... what can I do for you?"

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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**F.O.R.M to CONNECT and follow the necessary script.**

**You:**

- "What did you like most about what you saw?"
- "What attracted you to requesting the information about.....?"
- "Why would you like to....., what motivates you to want to...?"
- "What things would you want in your business?"
- "What's your current occupation?"
- "What does ... extra income mean to you?... success mean to you?..."
- "If I..... would you....?"

*Write down everything they say, because if you LISTEN, that person will tell you exactly how to close them, what and why they will buy, or what it will take them to get started as an IBO.*

**You:** Okay, (First Name), I'm as committed to your success as you are, meaning if you put in 80% effort, I will help you with the 20%. There are two key steps to get you started on the FAST Track so you can be on you way towards reaching your ..... goal.

The first step is to get your registration order out of the way followed by attending a webinar/ participating local live event or Monthly training where you will learn the basics of Getting Started Right. How does this sound?"

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## Invite to Lunch/Dinner Event:

**You:** (First Name), an interesting business proposition has showed up. How about we get together over a lunch break/ after work and I will show you more about it?

**You:** What are you doing for lunch tomorrow? A couple of my colleagues are getting together to talk about a promising business venture. How about ... (make an offer) ... we do lunch together ... I buy you lunch ... at ...(Give address).... Dress is business attire and the cost is normally about £20.00 a plate. I think you'll like what you see."

## Invite to Residential Meeting:

**You:** After F.O.R.Ming your contact... (First Name) I have found something that will help me/ my family... boost our nest egg... investments.... Cash-flow.... Accelerate debt payments.... Etc. (check your commitment & conviction level). I would love to have you and spouse/ partner join us tomorrow/ Friday night at 7:15. Can you make it?"

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## Too Busy/Not Time Prospect:

**You:** Can we get together tomorrow morning/ afternoon / evening? I have something to share with you...

**Prospect:** I am swamped, I do not have any me, and I am too busy.

**You:** (First Name), have you ever asked yourself what is the difference between the people who make 10 thousand a year and those who make 10 million a year? They both have 24 hours a day to work yet have very different results. Would you be interested in finding out the main difference between the two?

**Prospect:** Yes!

**You:** If I sent you a video explaining the difference, will you watch it?

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## Previous Bad Experience in Network Marketing:

Having F.O.R.Med the prospect, now you know why they are hesitating...

**You:** What exactly do you mean when you say you had a bad experience in MLM?

*Listen closely to what they say and what they aren't saying. Your tone of voice should show concern. Remember, you are a professional at helping people solve problems and finding solutions to previous challenges. Listen for "who" or "what" they are blaming. Did the company fail them? Did the up-line fail them? Did they fail themselves?*

**You:** I totally understand you now that you say that. Let me ask you a question, if there was a way to have a supportive up-line/ solid company/ proper training..... would you agree the results would be different?

**Prospect:** possibly.... BUT.....?

**You:** If there was a way to I can help you ...resolve/ overcome... previous challenges by offering ...{coaching/ training/ tools/ solid company}, on a scale of 1-10, ten being the highest, how committed would you be in working towards reaching your ... *present the goals again.... (more than 5 is good)*

**Prospect:** 4,5,6,7,8,9,10!!!

**You:** (first name) I would like to congratulate you for making a bold decision. To get you started right, there are two key steps to follow: first step is to get your registration order out of the way so you can start experiencing our products, followed by ... *attending a webinar/ participating local live event or Monthly training ... where you will learn the basics of Getting Started Right. How does this sound?"*

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## Situational:

This is when you put or find yourself in conversational situations: work, golf, health club, grocery store, lunch with friends, tennis, business luncheons, etc.

**You:** Hi, I know this is a little different, but you strike me as someone who is ... focused, driven, positive, motivated.

**Him/Her:** Why do you say so?

**You:** The way you ...speak, are dressed, ... you play.... Etc. I am searching for ... motivated ... driven... positive... top producers... for my business. Would you mind if I shared what I do in case you know... come across... meet the kind of person I am looking for you can send them my way?

Hand them one of yours (we recommend it be generic.) Thank them and confirm email address. Send them access to watch/read or attend.

**You:** I will email this to you right away. Perhaps we should plan to speak in a couple of days? Set a specific time that you will follow up. Then ask which is this the best number to reach you on (Thursday?) Get confirmation. What hours are you there?

**Note:** Pay close attention to what your prospect is doing. If they seem reluctant, be a professional and let them go. They are the ones losing not you. This script works the best where both of you have to be there for a certain amount of time.

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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**Situational:** (continued)

**You:** Have you ever thought about going into business for yourself? (Choose one of the below) *with the kind of business, you do (or you are in) ... with your contacts ... your training skills...with your personality...* You would be terrific at the business I am in. I would love to give you a call, (or leave this CD/DVD), or send you a video explanation so you can look (or listen) to it at home or join me in our next conference and if you like what you see, we can work together?

OR

*The object of this upcoming approach is to exchange business cards. No selling!*

**You:** Hi, how are you? (do your best and F.O.R.M)

Them: xxxxxxx

**You:** I recruit, train, and equip entrepreneurs with the ability to develop and train marketing teams. I am always on the lookout for connections. *Then go back to asking them about themselves.*

**You:** How long have you been at your job?

*Do not continue to discuss what you do. If they ask for more info, tell them now is not the right time. Exchange business cards and tell them you will call them.*

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## Referrals:

Most people blow getting referrals because they say excessively much. The best way to get referrals is by not going into any details about it. Just use something simple like:

- Who do you know who hates their "love handles", "has Diabetes", "wants to lose weight"? . . . is into healthy eating", ... "all Natural"? etc.
- I'm working on a project in the health & wellness industry. Who do you know who's into wellness?... Natural Nutrition? ...into health? . . .is into working out?
- Who do you know who is a fitness coach?... weight-loss coach? ...sporty?
- I'm looking for someone who deals with Herbal stuff, natural medicine/ who do you know?
- I need your help. You know a lot of people. I'm currently working on a large project and need to find one or two people to help me. Can I give you a 15 minutes overview about the project and the profile of the persons I'm looking for to see if you can help me locate the right individuals?
- I need your help. Who did you say is looking for an alternative income streams/ home based business/ extra income?
- Who comes to mind that's looking for a career move/ has lost their job/ is looking for natural ways to get better?
- Who do you know who hates their boss?
- Who do you know that likes to work real hard, and get the job done so they can go play?
- How about someone really motivated by money and willing to do whatever it takes to succeed?

**Quick Question:** Have you ever thought of doing anything else?

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## **Referrals:** (continued)

*This last question is very important. Sometimes when you ask for referrals they will say "How about me?" It is very important how you handle this! Don't fall for it! Keep asking for referrals.*

**Referrer:** *What about me, I might be interested?*

**You:** *"You! No way, you're too busy. Who else do you know that's interested in (health & wellness/ fitness/ natural medicine etc.)?"*

If they try to bring it back to themselves again, deflect again.

**You:** Why would you be interested in doing this? You love your job.

Them: No I don't.

**You:** Well I'd love to work with you, but it's straight commission. I didn't think you'd do that? How much time could you put in to a new project, it will probably take more than a couple of hours a day. Can you do that?

## NOTES

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## Contacting a Referral Prospect:

**You:** Hello (Prospect Name), this is (your name). I know we haven't met just yet, but (Referral Name) said I should talk with you. (Referral name) said you have an interest in the (\_\_\_\_) industry. Is that correct? Tell me more about that?

*– This is an opportunity to F.O.R.M the referral---- Listen!!*

**You:** Much of our business focus is on \_\_ (Helping people with health & wellness, relationships and financial challenges), if I could show you a business model that wouldn't' jeopardize your current situation, would you be open to hearing more about it?"

*If the answer is no, (I doubt it, this script is effective) ask:*

**You:** Who do you know that is looking for an opportunity to --- increase their income, get help with life coaching, starting a business----?

*If the answer is yes, then say:*

**You:** I would like to email you some information explaining more about how the business works. However, if I send it, do I have your word that you will look at it right away? Great - what's your email address?

*If you get a no, ask: When would you be able to have a look at the information for sure?"*

*If they say yes - But what is it?*

**You:** Rather than take up your time on the phone, I would rather send you all the details via email. Then if you have questions, we can talk after you have a basic understanding of what I do. Does that sound fair?

OR

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## Contacting a Referral Prospect: (continued)

**You:** Hello (Prospect Name), how are you doing today? This is (your name) (*introduce yourself*) (Referral person) recommend I call you. (Referral person) said you're a good person to talk to about the \_\_\_\_\_ (fitness/wellness/ supplements industry) is that still the case? (*a chance to F.O.R.M them*) I have something that might be of interest for you. Can I ask you a question? If I could show you a way to profit from your knowledge in the (...fitness/wellness/ Networking/ supplements industry...). that wouldn't interfere with your current {job/ employment/ business} would you say the timing is good or bad for you? Or are you the kind of person who considers themselves a Go-Getter?

*If you manage to recruit someone or get them as a customer from a referral list, call the person who gave you the referrals and say something like this.*

**You:** Hey Marek, I wanted to thank you for the referrals you gave me. One of the names you gave me was Fred. It looks like Fred and I may be working together. To show my gratitude, I can either take you to dinner OR set you up before he starts and you make money, which option would you prefer?

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## Script for Person:

In your career, you will come across all kinds of people, it's in your best interest to be prepared for all sorts of conversation including dealing with the "tough guys" who think they know it all but have nothing to show for it.

This kind of people are normally testing the confidence and conviction you have for what you are presenting.

Remember, egoistic people are bullies and need to be lead with strength of mind and strong resolve not to convince them but to remind them that their failure or success is their responsibility.

**You:** I am getting the feeling that you think I'm selling you something here, is that correct?

**Prospect:** Of course, you want to sell me....

**You:** Look (first name), If you are not serious and committed to reaching your goals, it's better we save each other's time and call it a day. I invest an enormous amount of me into training coachable people who are at least willing to act towards their goals and dreams rather than being pushed around. So, (first name) ... on a scale of 1-10, ten being the highest, how serious are you about ...*(remind them about the goal they said they would like to reach)*

**Prospect:** 4,5,6,7,8,9,10!!!

**You:** (first name) I would like to congratulate you for making a bold decision. To get you started right, there are two key steps to follow: first step is to get your registration order out of the way so you can start experiencing our products, followed by ... *attending a webinar/ participating local live event or Monthly training* ... where you will learn the basics of Getting Started Right. How does this sound?"

This is very effective at flushing out time wasters.

## NOTES

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## Prospecting at a Networking Event:

**You:** Hi, I'm (your name). How did you find the event? *(An opportunity to F.O.R.M)*

**Prospect:** xxxxxxx *(lead the conversation by asking questions like a pro)*

**You:** If I could show you a way to earn extra income in a part-time business of your own so you can (have more time with the family/ afford holidays/pay off debts....etc...), would you be interested in getting a little more information so you could make an educated decision?

If they are interested, exchange business cards and contact them within 24-48 hrs with a proposal to meet/ attend an event/watch a video... etc.

If the answer is NO.... Try and figure out what you missed. Did you F.O.R.M. them properly? Is it the right time? What do they really want? Do they have past experiences that's stopping them? Use the Referral getting script to get a chance to present or share the opportunity and get referrals.

## NOTES

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## Prospecting Power Questions:

- Do you keep your options open to making money opportunities outside your current \_\_ *their expertise*\_\_? (Law, education, medicine, etc.)
- I'm working with a company that is perfectly positioned to capitalize on the Health & Wellness industry in the UK
- I need to get some information in front of you...
- Would you be interested in sitting down and discussing a business opportunity if it paid you the right amount of money...?
- Is there any reason why you'd not consider a business outside your profession...?
- On a scale from one to ten, how open minded are you about business?
- This is going to happen with or without us, the only question is who will provide a solution and profit from the current Global health crises?
- Would you be open minded to hearing about a business opportunity that is expanding in UK/ Locally and is well positioned to capitalised on the health crises in UK?
- Is there any reason you'd ever consider a business outside of...?
- I need to get some educational materials in front of you...what's your email address?
- Ever think of owning your own business? What stopped you? What if...?

**You:** I want you to join me on a conference call tonight to listen to some good quality information. It starts at 8PM. Does that work for you?

**Prospect:** Yes.

## NOTES

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# SCRIPTS: CONTACTING YOUR PROSPECTS

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## Prospecting Power Questions: (continued)

**You:** Great, I'll call you just before 8:00 so I can hook you up to the call. What number should I call at 7:57? Thanks! Talk to you then, bye.

**You:** We've got to meet so I can show this/...opportunity...to you. I've recently found something that we can work together on! What are you doing right now/ this evening/ tomorrow...?

I'd like to put you on the phone with my business partner who can talk to you about this in detail. What is a good time for us to talk in the next 24 hours or so?

## NOTES

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# RECOMMENDED READING

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*Think & Grow Rich* - Napoleon Hill

*You Were Born Rich* - Bob Proctor

*The Science of Getting Rich* - Wallace D Wattles

*Awaken The Giant Within* - Anthony Robbins

*The Cash Flow Quadrant* - Robert T Kiyosaki

*Rich Dad Poor Dad* - Robert T Kiyosaki

*The Business of The 21st Century* - Robert T Kiyosaki

*How To Win And Influence People* - Dale Carnegie

*Winning With People* - Jon Maxwell

*The Power of Positive Thinking* - Dr. Norman Vincent Peale

*The Success Principles* - Jack Canfield

*The 4-Hour Workweek: Escape 9-5*, - Timothy Ferris

*The Secret* - Rhonda Byrne

*Go Pro* - Eric Worre

*Go for No! for Network* - Richard Fenton

*The Compound Effect* - Darren Hardy

*Script Book* - Dani Johnson

*Spirit Driven Success* - Dani Johnson

*The 45 Second Presentation* - Don Failla

*Making The First Circle Work* - Randy Gage