

PHONE PROSPECTING SCRIPT

by Joe Syverson



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This script was provided courtesy of Cheryl Currie
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internet marketing training for their home business.

THE APPROACH - Your Attitude:

Relaxed & Enthusiastic / Friendly & Firm / Trustworthy & Credible

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Name, - *Just say their name Do not say Hello, HI or "Is NAME there?"*

This is <Your Name> out in (Your City, State) how are you doing today (evening)? *Listen, comment, & move quickly into*

Name you won't recognize my name, but you were on one of my business websites looking for a way to earn extra income from home (say slow), (Immediately go to 📞) *Or Use This Optional Credibility Insert ~ I am a professional at teaching people how to make money from home for over (timeframe)... now Name... Immediately go to 📞*

(Choose one * that matches the lead you are calling)

📞 ...were you looking for part time or full time income ?

* ...I was simply going to email you some info, but I wanted to call to introduce myself and to find if you were looking for part time or full time so I can send you the right information...? (Seem Cold)

* ...I know it has been several weeks, have you found any quality people or quality businesses to work with yet, or are you still keeping your options open ? (Aged Leads)

Permission Question / Setting The Stage:

Name I know you weren't expecting my call right now, so I will be very brief & simply just ask you a couple of quick questions so I can learn what is the best information to email over to you, is that okay Name ?

THE INTERVIEW - Create Rapport & Qualify On Desire

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(As you gain more experience in prospecting, you will want to move away from the use of any script, and simply interview with M.I.N.D.F.A.D)

MOTIVATION 1st Interview Question: WHY LOOKING ?

Name if you don't mind sharing... What is it specifically that's got you looking for extra income right now in your life?

If Vague... Can you be more specific ?

WHY LOOKING / WHY NOW / DESIRE ? MOTIVATION

Was there anything else specifically motivating you to find something soon? *Are you just looking for more money, or are you looking for a better lifestyle as well ? If so, what else ?*

* **Optional:** *Why is it important NOW, to get extra income coming in ?*

INCOME: CURRENTLY DOING FOR INCOME ? / BACKGROUND

If you don't mind, **Name** what are you currently doing for a living?

How long have you been working in(been a....)

If you have been doing it that long you must really like it..?

What do you like best/least about being a?

Have you ever operated a business of any kind in the past ?

NEEDS: Short Term Goals = Time x Money Seeking Realistic

Paint me an IDEAL PICTURE here **Name**,
how many hours realistically can you commit to an additional income stream **each week**, and how much money on a monthly basis would you be seeking ?

If they are unclear on time, say ... "Could you devote 5-10 hours per week, 10-15 hrs per week, or 15-25 hrs per week ?"

If they are unclear on income, say ... "With that time invested, would you be seeking \$2-\$3,000 per month, \$3,000-\$5,000 per month, \$5,000-\$10,000+ per month ?"

If they are still unclear, say .. "**Name** if we could show you how to turn 7-10 hours per week into \$2,000+ per month would that make a difference in your life ?"

If you find exactly what you are looking for, how soon would you be looking to get started ? *If they say 4 weeks or more, send them an email, and let them go, unless you absolutely love them.*

QUALIFY: (If they are a 7.5 - 10 on your quality scale, use these additional qualifying questions below to gain maximum influence power, otherwise, just skip to the "BRIDGE" in the compelling section below.)

DECISION / VALUES

What is MOST IMPORTANT to you in selecting the right home business (right business partners)? *Anything else ? Anything else ?*

FEARS

Many times, when we start something new... people have potential concerns... **Name** do you have any concerns in running a business from the comfort of your home ?

AUTHORITY / DECISION / START UP CAPITAL

(If they are successful financially, you can skip this question.)

Hypothetically speaking... If this business turns out to be EXACTLY what you have been searching for, and you review everything about it, so you naturally feel comfortable moving forward... How long might it take you to come up with an initial start up capital of **(amount to start your business)** ? Okay, and would you be operating this business yourself, or would you have help ?

DREAMS

Fast-forwarding 1-2 years from today, assuming things go well, and you are **making triple** what you were expecting, what are some bigger lifestyle goals & dreams you would accomplish and focus on when you have true time & financial freedom?

Optional Re-Phrase Question: **Name** imagine yourself having 5 million dollars in the bank, what would you do ? Start a dream business, Travel ? Where would you go ? How would you give back ? etc...
Anything else ? Anything else ? Anything else ?

Optional Re-Phrase Question: **Name** imagine yourself earning an extra **(desired monthly income)**, how would this change or improve your life specifically ?*Anything else ? Anything else ? Anything else ?*

COMPEL: Compliment / Neuro~Bridge / Create Urgency

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Compliment

Name I speak with 100+ people per week, and you are definitely in the top 10% (5%) as far as people because (give a sincere compliment - make it as specific as you can.)

Bridge

So **Name** if you are serious about generating (**income they said per month**) and you truly want to create these changes (**list changes they want to make in their life**) then naturally you will want to place a very high importance on reviewing this business information I am sending over to you **as soon as possible**, because it very well could be, the solution you have been searching for... let me confirm your email: Is your email blahblah@blah.com.

My Email Subject Line Will Say: *"We just spoke on the phone..."*

Create Urgency

How soon can you get to your email and go through this (**fill in your presentation here...**) - you will require (**time it takes**) ?

Optional Urgency Phrase: (You will want to determine if this is for you as soon as possible, as we have many new people starting over the next few weeks, and some may be placed on your team, meaning you could get paid off them...)

(If they are a 7.5-10 on the quality scale, then set up an appt to get back with them, right after they will have finished reviewing. The sooner the better, while info is fresh in their mind.) If below 7.5, you should of let them go by this point, but if you haven't then... tell them to EMAIL you back their interest level on a scale of 1-10 or any questions, so you can follow back up appropriately.)

Solidify Appointment

Again my name is... (Your First & Last Name) ... can you remember my name ? (**This makes them say your name out loud or in their head.**) Grab a pen, here is my phone number, in case you don't get the email for some reason (spam filter)- please call me. I am a professional, and just like all professionals, I keep my appointments... Are you someone who keeps appointments **Name**? I have two openings tomorrow (**blank and blank**) which one works better for you... where you will have about 15 minutes to meet on the phone?

Great, I will put that TIME in my calendar. If something comes up, and you can't make it for whatever reason... will you please give me the common courtesy you would any professional, and call me to let me know ?

My Email Subject Line Again Will Say: *"We just spoke on the phone..."*

It was a pleasure meeting & getting to know you **Name** and I look forward to us talking some more... thanks again for taking the time, and allowing me to get to know you...

Have an outstanding day and we will talk at (**time you created, if you did.**)

Bye for now.

QUALIFYING & INTERVIEWING STRATEGIES & FORMULAS

Copy & Paste into Notes Section of Live Caller

As you interview --- Fill in the "?" on the table instinctively

DESIRE / WHEN ? 1-- ? --10 Best

SKILLS / TIME / \$ 1-- ?-- 10 Best

DEALBREAKERS & QUALIFYING HELPERS:

If They Lack Any Of These 5 Deal Breakers Below They Are Disqualified (Below a 5 on a 1-10 Scale)

DESIRE: Sincerely Desire a Change in Lifestyle
(Minimum \$1,000 income desired)
Seem Pro-Active & Eager For Change

WHEN: They have a sense of urgency,
ready to start in the next 1-3 weeks or sooner

SKILLS: Good Level of Energy in Voice & Moderate People Skills
/ Coachable / Have access to a computer / phone / internet

TIME: Possess Minimum of 7-10 hrs per week

\$\$\$\$: They understand there will be an investment
to start any kind of business (This is a Bus./Not a Job)

1-4 - > Let Them Go Immediately - Don't waste time

4-7.5 > Email Them Information, and Tell Them To Respond

8-10 > Email Them or Invite Them To A Presentation,
Make Sure To Set A Follow Up Time!

7.5-10 Interview Questions & Important Talking Points Below: **M.I.N.D.F.A.D**

Motivation ... Why Looking, Why Now ?

Income ... Career / Background / Past MLM exp ?

Needs ... Short Term Goals = Time x Money Seeking

Decision ... What's Important ? / Values

Fears ... Concerns you have about starting another bus.

Authority ... Decision Maker / Start Up Capital ?

Dreams ... Long Term Life Style Goals

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