

Tele Script, how to call your Prospects and stay in control!

The purpose of this script is to give you a step by step process to set up your prospecting call properly, keep you in control, and **remove the fear of picking up the phone to talk to people you know.!**

It also allows you to have a system where you get all the relevant information to somebody that is actually interested in receiving it **and make sure** that you don't give out too much information over the phone that will allow your prospect to pre-judge before they have even seen it!

Print this script out and read it through several times as practice. It might seem long at first, but in fact **only takes 3/4 min's to go through the call with somebody.**

When you start making your calls make sure you are sitting in a quiet comfortable area with your initial prospect list in front of you and a pen to take notes.

This is how the call will start,

Note, 'Blue' represents you; 'Green' represents your prospect!

"Hi (name), its (your name), do you have a couple of minutes talk? (Make sure that you get the preamble out of the way quickly and don't let that drag on because you are nervous)

At this stage they are going to say one of 2 things:

"Yes, what's it all about", or they might say, "No, I am just on my way out" or "I'm just going to pick up the wife, kids, husband etc".

If they say they are going out,

"Great (name) what would be a good time to call you back?"

"Why, what's it all about?"

"Well, I need 15 minutes to get your opinion on something but it's quite important and I would rather call you back when it's more convenient. Are you in tonight, afternoon, etc?"

It is vital that you do not get drawn into conversation at this stage because they have told you they are going out and will not be paying attention, so you must call back. If they say YES, "I am fine to talk", carry on.

"(Name), I have just started a part-time project to earn some extra money. You know, help with paying the credit cards, the mortgage, paying for the holidays etc. It's a British based company that at the moment is experiencing fantastic growth. Over 32 million people do this in the UK regularly every week, and over a 100 million people in Europe. The company has found a way to do what all these people are already doing, but do it better, cheaper and even free.

They have a great way you can earn substantial income without disturbing what you are currently doing. They need ambitious motivated people to help with expansion. Would that be something you'd be interested in taking a look at (name)?"

Now, at this stage, this is the most important part.

It is vital that you now get confirmation that they are interested in taking a look at something to earn extra income and have the time. If they give you a straight answer and say, “Yes, I am always interested in taking a look at something like that!” then you can go on to the next stage.

If they um and ah, and say stuff like – “it depends, what is it?” It is imperative that you DO NOT launch into an explanation!

“(Name), all I am concerned with doing right is ascertaining whether or not you would like to get the facts on earning some extra income, or whether that’s something you wouldn’t be interested in. Because, if its not, I don’t want to waste your time or mine”

“Is it something you would be interested in (name)?”

IF they persist in saying “it depends, what it is, I am not sure etc”, and won’t give you a commitment, then say,

“OK (name), rather than go through everything with you and waste your time and mine, let’s just leave it at that. And I will see you in the pub Friday/football Saturday/school yard etc. If in the meantime you decide that you would like to find out how to earn some extra income, then give me a call.”

And put the phone down!

Do not give your strength away by then **starting to tell them what it's all about on there terms!** Unless they have said they are interested in earning extra income, and are prepared to look at all the facts and give you a considered opinion, then don't go any further.

If they have said they are interested then here is what to say next.

“(Name), rather than go through everything over the phone which could take ages, what I would like to do first is send you some information via email. The first email I send will give you an outline of what I am doing and give you a link to my website. There will also be a link to a short movie clip you can watch on your computer. This will give you all the facts you will need to decide if you want to take things further.”

“The second email I send you will have a subject heading, “the information you requested” and there will be a link in there that you have to click just to confirm that it’s ok to send you some additional information Please make sure that you click that link.”

“What I am then going to do then (name), is give you a ring back within 24 hrs just to find out what you think and answer any questions you may have. If it’s not for you, then that’s ok with me. It is fine to say no! Are you happy with that (name)?”

Finish by reminding them,

“So, (name), take a look at this information I will give you a call back on, (day) at (time), is that OK?”

To make sure that **you know exactly when your prospect** has opened your email, use a small free program called **MSGTAG** that you can download from www.msgtag.com.

When you finish the phone call, send your prospect the introductory email with your movie link in it and immediately put their name and email address into the Auto prospector in your Affiliate area. Then add their name to your list of follow-up calls in your diary.

When you make your follow up call you will know whether or not they have opened your email because **MSGTAG** will have notified you exactly how long it took them.

At this stage all you have to do is say, "Hi (name), its (Your name). I see you have read my email, what did you think of the information? Do you think it's something you would like to find out more about?" Then if they say no, say "Great – I will see you in the pub Friday night etc".

If they say "Yes, it looks interesting, what do I do now?"

Tell them the first thing to do is to get signed up online, and you will then show them how to get started. At this stage you may also want to send them a copy of the DVD to reinforce what they have seen.

Once they are signed up, point them to the Training Centre!