

If you don't have somebody's email address, use this simple approach

It is important when making calls like this to keep it very simple and don't get drawn in! **Practice this script and you will stay in control!**

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

"Hi (Name), it's (Your name), how are you? Is now a good time to talk?"

"(Name), I have found something that is right up your street and I want to tell you all about it. I certainly don't want to try to explain it over the phone (name) so if you would let me have your email address, and I'll send you some information. I really think you'll like it"

"Of course if it's not for you then that's OK, but I would really value your opinion"

If they give you their email address straight away without asking any questions say..

"Thanks (name) I'll get the email to you straight away. In fact, to make sure that you get all the information that you need to make a considered decision, I am going to send you two emails.

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. ***If it's not for you, you can unsubscribe at anytime***"

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?"

**** You will of course know that they have received and opened your email because msgtag will have informed you!**

If they don't give their email straight away and try to get some information from you say....

"(Name) I just can't do it justice over the phone and I don't want to spoil it by not presenting the information properly. You need to **SEE** it for yourself. Let me have your email address and then you can be the judge. If it's not for you then that's OK, but I really would value your opinion"

If they continue to insist (and at this stage you must resist the temptation otherwise you have lost control) on more information over the phone say...

"(Name) I would really value your opinion and would appreciate your help, as I don't feel confident to explain this over the phone. I really would appreciate your feed back, so let me have your email address and I'll get the information to you"

99% of people will not say NO more than 3 times, so hang in there and by the time you have gone through this 2 or 3 times you will see how well it works. **You will have fun as your confidence and assertiveness grows!**

Once you do have the email address it's back to the 3 step process again. Tell your prospect that you are going to send out 2 emails. Explain what they are for as before, send out your email, put there name and email address into the prospector, and then diarise for follow up!

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Finish by reminding them,

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OK, let's have a recap!

- **Pick up the phone** to your prospect and obtain there email address using the script above.
- Once you have the email address, **explain to them** how the process will work.
- Send out the Information email of your choice, put your prospects name and email address into the Auto-Prospector and then diarise for a follow up call **within 24/48 hours**.
- Then it really is simply a matter of following up and asking that all important question.... ***“Well, what do you think?”*** using the Follow-up script.