



## **Basic Telephone Scripts To Help You Get Started Building Your Business**

### **Opening Telephone Script #1:**

I'm calling to ask you if you know of anyone who might be interested in a new and unique weight loss product that (is being introduced) (we're introducing) to this area.

You know, someone who might be planning to go on a holiday this spring/summer/fall/winter and wants to take off ten or fifteen pounds to look better in a bathing suit, or someone who is going to a wedding, or a class reunion and wants to shed some extra pounds for the same reason.

I'm working with this product because I know from experience just how well it works.

(Tell your own story, briefly, or tell one of the stories from your upline, or tell one of the stories from *Chicken Soup for the Healthy Soul*.)

There are two ways to buy the product. You can go directly to my web site and order it for the retail price of \$150.00. (Remember, the customer does NOT pay for this shipment, you do, and it is subtracted from the amount you earn for this sale.)

But the other way is to let me set you up to buy direct from the company at wholesale. Would you like to know more about that?

### **Opening Telephone Script #2:**

I'm calling you because you know so many interesting people, and I thought you might be able to help me, or guide me to those I'm looking for.

Maybe you know of someone who is interested in making some extra money without jeopardizing their current job? This is a great home based business that can earn the money for that car payment, or to take a vacation, or rent that house or apartment down the shore for next season.

Because the product is so great and sells so quickly—when people see how well it works, they ask where they can get it—those who are friendly, ambitious and open minded can turn this into a high-income business.

You have a computer, don't you? Why not take a look at my web site, and you can learn just what this company and product are all about. And then decide if you want to refer me to some of the people you know.

My web site is \_\_\_\_\_. Let me ask a favor. When can you take a few minutes to look at it... tonight, tomorrow? I'd like to call you back and answer any questions you might have about the product or the business. How about if I call you (day of the week, and set the time that they feel they could be sure to be available.)

### **Opening Telephone Script #3:**

(Establish that you're calling to ask a favor.)

I know you belong to (whatever organization or social group they are part of.) and I wonder if you could point me to a few people who might be interested in looking at something that I have found very interesting.

(Response: “*What in the world is it? What or who are you looking for?*”)

Well, I just became part of a company that is expanding in this area, and we're looking for a few friendly, ambitious persons who can help us recruit and train a news sales force in this area.

When we find a key person—a real leader—the people I'm working with will help them build a sales team right under them, so they can get the commissions and overrides from everyone's sales in their network.

You know, just like they do at Merrill Lynch, or real estate offices, you know, where the top person in a group gets a piece of everything that goes through their office.

Of course, besides key people, whenever they open up an area they come across part-time people as well, and they can make a generous income for themselves, so if you know anyone you think might be interested in talking to us, you could be doing them a favor by referring them to me.

A great thing about this operation is that it's really clean,... by that I mean that there's no inventory necessary, no product to deliver,... the company takes care of all that. And they don't even have to work out of a central office. They can start this business right from their own home.

Who do you think would be interested in taking a look? Would you be interested in doing this? If we could show you how and help you get started?

### **Opening Telephone Script #4:**

I am working with a company launched by one of the Top Nutritional formulators in the US who has developed a New Cleansing Technology. The people who are using it are losing a lot of weight quickly and safely.

It is so powerful that the authors of *Chicken Soup For the Soul* and *Men are from Mars, Women are From Venus* have written books about us. Are you interested in hearing more about it?

*Next are a couple of suggestions on how to handle what we call “stumbling blocks” that come up in the conversation. Being prepared is the best defense against such interruptions in your presentation.*

### **Overcoming Stumbling Blocks #1:**

*“Whoa there! This isn't one of those pyramid things, is it?”*

(Laugh/chuckle back at them.)

Gosh, no. Pyramids are illegal. Look, let me tell you what we do, and then you can decide what we should call it, ok?

We sell really great products directly to consumers, you know, people just like you and me. And we set people up in business to do the same thing.

That's how the company expands, and that's why they pay us generous commissions.

Would you like to know more about it?

## Overcoming Stumbling Blocks #2:

*“It sound interesting, all right, but how much is this going to cost? What will I have to spend? A small fortune, I bet.”*

Well (First name), that really depends. How fast do you want to go? Turbo speed, medium, or feel your way on the leisure track.

Getting started in this kind of business can be done with money or with imagination, whatever you feel you have the most of, along with some life force and good energy. You just tell me how fast you want to go.

How much time do you feel you can devote this new business?

(Get a time commitment.)

Good. Now, how much of a budget can you commit to building your business?

(Response: *“What do you mean, budget?”*)

Well, for such things as business cards, brochures, samples, maybe some ads. Look, pick a number between, \$50 and \$500 per month. Tell me what you’re able to do so I can help you get the most out of the time and money you’re able to commit.

*Many stumbling blocks or objections can be countered with the **FEEL, FELT, FOUND** response. It gives you a comfortable cushion of conversation, and allows the prospect to identify him or her self with you or with others.*

You say something like “I know exactly how you **FEEL**. I (or others you will talk about) **FELT** the same way until I (or they) **FOUND** (and continue with a specific example).

This approach will usually soften any objection or remove the stumbling block because your prospect feels that you understand, and he or she becomes willing to hear more about your offering.

Here’s an example:

*“This all sounds pretty good, but I just don’t have the time to do something like this.”*

(Start with a smile.)

I know exactly how you **FEEL**. In fact, I **FELT** the same way when I was first approached by my own sponsor. I was pretty busy with my full-time job, and helping our kids with sports. The truth is, I didn’t realize it at first, but Time was what I wanted and needed the most. Time with my family, time for traveling, time to be with my friends. And do you know what? I **FOUND** that the money I earn in Network Marketing buys me Time, and quality Time at that. I really understand what people mean when they tell me they don’t have the time. That’s exactly what this business is good for, ...more Time!

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Reading any “how to do it” information is worthwhile, but putting what you learn to work is what really counts.

Put these ideas (and others you learn along the way) to work for you. Get into action,... and stay there. Your reward will be substantial.

*Jimmy Smith*