

RULES FOR CALLING BUSINESS OPPORTUNITY LEADS:

1. If you're going to recruit from leads, subscribe every month for no less than 3 months.
2. Leads have an average minimum. cycle of 90 days. (Warm market and business networking have average minimum cycle of 10-30 days. Three Foot marketing 30-90 days.)
3. Expect to recruit 2 people per batch of 100 purchased. (It might take 3-6 months)
4. Don't buy leads if you're not willing to make 4 rounds of calls and leave 4 messages per person.
5. Leads cannot be the only pond you fish in for prospects. A balanced diet = A Healthy Business.

OF YOUR BATCH OF 100 LEADS:

20 wrong/disconnected numbers

20 looking for a job, not a business or no longer interested

20 won't answer or respond no matter what you do

40 will respond by text or answer the phone (38 of them will not get back to you, string you along, or sit on the fence and dream of being rich but never take action.)

2 will sign up!

ROI (RETURN OF INVESTMENT) ON A NEW RECRUIT = PRICELESS!!!

SCRIPT FOR LEADS:

1st Call

IF THEY ANSWER:

Hi _____? This is (your name) following up with you from (your company)?

I got an email notification that you might be looking for a business to make more money?

Did I catch you at a good time to give you our website so you can go online and see the details for yourself?

- Give your website or any links to your company training materials so they can become more familiar with your company
- Schedule follow up appointment “what time can you watch that so I can call you back? Can you watch it right now? Should I call you back at 6pm or 8pm?”
- Build Rapport- “If now is a good time, tell me about you and what you’re looking for in the perfect business opportunity for you.”

After you the call enter their contact information into your contact manager system, or send them a personal follow up email.

IF THEY SAY NO, SAY:

“Ok, would you like me to mail you a FREE DVD (or any sales collateral you may have) so when you ARE ready you’ll have all the info you need? What address should I mail it to?” You can also email them with more information.

IF YOU GET VOICEMAIL:

Hi _____, this is (your name) following up with you from (your company). I got an email notification that you might be looking for a business to make more money. I’d love to give you our website where you can watch a company video with all the details. Please feel free to call or text me back with your email address so I can send the information. I’m at (555)555-1212. Thanks, I look forward to hearing from you!

AFTER VOICEMAIL SEND THEM A TEXT:

Hi _____, I understand that you are looking to make money from home. Our company is looking for leaders. If I send you a video (or other materials you may have) with all the details, will you watch it? What’s your email?

Your name

Your Company Name/your website

AFTER LEAVING A VOICEMAIL AND TEXT, THOSE WHO REPLY BACK WILL MOST LIKELY TEXT YOU THEIR EMAIL ADDRESS. YOU SHOULD THEM ADD THEM TO YOUR CONTACT MANAGEMENT SYSTEM OR UNDER YOUR EMAIL CONTACTS. THEN TEXT THEM THIS:

Thank you _____ ! Click here to see the full details [\(YOUR PERSONAL WEBSITE\)](#)

I also sent additional info to your email. Be sure to “click to confirm” we have your correct email.

Please text or call me once you're done watching the video (or going through the marketing materials that you sent)!

SECOND VOICEMAIL & 1st EMAIL:

Hi _____! It's (Your name) again from (your company name)! Following up to see if you're still looking for a winning income opportunity. I'd love to mail/email you a free info packet about our company. Feel free to text me your address if it's more convenient, or give me a call. I'll also send you a quick email with the details. My number is (555)555-1212, I look forward to connecting with you!

THIRD VOICEMAIL:

Hi _____! It's (Your name) from (your company) following up with you. I just wanted to make sure you were all set. If you still want to earn additional income on the side, without interrupting what you're doing, please let me know. We are having a great time here at (your company), and would love to talk compensation with you when you have a chance. Feel free to call or text me anytime. (555)555-1212.

4TH VOICEMAIL:

Hi _____! It's (your name) giving you one last call. If you're interested in making more money, let me know and I can send you the details by mail, text or email. If I don't hear back from you, we wish you all the love and success here from (your company). (555)555-1212. Thanks again (prospects name) !

FOLLOWING UP WITH YOUR PROSPECTS

IT TAKES AN AVERAGE OF 4-7 FOLLOW UPS BEFORE SOMEONE DECIDES TO SIGN UP. THAT'S A SMALL AMOUNT OF WORK COMPARED TO A LIFETIME OF RETURNS.

Your Goal When Following Up:

Continue to Build Rapport- people buy from those they know, like and trust. Master the art of winning with people. Ask questions about them. "How was the birthday party?" "How are you

feeling today? I know you were under the weather yesterday when we spoke.” “How did your son’s soccer game turn out?” if they mentioned these things on a previous call.

Get Their Address- when they receive something in the mail from you, you go from being a telemarketer to their friend!

ABC- Always be closing. “What kind of questions do you have that I can get answered for you or are you ready to start making money?”

1ST FOLLOW UP CALL:

Hi _____! It’s (your name) from (your company) following up with you for our (whatever time) appointment. Is now still a good time for you? Did you have a chance to watch the whole video/marketing materials? What did you like best?

(Their response will either be positive, fearful or skeptical)

Say, “I’m glad you said that because I felt the same way. Fortunately we have the most incredible mentors in (your company) who have built incredibly successful businesses here and are teaching me everything. I’d love for you to hear their experience, they can also answer any questions you have. Let me see if I can reach one right now, I know it would be last minute for them, so let me see. Hang on!”

(Then Do a 3 Way Call with your Upline if possible)

Put Them on Your DRIP Campaign (2nd-10th call):

- Email, text or call them every time there is a NEW video, magazine or tool you can send them
- Email, text or call them every time there is a NEW news article featuring your company or the need for your product or service
- Email, text or call them every time something GREAT happened in your life regarding your company or another associate (earned a large commission check, picture of vacations, achieved a new income level, spent time with family during the weekday)

- Keep an eye on the calendar and invite them to the next LIVE events in their area (if applicable). It may take inviting them 5-7 times before they are able to find one they can attend.

WHEN THEY SAY “I’M READY TO GET STARTED”:

Say, “Great! Are you in front of your computer? (Or can you put me on speakerphone and go to this website on the phone?) Go to [your website to get them signed up](#).

(STAY ON THE PHONE WITH THEM UNTIL THEY HAVE HIT THE SUBMIT BUTTON AT THE END!
DO NOT HANG UP! IF THEY ARE READY TO GO, SEAL THE DEAL NOW! STRIKE WHILE THE IRON IS HOT.)

IF THEY DON’T SIGN UP WITH YOU ON THE PHONE, GET THEIR MAILING ADDRESS BEFORE YOU HANG UP. Sometimes, they go and talk to their spouse or look at their checking account and get scared. Many say they will sign up later tonight or tomorrow, and if they don’t, you will have some collateral in the mail to them before they cool off completely, and their belief and confidence goes back up. Send a follow up email, if you do not have sales collateral to mail. Now they have a tangible tool to show their skeptical spouse this truly great business they found!