

Warm Market Prospecting with the video:

DID YOU KNOW or SPECIAL REPORT

Initial contact: Choose one of the following methods of initial contact based on your relationship with the individual, and what feels natural to you:

"In Person" contact (usually a warm contact, but could be an acquaintance)-

- Hand them the video and say, 'you really need to watch this!'
- "You need to watch this tape - it's only about 25 minutes (15 for Special Report) long and is really interesting.... I need to warn you, it's an *infomercial*, but it has very good information - and clips of a CBS report at the beginning and the end."
- Put a post-it note on the tape that says, "You need to see this"

Phone contact:

It is usually best to make contact with personal friends alone (not a 3-way call). After you have sent them information and are doing the follow up, get their permission to add a third party to your conversation.

- Do harmful ingredients concern you? I have recently learned some very interesting things and want to send you some information - would you have time to watch a 25 minute video? You won't believe it!
- I'm going to send (drop off, etc) a video you have GOT to see... It's only about 25 minutes, and you really need to see it. (They ask what it is...) It's actually an infomercial, but has really good (interesting, etc.) information about harmful ingredients - and clips from a CBS report about them.

DON'T OVERWHELM THEM with information - just the tape, and perhaps a 'convert your bathroom' or 'home brewed cancer' brochure.

FOLLOW-UP Use any of the following questions for follow up....

- Wasn't that video unbelievable?
- Did you check your labels like I did?
- Were you as shocked (disturbed, upset, angry, etc.) as I was?
- Can you believe how dorky the FDA guy was? (Trick question)

If they express any interest, say - "Hey, let me get my friend on the phone - he/she knows a lot more about this than I do" - Brag about your sponsor - let them know you have respect for this person. Introduce your upline and your friend, and then let your upline take over your call:

- Have you seen the information?
- Are you interested in the product only or the business as well
- Do you have any questions based on what you saw?

If interested in business, ask these questions too:

- Have you ever been involved in Network marketing before?
 - *if yes:* Did it go well? Tell me about it.
- **Would you like me to tell you how most people get started?**
- IF BUSINESS ORIENTED: Most business people get the distributor kit (\$19.95) and...
- Most people start with "convert your bathroom" pack, Revenol, Maximol \$109
- The "Convert your bathroom" pack has seven products that you are already using - and are a great value

Toothpaste, mouthwash, shampoo conditioner, shower gel, deodorant, shaving gel

3 are 16 oz size (mouthwash, Shampoo, shower gel) Not samples, great value

Maximol: for Good nutrition - the nutrients that we need are depleted from the soil Everyone needs this for good health

Revenol is a powerful Antioxidant - The water we drink and the air we breathe are full of chemicals that can potentially cause cancer. Our bodies don't produce enough anti-oxidants on their own to combat the level of environmental toxins we are exposed to these days.

For the Business person: Sales aid pack: contains Catalogs, sales brochure, harmful ingredients tool - an additional \$35 (?)

Is this something you would like to do? Now just remain silent until they answer. Don't prompt them.

If Yes, the upline says "Great" and excuses him/herself - "I need to run, but it was great meeting you. _____ can get the information you need to get started. I can't wait to meet you!"