

Contacting Phone Tips and Scripts

DYNAMIC PRODUCTIONS – Neways prospecting verbiage...

1. THE OPENING... Objective: get a "yes" response

Hello, this is _____ calling!

(Use their first name and your first & last name, i.e. - "Hello Wendy, this is Margie Aliprandi calling!"). Pause for response.

2. DISARMING... Objectives: A - get a "yes" by stating a known fact
B - get permission to talk

A. I understand...

- ... you live on _____ street.
- ... you are a good friend of _____.
- ... you are a member of _____.
- ... you are a teacher at _____.
- ... your daughter goes to _____ school.
- ... you are a mom with children at _____ school.
- ... you are a massage therapist
- ... you are in network marketing
- ... you are a realtor, insurance agent, secretary, UPS driver.
- ... you had a booth at the _____ show.
- ... you recently had a baby.
- ... you recently had chemotherapy, lost a family member to cancer.
- ... you are looking for a business to run from your home, is that true about you? What type of business are you looking for?

Or ...

A. If you recall,

- ... we met briefly at _____ last week.
- ... you attended a _____ workshop, class, clinic, show, etc.
- ... you asked that I check back with you when we talked a month ago about _____.
- ... you contacted Neways for information regarding _____.
- ... we spoke yesterday and you asked me to call you back at this time today.

*** Note: make additions & customize these to whatever situation, event, contacts are relevant.*

B. Do you have a minute? Or, Do you have a quick minute?

Did I catch you at a good time?

Is this a convenient time to talk?

Is now a good time to talk?

Answer will be: Yes, No or What's this about?

If they say **yes** or what is this about, go directly to the reason statement.

If they say **no**, reschedule for another time or go to the checkmate question & close.

Or, if you can gain permission to talk for a few minutes follow these steps or use one of the other reason statements.

3. **THE REASON ...** Objective: - get an appointment or an objection

- tell company you are with
- explain purpose of your call
- be very personable, be caring, be yourself
- seek controlled, predictable responses
- use words like visit, get acquainted, hoping, wondering, trying, help, need

Sample Dialogue

- 1) Tell them how excited you are about your new business venture, i.e. **"I am extremely excited about a new business venture & anxious to run it by you."**
- 2) Tell them why, i.e. **"I have found a company that is uniquely positioned to create tremendous income,** (i.e. anti-aging, life extension, safe products, need for HBB as income diversification).
- 3) Tell them you feel they may be equally excited, i.e. **"I think you are going to be impressed/excited just like I am"**.
- 4) Tell them you feel they will at the very least be very excited about the products, i.e. **"At very least, I know these products are going to make a difference in your life"**.
- 5) Request permission to ask them a few questions so that you can customize a packet of information. Use the personal information page for your questions.
- 6) Ask them **"Does this sound like something that interests you?"** If yes, **"Do you want me to mail, fax or e-mail you these materials? Would you like me to take a minute right now & tell you how most people get started?"**

Warm -

I have a business venture I want to run by you, as well as some information about a line of products that I want everyone I love and care for to know about.

Ad Response -

You recently responded to an ad I ran in _____(USA Today) on _____ (the Cell Pill). I was hoping to ask you a few brief questions so that I can customize a packet of information for you. Is now a good time?

Follow Up -

The reason I'm calling is because I'm following up to answer any questions you may have about the Neways materials I sent you on our safe products and our business opportunity. Is now a good time?

The reason I'm calling is because I wanted to follow up to see how you felt about the video/audio/information pack I recently sent you on _____ (particular need). I was hoping to ask you a few brief questions, do you have a minute?

Interest -

The reason I'm calling is because you had expressed interest in learning more about the new research on harmful ingredients in home products that may be affecting your family. I was hoping to ask you a few brief questions so that I can customize a packet of information for you. Is this a convenient time for you?

The reason I'm calling is because you had expressed an interest in learning how you could benefit from two major trends: The explosion of home based businesses and the growing consumer awareness of labels on personal care products. I personally am on a mission and am working Neways full time as a business due to the impact of these new trends. I believe you may feel the same way I do as you become aware of the opportunity available. But, at the very least, I know you are going to be excited about the products. May I ask you a few brief questions?

The reason I'm calling is you mentioned you liked to be informed of new products and medical findings. We have an incredible new product just released and I was wondering if I could ask you a few brief questions to see if this product could benefit you?

Referral -

The reason I'm calling is because _____ (friend) indicated you might be interested in our non-toxic (carcinogen-free, baby-safe, people-safe) rejuvenating line of personal care products and nutritional supplements. I'm calling to see if I could ask you a few brief questions?

The reason I'm calling is because _____ (friend) indicated that you are entrepreneurial and may be interested in a business venture that is capitalizing on some powerful trends; the freedom of a home based business, and the growing consumer awareness of harmful ingredients in personal care products. I was calling to see if I could ask you a few brief questions, do you have just a minute?

The reason I'm calling is because I'm a distributor with Neways and _____(name of referrer) said some great things about you. She also said you were proactive with your health and nutrition. I was wondering if I could ask you a few brief questions?

First Contact or Cold Call -

I am contacting all the mothers in this area to alert them to new research on harmful ingredients in home products that may be affecting their families and to offer a free analysis of the products in their home. This is something we can do over the phone if you have a quick minute. Is now a good time?

The reason I'm calling is because I'm a distributor with Neways. I am working to grow my business and the only way I know to do this is to contact people in hopes of asking a few brief questions regarding your nutritional and personal care products. Do you have just a few minutes?

The reason I'm calling is because I represent a company that recently released the Cellulite pill (you may have heard about us on radio or TV). I was hoping to share with you a little about how the product works & how you can make money telling your friends about it.

I'm calling because I have here that you are looking for a business to run from your home. Is that true about you? May I ask you a few brief questions?

The reason I am calling is I am a representative of Neways International. We work with the Cancer Prevention Coalition to help families avoid unnecessary exposure to cancer causing ingredients in their personal & household products.

Specific Product to Professionals -

The reason I am calling is because I represent a line of products that personal trainers, like you, have found to increase the results their clients obtain.

The reason I'm calling is because I'm a representative of a unique and highly effective (cellulite control product line, anti-aging product, line of essential oils) that (salons, massage therapists, plastic surgeons, personal trainers/health care practitioners) like you, have found extremely beneficial for their patients and financially profitable for themselves. May I ask you a couple of quick questions?

4. **CHECKMATE QUESTION...** If your prospect raises objections/refuses to converse simply say,

"I understand, but while I have you on the phone can I ask you one quick question?"

(Choose One)

...What is most important to you regarding your health & nutrition?

...If there were one aspect of your health you could improve, what would it be?

...If there were one thing you could change about your present career what would it be?

...If there were one thing missing from your life what would it be?

...If you could improve any aspect of your financial situation what would it be?

5. **CHECKMATE CLOSE...**

Objectives: - get the appointment (request for info, invite to an event, a phone interview or 3-way call)

- **use the word "especially"**
- **reiterate your reason for calling**
- **repeat identified need/motivation**

After the prospect answers with their need/concern:

This is one of the reasons I was hoping to ...

- ... **meet with you,**
- ... **send you information (a tape),**
- ... **acquaint you with our company**
& invite you to our seminar/class.

... To share how I've helped other _____ with your same concerns, **ESPECIALLY** when it comes to _____ (their stated need).

... What would be better for you, for me to send you an audio/video tape regarding this, or to meet in person?

... Great! Which works better for you, (45 minute) audio or (23 minute) video? I also have an audio on (the business opportunity, harmful ingredients in personal care products, nutritionals) if you feel you would want to listen to one those as well.

... Great! I only need 15-20 minutes of your time and do have openings both early and late in the week. What might work better for you?

... This is one of the reasons I was hoping to visit with you. Actually, a number of my clients/people I work with have the same concerns, especially where _____ is concerned. I would like to get together with you and share how I have helped them. Are mornings, afternoons, or evenings best?

CHECKMATE CLOSE... continued

... This is one of the reasons I was hoping to share with you the benefits of _____.
Actually, a number of my clients have the same concerns, especially where _____ is
concerned. Do you have time now or should I call back later?

... Well, _____ (name) based on what you told me it sounds as if a HBB with Newways would
be a great fit for you! (Reiterate needs, this is what will close the sale now!) Would you be
interested at this time to learn more about the products, the business, or both?

Recruiting Close -

This is one of the reasons I was hoping to visit with you. Actually a number of people within
our company had the same concerns as you, especially where _____ was concerned. I
would like to share how I helped them. Do you have a few more minutes right now or
would _____ be better?

6. MISC VERBIAGE ...

So that I can zero in on (give you) the information that is important (of value) to you, may I
ask you a few brief questions?

So that I can make the best use of your time, can I ask you a few brief questions?

So that I don't overload you with material you won't look at, can you tell me where your
interest lies, with healthier products for yourself and family, or with building an additional
stream of income?

Personal Information Fact Finder

Name _____ Phone/Biz _____ Home _____
Address _____ Fax _____ Date _____
City/St/Zip _____ E-mail _____

1. In terms of the personal care products you use (such as shampoos, shower gels, toothpaste, etc) which of the following areas matter most to you?
 cost quality of products
 safety of products effectiveness of products
2. In terms of the products you use which of the following areas are most important to you?
 health, nutrition & supplementation weight management & physique
 products free of harmful ingredients skin care
- *3. Do you read ingredient labels when purchasing personal care products?
6. Do you have a history of cancer in your family? (Has your life been somehow touched by cancer?)
- *5. Are you aware of potential cancer causing agents in personal care products?
6. Do you like to be informed of new products and medical findings?
- *7. Would you be interested in receiving a brochure that lists potentially cancer-causing ingredients so that you can check your own product labels?
8. Do you supplement you diet? With what? (Herbs, vitamins, etc.)
9. What is the greatest health concern regarding you or your family?
- *10. If you could improve any aspect of your health what would it be?
- *11. Are you familiar with Network Marketing?
- *12. Have you ever owned or considered starting a home based business?
- *13. What is your current profession or means of employment?
14. If you could improve one aspect of your present career, what would that be?
15. What best describes your attitude & concern regarding your career choices:
Income_____ Personal Growth_____ Flexible Schedule_____ Recognition_____
16. What would appeal to you most if you were to start a HBB?
17. What would your biggest initial fear be?
18. Of the information we've discussed, what would you like to know more about?

*Note - Select a few questions from this list. * Indicates the most useful.*