

## Suggested Initial Contact Script

The entire objective of your initial contact with any prospect is to get them to say, "OK, I'll take a look at some information and try some product." Once they agree to this, you need to **get off the phone or change the subject!!** This is NOT the time to go into a detailed, prolonged presentation on the business.

Depending on your personality, this "initial contact" can be more "formal" or "informal" and you may want to exchange some "small talk" either before **or** after getting to the point of the call. In either case, you need to act "a little bit more excited than usual" and **force** yourself to not answer a lot of questions. For more information on this order Michael Durkin's "Relationship Prospecting" ([www.DoubleYourContacts.com](http://www.DoubleYourContacts.com)). A couple of our favorite "initial contacts" are:

A. "\_\_\_\_\_, this is [your name], how's it going? [Let them answer] Great - - hey, I'm on my way out the door, but I just got involved with something that I think is a goldmine and I wondered if I can send you some information on it and some product to try? [They'll usually say, "Sure, what is it?"] It's about a company called Max, and to be honest I can't explain it very well but I have something that can - - do you have 3-4 minutes to listen to something? [Assuming they do, 3 way them into **616-597-1032 (our team Curiosity Call)**. As soon as it's over, continue - -] Pretty wild, huh? [Let them answer] Let me get some information and product to you and then we can go over it in more detail, OK?"

B. "\_\_\_\_\_, this is [your name] --- how are you doing? Hey, I'm on my way out the door, but do you remember when you mentioned [something you've heard them say about being dissatisfied in some way --- for example, "you'd like a new car," or "you'd love to move to the other side of town," or "you'd love to put the kids in private school," etc.]? Were you serious or just kidding around? [Hopefully, they will respond something like "I was serious, why do you ask?"]

Well I just got involved with something that I think can get you [whatever they want] and I wondered if I can get you some information on it and some product to try? [They'll usually say, "Sure, what is it?"] It's about a company called Max, and to be honest I can't explain it very well but I have something that can - - do you have 3-4 minutes to listen to something? [Assuming they do, 3 way them into **616-597-1032 (our team Curiosity Call)**. As soon as it's over, continue - -] Pretty wild, huh? [Let them answer] Let me get some information and product to you and then we can go over it in more detail, OK?"

### ✓ CRITICAL CONCEPTS -

- ✓ **Keep the "curiosity advantage" on your side** - - refuse to answer questions or tell them too much! Emphasize that you are on your way out the door, and you can go over it later. Here is a great way to avoid answering questions:

"\_\_\_\_\_, I really can't answer those questions until you've had a chance to review the information and try the product. In fact, this may not even be a fit for you, so if you look at this stuff and it's not, you'll be okay with telling me 'NO' won't you?" [**Wait** for them to answer, and they'll usually say, "sure, I can tell you NO."] "Great, I'll get some stuff to you and then we'll go over it!"

- ✓ **Stress “taking a look” only!** If you have to, counter all objections with your own version of:  
  
“C’mon - - just take a peak. If you don’t see what I see, it hasn’t cost you anything but a little time. If you do see what I see, it could change your life (or) let’s lock arms and build it big!”
- ✓ **Keep “short accounts”** - - if you have trouble getting the first 1-2-3 people to look, get with your *upline* and troubleshoot *immediately!* ***Don’t wait until 20-30 people have told you “no” before seeking upline help!***
- ✓ **Keep a determined “I’m going to the top with or without you” posture** with “laid back intensity.”
- ✓ **Make sure you’re in an “up mood” or “positive mindset” before making the call!** If you’re not, make the call later!