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LITTLE  
**BLACK**  
**BOOK**  
OF SCRIPTS

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**When I say “go to” script, I truly mean the one that I go to more often than any other. It is the most widely used script in my arsenal and can be used under a variety of circumstances and situations you encounter as a network marketer or direct sales professional.**

The bulk of the script never changes. In other words, it is a very simple script to memorize and use effectively in a short period of time.

What DOES change is the INTRODUCTION and opening sequence of words, based on where and how the prospect is generated.

This is essentially ONE SCRIPT with multiple openings. So...once you get comfortable with how to get the conversation started, the rest is easy.

Each script follows the same basic path, which I refer to as an “Agenda” in many of my trainings. This includes the following:

- Introduction and Opening Question
- Asking for Permission to Continue
- Probing and Qualifying
- Taking them through the Information Gathering Process
- Taking their Temperature
- Closing, Conducting a 3-way Call or Booking a Follow up

Pay extremely close attention to the six parts of the script I reference above. When

I say PAY ATTENTION, I mean that I want you to get your head clearly wrapped around the six parts you see above.

The reason you want to be CRYSTAL CLEAR with those six parts is because once you understand the “flow” of the script, you will be able to very easily move away from the script itself (not have to look at it on paper), and be able to simply follow the “Agenda” of your call.

Once you “move away from the script” and don’t have to look at it any longer, you will find yourself more in a state of flow, being much less mechanical and your entire recruiting efforts will simply seem more fluid and easy.

**You ready? Here’ we go!**

Quick Script Tip: I always ask for prospects by their first name. It makes it more personal, rather than asking if John Smith is in, which is more formal. If you are calling someone named John, we can assume that John is probably a man. So...if a man answers, assume it may be John and start the conversation off by simply saying “Hi John.” Otherwise, proceed as follows.

Intro and Opening Question (For Leads you Purchased or Generated)

Hi, is PROSPECT'S FIRST NAME in please? Hi PROSPECT'S NAME, this is YOUR FIRST AND LAST NAME calling you from YOUR CITY AND STATE. I'm getting back to you because you just requested information from me about starting your own business. Is that still correct? (Pause...and wait for an answer)

Intro and Opening Question (Alternate For Leads Purchased or Generated)

Hi is PROSPECT'S FIRST NAME in please? Hi PROSPECT'S FIRST NAME, this is YOUR FIRST AND LAST NAME calling from YOUR CITY AND STATE. I'm getting back to you because you had requested some information from one of my web sites recently about working from home. Are you still looking to do that? (Pause...and wait for an answer)

Critical Note: I have personalized my introductions above by saying that my prospect has responded to one of my websites or requested information from me. By stating that, I am now in a more powerful position, even though the site they may have responded to may not be one of my own. The prospect doesn't know that. Only you do. It is a lot more powerful than saying something like "I got you off of a list that I purchased".

Intro and Opening Question (Alternate For Leads Purchased or Generated)

Hi, is PROSPECT'S FIRST NAME in please? Hi PROSPECT'S FIRST NAME this is YOUR FULL NAME calling from YOUR CITY AND STATE. I'm calling you because you were referred to me as someone serious about getting involved in a business of your own. Is that correct? (Pause...and wait for an answer)

#### Intro and Opening Question (Ad Respondent)

Hi, this is YOUR FULL NAME returning your call. You responded to my advertisement in PUBLICATION NAME OR WEBSITE regarding your interest in making money from home. Is creating an income from home still something you are looking to do? (Pause...and wait for an answer)

#### Intro and Opening Question (Someone You Met and Piqued)

Hi, is PROSPECT'S FIRST NAME in please? Hi PROSPECT'S FIRST NAME this is YOUR FULL NAME getting back to you. We met at THE PLACE YOU MET. Am I catching you at a good time to chat for just a couple of minutes? (Pause...and wait for an answer). Great. When we spoke, you indicated to me that you were looking for a way to make some extra money. Is that still correct?  
(Pause...and wait for an answer)

Please understand that you could very easily adapt these openings to start up a conversation from almost any situation you find yourself in. If you met someone at a party, the bank, your kid's school, on a Social Media website, or a business card you may have picked up are just a few ideas.

Your objective here is to QUICKLY QUALIFY them. Your ears must be turned on and you must be paying attention to both WHAT they say and HOW they say it! Are they the type of person you are really looking for in your business? Do they sound like the type of person you want in your business? Do they have the qualities that you are seeking? In other words, do they sound good? Are they outgoing? Do they sound like a good communicator? Can you feel some enthusiasm? Desire? Is their energy high? Do they sound interested? You've got to be listening clearly and paying attention to your prospect. If not...you'll be wasting a lot of time with people who are simply not qualified to do what we do.

Once I have asked the opening question, which by the way, I don't pause until I do so, I then ask for permission to continue based on their answer.

If YES...and they sound like someone you might be looking for, ask for permission to continue.

If YES...and they are definitely someone you don't want, "GAP" them. Tell them to Grab A Pen and send them to a recorded overview or a website. Send them someplace, but don't mail them anything. You'll be wasting your money. If you were wrong in your judgment and they like the business, they'll call you back. If not, you've just saved yourself a ton of time, and probably a few bucks.

If NO...and they sound like they are not worth your time, say BYE. Move on.

If NO...and they sound like someone who may have what you are looking for, ask the following question:

Before I let you go, do you mind if I ask you a simple question? Are you saying that you're really not looking to create additional cash flow in your life? I mean...if you absolutely knew that you could earn a few thousand extra dollars each month working very part-time, you wouldn't at least be curious as to what it involved?

If MAYBE or POSSIBLY...ask the following question:

PROSPECT'S FIRST NAME...I'm only looking for people that can absolutely answer yes to the question. Are you looking to make more money, yes or no?

If THAT DEPENDS...ask the following question:

Of course it does. But let me ask you this. If you found a business to pursue that you were absolutely convinced would create a substantial level of income, you would want to know about it, wouldn't you?

Ask for Permission to Continue

Am I catching you at a good time to talk for a few minutes?

### **Probing and Qualifying Questions**

This part of the script is really based on feel. Again...you MUST be paying attention to your prospect's answers, both WHAT they say and HOW they say it. You may find very quickly that you don't need to ask all of these questions. Remember...just

because the question is in the probing and qualifying portion of the script, it doesn't mean that it MUST be asked.

Are you currently self-employed, or have you ever been in the past?

If yes...ask about it.

What do you do for a living currently? How long? What do you like about it? Is there anything you don't enjoy about what you currently do?

The objective of the question above is to find out what they like and don't like, so that you can

show them how to get more of what they DO like and less of what they DON'T like.

Why are you looking to be involved in a business of your own?

Are you primarily looking for a part-time income, or are you looking for a serious full-time income?

How much money are you looking to make?

Given you found the right opportunity, how much time are you prepared to devote to your business each week?

If you had the opportunity to thoroughly review our business, and you were absolutely convinced you could make money \$ (the amount they told you they want to make) at it, are you in the position to invest \$ to get your business up and running?

The next question is BY FAR the most important question you will ever ask any prospect. If you get this far into the probing process, you will definitely want to ask this question. It is the KEY question that uncovers their WHY, the real reason why they want to make life change.

PROSPECT'S FIRST NAME...let me ask you this. Other than the money itself, what is it exactly that you are looking for? In other words, what specifically will you be able to do when you have that kind of money coming in that you cannot do today?

WRITE DOWN THEIR ANSWER!!! This is critical. You will get answers like, "I will be able to put my kids in college", "I can finally afford to buy a house", etc. This is their WHY! Remember it...write it down.

If the person sounds like they are the "right" candidate, take them through the information gathering process that you have for your primary company (i.e. a live call, recorded call, DVD, web site, live meeting, webinar etc.)

### **Take them Thru the Information Gathering Process**

It sounds to me like you are the right type of person for our business. What I need to do now is provide you some information about our company and what we do, so you can make an informed decision as to whether or not it makes sense for you. Sound fair? (Take them through the process.)

## **Take Their Temperature**

This next section may happen immediately, if you are able to disseminate information to them right there. If not, you will be scheduling a time to get back to them and take their temperature.

After you expose the prospect to your information, you need to find out the interest level of your prospect.

Well PROSPECT'S FIRST NAME, that's a quick overview on our company. Let me ask you a simple question. If you were to rate yourself on a scale of 1 to 10, one being not at all interested and ten being I am ready to get started right now, where do you see yourself?

Listen CLOSELY to what they say. You are asking for a number. You didn't ask if they were curious or serious. Get the number. It gives you a good gauge as to exactly how interested they are.

Here's how I respond to their answers...

If they answer 1 through 5:

Not a problem PROSPECT'S FIRST NAME. It sounds to me like this is obviously not for you. Who do you know who may be interested in a business like this?

If they answer 6 through 8:

Great, why are you a THE NUMBER THEY TOLD YOU?

Let them tell YOU what they need in order to make a decision.

If they answer 9 or 10:

Excellent, let me share with you exactly how you get started in the business...

That means, sign them up! You still may get questions, but obviously they are interested. Get them the answers they need, and enroll them. By the way, this is an IDEAL time for a 3-way call with a leader on your team.

### **Close, Conduct a 3-way Call or Book a Follow up**

You are nearing the end of the process with your prospect at this point. They will either not be interested and you ask for a referral, they are moderately interested and you find out what they require to make an informed decision, or you sign them up.

If you haven't signed them up yet, your objective is to do so! They probably simply need a little more information and validation, perhaps even a little time to think about it.

However...if they DO say "I need to think about it", be sure to ask them, "What is it specifically that you need to think about?"

