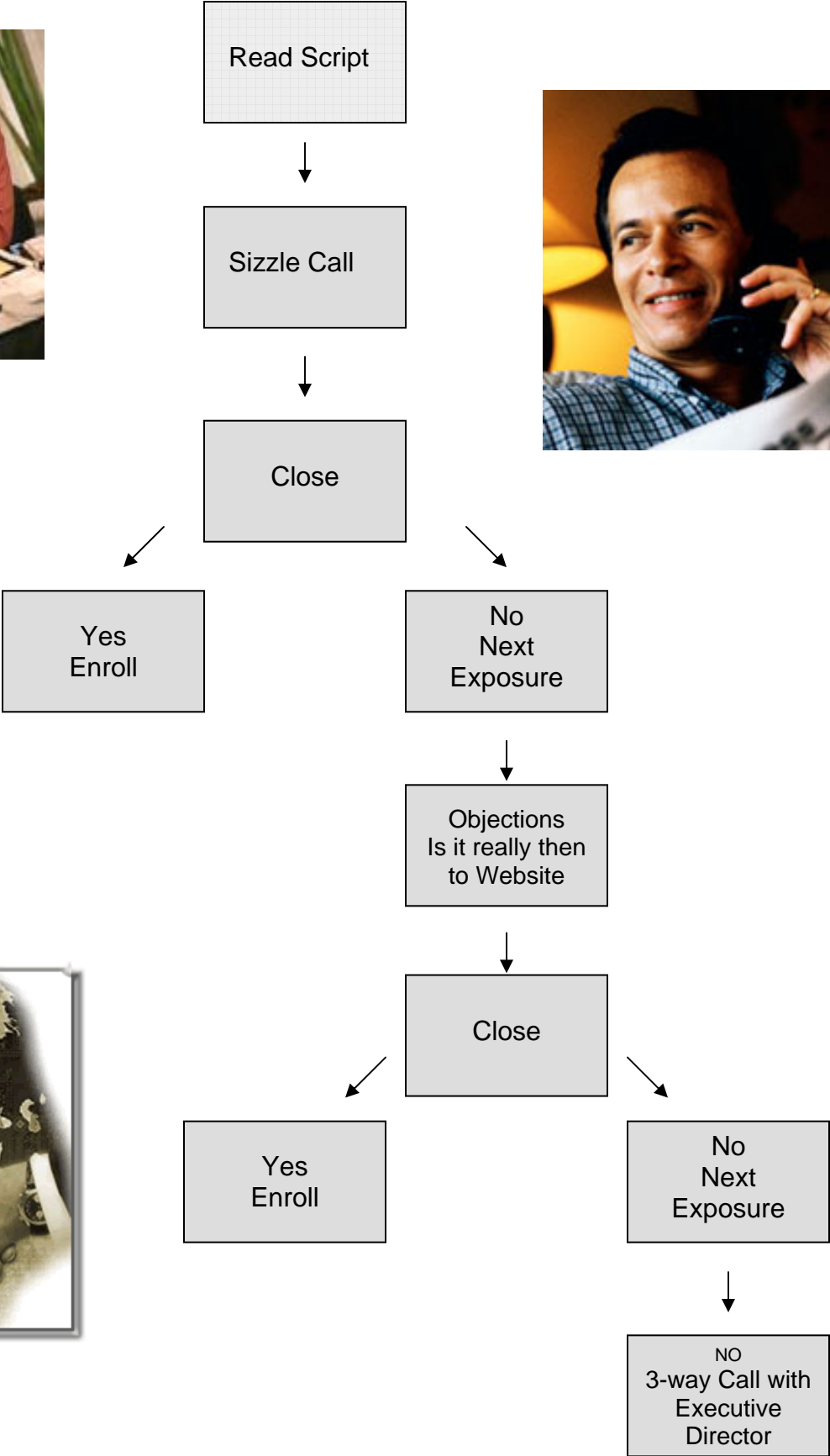


# Business Opportunity Script and System



**Smile while you are on the phone – They will smile back - SPEAK with confidence  
– Position of Strength!**

**COLD MARKET SCRIPT**

Hi "PROSPECT NAME", how's it going? This is "YOUR NAME", I'm calling you back. You requested more information on working from home. What can I do for you? \_\_\_\_

OK Great! Do you have a pen and paper handy? To save us both time, I'm going to ask you a few questions so I can understand more about you and what you're looking for.

**Some Sample Questions to Ask Prospect Are: (goal is to find the areas of discontent in their life)**

Are you presently working? (if yes) What do you do for a living? How long? What do you like about it? What do you dislike about it? Why are you looking to work from home? How long have you been looking to work from home? What have you looked at or tried so far? Why/why not join? Are you thinking of replacing your current income or just supplementing it? How much would you like to make each month from home? If money were no object, how would your life be different from what it is today? Do you have a family? (if yes) Do you get to spend a lot of time with them? What do you like to do for fun? Have you ever been self-employed or owned a home business before? (**Listen** for seeds of discontent in their life - a need.)

*\*(Mix some of the following questions in with the above questions to help them feel the pain of their situation - "How do you feel about that?" "Why do you want that?" "Why is that important to you?" "Tell me more.")*

Let me tell you "PROSPECT NAME", our company has quite a standard for the people that we are looking to work with. There is a lot of work on our part in setting someone up to be successful so we are only looking for people that are really serious about supplementing or replacing their income. So based on what you've told me, if something came along that would give you all the things you wanted, such as (repeat their needs and goals), would you be serious about an opportunity that could do all that for you? How would you feel if you had that?

Great, let me tell you a little bit about the company I work with. Have you heard of national problem called Identity Theft? **If yes**, what have you heard? Do you know anyone that it has happened to? (**Listen, Build rapport**)

It is the BIGGEST crime wave to hit our country in decades, 27,000 victims daily. People's lives are being turned inside out... Most people think it is just credit issues, but what if they commit a crime in your name and you are arrested (pause) or a civil lawsuit is filed against you for money you don't owe. You would have to ask yourself what would you do? We offer a solution to this problem. We also market legal service plans. I am with a company called Pre-Paid Legal, have you heard of us?

**If yes**, What have you heard? (**Usually they will have heard something, but not much. You may have to overcome some objections.**) **If no**, I am not surprised. We have been in business for 33 years and were publicly traded on the New York Stock Exchange, they have 1.5 million clients, so they're a rock solid company. And what I like best about the company is that they pays our reps over \$2 million a week and they are one of the only companies that pays us daily.

Now, what I am going to next (name) is dial you into a brief overview where you will gain some information and will tell you more about who we are, and what we do, and then based on your response to that information will determine whether or not we will be able to work together.

On the call you will hear Jerry Loffredo. He was a former IBM executive working 50-60 hours a week and now is comfortably making over \$100,000 a year on a part-time basis and spending more time with his family doing the things that matter most in his life.

So what I want you to do is for you to take some good notes for the next about seven minutes because on that recording your going to hear exactly how you will be able to **(ADD IN THEIR WORDS i.e. Increase your income, stay at home with your kids)**.

So that you know, we are prescreening a lot of people right now and we'll be making a decision very soon as to who we're going to work with so I'm going to take you to that call and depending on what your response is to this information will determine whether or not we'll be able to work together and where you'd fit in on our team. OK? So let's go ahead and 3-way you there now.

So hold on the line for just a second I'm going to let you hear the call and I will be on the line afterwards. (Three-way call them into **641 297 4800 Access Code 4975#**)

#### **AFTER LISTENING TO CALL**

"PROSPECT NAME", could you hear that OK? Great!

1. What did you like about what you heard? *(If they say everything say, "I know it is all really good. What in particular sounded good to you?)*
2. Why are those things important to you? *(Let them sell themselves. Take notes here, you should already have some notes from your first phone call with them.)*
3. Okay, "PROSPECT NAME", do you want to make a little bit of money or a lot of money?
4. What for?
5. At your current job how long will it take you to get those things? If no job, how serious are you about getting those things?
6. The person we are looking for has three main qualities. They are ambitious, self-motivated, and they have integrity. Do you feel like you have these qualities?
7. So you understand that we market identity Theft protection and legal service plan. The company pays us to find people that want to protect their identity and use our legal services and they also pay us to find people that want to make money from home as a broker like us marketing the plan. We show you step by step what you need to do to find these people either in your local area or using the Internet. We use a script to talk to them just like you and I are doing to see if there is a need and if there is a match with our business. And this is something you can do this around your current schedule. Can you see how this will help you get what you want?
8. Why do you think you could do this?
9. What questions do you have or do you have any?

**Close:**

Great, lets get you started!

(Name), how do you spell your last name so that we can get it properly on the check that we will be sending you? Great let's get you started. Can you be on the phone and online with me at the same time. Go over there right now so we can get you started right away and start making you

money so you can put money in the bank to **(repeat what they want)** If not, tell them **what they need to do online or email an application for them to submit on paper.**

If they are not ready to get started, move to the next exposure

**Overcoming Objections and Answering Questions (Read ONE and then move to end statement**

- **Think About IT**
- **No Money**
- **Ask Spouse**
- **No Time**

### 1. **THINK ABOUT IT**

(Name) is it that you are absolutely serious about **(List there wants and needs and goals and dreams here)** and that you really have some unanswered questions or are you just telling me that you need to **think about it**, cause you don't want to hurt my feelings?

### 2. **NO MONEY**

Is it really that **you don't have money** and that you are serious about **(List their dreams making a lot of money and having a lot of fun or** and you really want to get started or is it that you just can't say no and don't want to hurt my feelings. Dani Johnson at age 21 had only \$2.03 to her name and was so serious about changing her life that she went out and borrowed \$4000 to get her business going and she ended up making \$6500 her first month, \$250,000 her first year and over \$1 million by the age of 23 in this industry. So how serious are you about **List their dreams....** Let's see how you can come up with the money to get you started.

### 3. **ASK SPOUSE**

Is it really that you **consult your spouse** on all decisions and that you are serious about **List their dreams making a lot of money and having a lot of fun or** and you really want to get started or is it that you just can't say no and don't want to hurt my feelings.

### 4. **DON'T HAVE TIME**

Is it really that **you don't have time** and that you are serious about **List their dreams making a lot of money and having a lot of fun or** and you really want to get started or is it that you just can't say no and don't want to hurt my feelings. **(Listen)** This is a great business for busy people, I know an attorney who had five law offices and was working all the time. He just started working an extra 5 hours a week and within a short period of time he was able to replace his income and get more free time. (John Gardner)

So it sounds like you have some questions. What I would like for you to do next is to review our website so that you can learn more about who we are and the services we provide, most of your questions will get answered there?

**F/U After visiting the website:**

Hi (name), how's it going? Good this is \_\_\_\_\_ I'm calling you back. Did you get a chance to review the website?

**If not,** Is it really that you have not had a chance to look at the site and that you are serious about **(List there wants and needs and goals and dreams here)** or are you just telling me that you have not had time to look at it because your not interested and you don't want to hurt my feelings? (pause) Well, I don't usually do this, but if you are really serious. I am willing to give you a second chance and have an appointment open in an hour. Look at the site right now and I will call you in one hour.

**If yes or in 1 hour,**

1. What did you like about what you heard? *(If they say everything say, "I know it is all really good. What in particular sounded good to you?)*
2. Why are those things important to you? *(Let them sell themselves. Take notes here, you should already have some notes from your first phone call with them.)*
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8. Why do you think you could do this?
9. What questions do you have or do you have any?

I want to make sure that you get the best possible answers for your questions. Lets see if we can get\_\_\_\_\_ on the phone to do. They are an expert in this field and are leading the national expansion with our company and are extremely busy helping others so if I can get a few minutes of their time and they can answer all of your questions.... and you feel really good and SOLID about those answers...are you ready to get started today so that you can (goals and dreams).

**First voice mail**

Hi \_\_\_\_\_, this is Debbi, you answered our ad on the internet about owning your own home-based business...I wanted to get back to you...we work for a 33 year old NYSE company providing Identity Theft services which is in high demand, and we are having a great time...we are conducting pre-screening interviews to see who we'll be working with...We are looking to develop some strong leaders in the \_\_\_\_\_ market. So if you are serious about making money from home, call me back so we can schedule your interview.... Again, my name is Debbi, and my home-office number is 888-888-8888, again that's 888-888-8888. We're going to be making our decision here in the next 48 hours so give me a call back today, that way we can ensure that you have the chance to be interviewed.

**Last Voice Mail Message**

Hi (name), this is Name. I've been trying to reach you to get you the information that you requested about working part time from home. This is my 3<sup>rd</sup> call, and if I don't hear back from

you, then I'll know that you were just curious. If you ARE serious, go ahead and give me a call back. I'm currently conducting interviews for a leadership position. I'm looking for someone that is trainable and self motivated! Again, my name is \_\_\_\_\_and my home office number is (888) 888-8888, that's (888) 888-8888. Thanks (name). I look forward to speaking with you! Bye-bye.

**NO SHOW FOR FOLLOW UP APPOINTMENT**

Hi, name gosh, this is (name) well um it is (time) and I hope, I hope you are doing ok. I hope that everything is all right with your family and everything because um we were supposed to talk and I know that you are not the kind of person that just wouldn't follow through on a commitment that you had made as far as making an appointment Please call me back I hope that you didn't have some kind of emergency with your family or something like that I just want to know that everything is all right So here is my phone number again If the business thing doesn't work I don't care about that please just call me back I just want to know that everything is all right.