

Scripts!

The basic scripts and tips you need for calling leads!

Instructions:

1. Download and save this file to your computer.
 2. Print this entire document.
 3. Write in your own words, ideas, business details, and so on.
 4. Each script can be found on the HBBLeads website with a longer and more detailed explanation. In the PDF simply click on the link from each script.
 5. Follow the TIPS before you dial.
 6. Share this document with your team!*
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- You are welcome to distribute, upload, and share this document as long as the words are not edited and credit to HBBLeads stays fully intact.

TIPS!

Use this as a checklist. Highlight or circle the ones you need to improve.

1. **Use the “Speaking Secrets”** Sit up straight or stand, smile, be confident, think positive thoughts about the person you are calling and compliment them, speak from your heart, and pull back if they pull back. (Look for the Speaking Secrets course at HBBLeads).
2. **Use these scripts as bullet points for conversation.** These scripts are only suggestions, and no one will respond well to a telemarketer robot reading off a script. Speak with your own genuine words, mannerisms, and personality.

3. **LISTEN & ASK QUESTIONS.** In addition to the scripts, give pauses for the other person to speak, listen, and let them know they are being heard. What are their goals? What problem in their life can your company be a solution for? Make the call personal and find out how you can help them.
4. **Take a customer service approach.** You care calling back to help them receive information they requested (not be a pushy salesperson!).
5. **Your leads are a MIRROR to you.** If you feel happy and confident they will feel happy and confident to talk with you. If you believe this person can be successful in business, they will feel that way too and enjoy talking to someone who believes in them. If you feel worried and like your bothering them, they will feel worried and like you are bothering them too. Take time for self care or to get a mindset positive before you dial. This works like magic. Some lead dialers even keep a mirror facing their desk so they always remember this principle and make sure they look confident and happy as they dial as their leads will notice this!
6. **Can your business genuinely help them achieve their goals?** If not, then you don't want to recruit them. And this is the focus for every call. How can you help them?
7. **Take detailed notes on every conversation.** Learn from every conversation. What worked? What didn't work? **Continue to improve!**

8. **Follow up.** Keep re-scheduling and following up. Use your notes to continue the conversation and show you are listening to them. Some successful leaders we know keep people in follow up for 3 months to a year. We sometimes hear stories of clients calling aged leads that are ready to sign up because someone did a presentation once then never followed up again.
9. **You are looking for people that will do well in the business.** Look for leadership quality people or people who are open minded and want to learn. Don't waste time pushing people to join, or you will be pushing them to get involved and build their business too.
10. **Be polite.** You do not have a scheduled appointment, and they do not know and trust you yet. Be very polite on your calls and understanding of their position.
11. **Share your personal stories, photos, and videos.** Let them get to know the real you and build an authentic relationship.
12. **People like realness.** This is why Reality TV is the most popular type of TV show. People are tired of falseness, robot telemarketers, and scripts. Laugh, have fun, and be you!
13. **Prepare a list of resources.** Before you dial have a list in front links to your best company presentation videos, phone numbers of leaders or team you can call for 3 way calls, a planner or calendar to reschedule appointments, company customer service number, your links to enroll, and so on. (You will also sound more confident when you are prepared!)
14. **Be authentic and honest.** If you don't feel comfortable saying something, then don't. (People feel "bad vibes" when you are being inauthentic.) If you don't like our script don't use it or re-write it into your own words, phrases, etc.
15. **Did your friends and family sign up within 30 minutes of being exposed to your business?** The answer is NO! If the people that already know you did not sign up this fast, then don't expect a lead to sign up even faster. It takes time to do a business presentation, follow up calls, answer questions, and build a trustworthy relationship. Follow up and relationship building is key.

"What do you do?"

Powerline aka Elevator Pitch

My name is (your name) and I work with (your company).

(impressive company facts like company growth, awards, number of members, number of products sold, etc).

Our business provides (the product) and (how it helps customers).

(optional: talk about your personal success)

Explanation:

If you have to stop and think about it and say "Ummm" you will lose trust immediately. How confidently you respond to this question will have a huge impact on your success. This is the #1 question you will be asked. Prepare it NOW, and you will have better success later. Practice it by recording yourself, with friends, with team members. Find confident words to describe you and your business.

Your Notes:

Write your own powerline:

Booking Business Presentations

Hi (lead name), my name is (your name), calling your from (your location).

I am calling because you requested some information about starting a home business.

Can I ask you question really quick?

What is the dollar amount you are looking to make in order to get started in a home business?

Our business may be able to help you make that amount of money.

Would it be worth (__ minutes) of your time to find out how?

Explanation:

This question about money gets a lot of “yes's” to attending a business presentation.

Write it in your own words.

Continue to ask other interview questions or simply book a time for a time for a presentation (in person, text a video, send a link to a company recorded webinar, etc.)

Look for this article at HBBLeads for even more information: [BOP: Business Opportunity Presentations](#)

Your Notes:

Write your personal opening script:

Aged Leads Interview

Hi (lead name), my name is (your name), calling your from (your location).

I am following up with you because you requested some information about starting a home business a while ago.

Have you found what you are looking for yet?

Your Notes:

"I am getting too many phone calls"

No one from my company has called you yet.

What other companies have you heard from?

Well that's great news actually, there is another way to look at it. Because you are receiving so many calls, you get to interview us and pick the very best one for you!

If they are upset or angry:

I am sorry to interrupt you, I just want to check my records then I will let you go and remove you from my list.

You did request to learn more about making additional money from home, correct?

Did you fill out more than one form on the internet?

I want to let you know that after a a week or so your information becomes less valuable and you will stop receiving calls as long as you do not fill out more forms on the internet. I will remove you from my list and never call you again. However because you submitted your information in many places I have no control over who else you will be getting calls from.

Your Notes:

"I already joined another business"

Congratulations! What is the company you joined?

What is it about this company that motivated you to join?

Are you still keeping your options open to review other companies at this time?

Great, do you have 15 minutes right now to review the opportunity? (send a video)

Well congratulations on your business. It was wonderful talking to you.

Would it be okay if we kept in touch, and I call you back in about a month?

I'd love to see how this business turns out for you.

Explanation:

Always reschedule! Keep nurturing the relationship and checking back. The up-side is that you just called a LEGITIMATE LEAD that is the type of person that is taking action to join a business. There is a possibility that this business may not work out, and they may be interested in the new option that you presented at a later time. Always focus on NETWORKING and BUILDING RELATIONSHIPS. So you are the person they choose to work with when the time is right for them.

Your Notes:

"Where did you get my information?"

You signed up on my website/ad * on specific date** to learn more about starting a home business or making money from home.

I have a lot of advertisements and websites on the internet, so it is almost impossible to tell exactly which one you responded to.

To verify my information, this is (lead name), correct?

And you're interested in learning about making additional income, correct?

Explanation:

* "My Website" or "My Ad" = Instead of mentioning buying leads it is ideal to say "you answered my ad" Why? Because mentioning "leads" will confuse them, worry them, and your conversation will go into a completely different direction wasting both of your time... Instead quickly explain you have a lot of ads and websites, and you don't know which one they answered. It is honest, you hired us to run a lot of ads on websites for you.

** Specific date = look at your lead data and reference the date and time they signed up.

Get the conversation back on track by confirming that they are interested in learning more, making money, and so on.

Your Notes:

"I don't have any money" **(the money question)**

Would it be okay if I call you back for a follow up in about a month and see how you are doing?

Explanation:

They almost always answer a YES to being scheduled for a follow up call.

The money question is often a "not now" but not a no! Ask them to join your mailing list, a social media page, or some way they can keep learning about your business and stay in touch.

It can be helpful to explain the difference between having job and owning a business, and mention there is some investment required to be an entrepreneur in any way.

If you mention a specific dollar amount before showing value you will always get a NO, even if they do have the money. The lead will think you are just after their money and a salesperson. Instead focus on being a leader and coach that may have a solution to help them.

Remember that you always have to show VALUE of joining your business, before mentioning any enrollment fee. Such as showing the compensation plan, products, lifestyle, and learning about them and demonstrating how this business can help them achieve their specific goals and solve their problems. Then you will hear more YES and them asking you on how to get started.

Your Notes:

"Not the right time"

I am so sorry I interrupted you, when would be a better time?

Explanation:

This is the most common script you will use. You may end up calling people back many times and re-scheduling. Many of your leads may be at their day job when you call, juggling many kids, and so on. Be polite and just keep rescheduling.

Your Notes:

First VoiceMail Message

Use your own words, be friendly, use “Speaking Secrets” and say:

- Your name
- The reason you called
- Best way to reach you (phone number, email, time of day, etc)
- Remind them of your name and to check their e-mail for more information

Explanation:

Immediately send an email with more information about you and your business. Include a personal photo or whatever you feel comfortable sharing to let them know you are a real person and what they can expect on a call with you.

We have found the voicemail + email combo to be the most effective for receiving the most returned calls.

Write your voicemail script and e-mail in advance so you are ready to send it.

Or create a one-touch e-mail if you use Prospect Toolbox.

Your Notes:

Last VoiceMail Message

Hi (lead name), this is (your name) calling you again because to provide you with information about how you can earn extra income from home.

I don't want to bother and I want to let you know this is the last time I will be calling.

You can call me back at (your phone number).

Explanation:

This method is called "fear of loss". It also lets them know you are not a pushy marketer, and they will want to talk to you more.

Your Notes:

F.O.R.M Interview Questions

Family How many kids do you have?

Occupation What do you do for work now? What are your career goals? What experience do you have?

Recreation What do you do for fun? Where do you take vacations? Any exciting trips coming up?

Motivation What are your goals? What are some areas of life you would like a business to help improve? Time off? Family? Travel? Build Wealth? Work with people you like?

Explanation:

Use these questions for ideas and prompts to inspire you to ask more personal questions.

Find something in common. People build trust when they find something in common. Whether it is a pain or struggle, a place you have lived, or same sport your kids both play.

Your Notes:

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Simple Prospecting Formula

1. Interview Phone Call, Leave Voicemails, Send Follow Up E-mails

Use the scripts and advice in this document.

2. Schedule and Attend a Business Presentation

Use your company resources like videos, sales pages, recorded webinars and more. If you have local meetings and local leads invite them to an in-person meeting. Always make sure the compensation plan and products are covered. This is the step where you will find out who is interested.

Important: You DO NOT do the presentation yourself unless you are the leader in the video or at the front of the room. Let your company do the work for you. How many presentation videos can you send in a day? As many people that say YES to receiving it! This also creates duplication and easiness in the business for your downline to copy.

3. Follow Up the Moment the Presentation Ends

What did you like about the presentation?

How will this business help your financial goals? Family goals? Time goals? Etc.

If they watch a video have it timed and let them know you will be calling as soon as it is done.

4. Ask For The Sale

What package level do you see yourself starting at?

Where do you want your products sent?

Where do you want your commission checks sent?

How many hours do you plan to commit a week to building this business?

Are you free to attend our next team meeting?

Hold their hand while they sign up. If you can take the enrollment over the phone and fill out the website for them. If in person help them with the sign up documents until they are finished. Never let them sign up alone in their own time, many enrollments are lost this way!

If they do not sign up, keep using the scrips in this document, ask your upline leaders for help, continue to build the relationship, and you may even want to ask them for referrals to someone who they know who is the right person for the business. This is network marketing after all =)