

MLM Phone Leads Script Training

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Key Concepts You Need in Your Arsenal

MLM Phone Leads Training #1:

Telephone Marketing. 95% of the people who hear the word telephone will run and hide behind the couch. It's no small wonder so many people fail in network marketing. If you can turn your thought process around and think like a customer service agent your chances of building a residual income will dramatically increase.

MLM Phone Leads Training #2:

Think "Courtesy Call". If you listen to my live prospecting calls you will hear me tell every single person this is a "courtesy call only". This phrase has a way of melting the prospect and allows them to put their guards down.

It is critical to know when to say key phrases and when not to say them.

(This is part of our training you receive for free once you become a member of our lead generating programs).

MLM Phone Leads Training #3:

Think Like a Doctor. When you walk into the Doctor's Office what is usually the first thing he/she will ask? Where do you hurt and how did you do it. Right? When talking to prospects you need to ask them, "Why are you looking for a home based business, and what do you want to accomplish with this business?" Get the person to dream by asking them: "If there was one thing in your life you could change for the better right now, what would that be?" Stop and listen.

MLM Phone Leads Training #4:

Listening is Your Key. Your job is not to give a presentation; your job is to ask questions and then let your prospect talk. The more they talk the better they will feel about themselves working with you. Let your website or brochures do your presentation for you. If, during a productive call you talk for 3 minutes and the prospect speaks for 7 minutes you are well on your way to effective sponsoring.

MLM Phone Leads Training #5:

Simple Closing Techniques. Assuming you have spoken to your prospect before and you have set the table for them, the final step is to call them one last time. After the initial "chit chat" of opening your conversation you need to come right out and ask the prospect this question. (This is a proven strategy Shelly and I have taught for 14 years now.)

"Name, are there any questions we can answer for you, before we get you signed up?" The key is to listen after you have asked this question. Do not speak until you hear the prospect speak. In no way should you talk until they have spit something out. (This is a difficult to do, but well worth it).

While they are telling you excuse after excuse (basically they are stalling) write them down and after they have spoken then you can address every question.

After you have answered all their questions you need to ask them again:

"Have we answered all your questions now?" If they answer YES, then come back with "OK, now let's get you started, which option would you like to begin with?"

We hope this helps you and your team. If you would like to listen to some "live" prospecting calls feel join us **Monday nights 7:00PM ET call 712-451-6100 code 959246#**

The Script

"Hello _____, this is (your name) and I am calling you from (your state).

Recently you (requested more information or visited our website) and this is strictly a "courtesy call". (Prospect name), the purpose of this call is to let you know we are here to assist you with any questions you might have concerning our (products, system, compensation or business). OK?

(Prospect name), if you don't mind could I ask you a couple of questions?

"How long have you been looking for a home based business? Do you have any experience in "network marketing"?"

These are the first two questions I always ask. You can add as many questions to this as you would like.