

72 Hour Script & Follow Up

Hi _____

This is _____. How are you doing? (pause for reply, exchange niceties) The reason I'm calling is to let you know that I have started a new business.* As a part of my initial launch phase I am contacting 72 people in the next 72 hours. I'm inviting them to become a part of this with me. I know some people I talk to are going to resonate with this while for others it may not be a fit. So my question for you is --- Are you willing to be one of the 72 that take a look at it?

They said yes.

Great.

OK, the next step is, I'm going to send you a link to my website where there are two short videos for you to watch. It should take less than 20 minutes Okay? Let me confirm your email address..... _____
OK, I'll send it over right now.

I'd like to will follow up with you within 48 hours to see if you like what you saw. When do you think you'll be able to take a look at it?

[Schedule an appointment.]

If you find that after watching this that you are so excited you can't sleep feel free to call me immediately.

They said yes, but they have no Internet access.

Hi _____

This is _____. How are you doing? (pause for replay, exchange niceties)

I'm calling to let you know that I have started a new business. As a part of my initial launch phase I am contacting 72 people in the next 72 hours*. I'm inviting them to become a part of this with me. I know some people I talk to are going to resonate with this while for others it may not be a fit. So my question for you is--- Are you willing to be one of the 72 that take a look at it?

If Yes....

Great. Do you happen to have three minutes now? Perfect. I will conference you into a 3-minute overview that will give you a good idea about what we are doing.

Phone numbers: 1-801-924-1977

After listening to the call, ask:

What do you like about what you heard?

Use the yes/no script.

Move directly to the follow-up.

***If you are an existing distributor**, change this sentence to be: I am re-launching my business for 2010 and starting now.

If they ask: What is it about?

Well, that's what I'd like you to check out. I'd like to send you a link to my website where there are two short videos for you to watch. It should take less than 20 minutes. Are you willing to just evaluate it for me?

They said no. If reason is lack of time:

Great, we know everybody is busy. This will take less than 20 minutes of your time. Are you willing to just evaluate it for me? No pressure, just take a look.

If yes...Great.

I'm going to send you a link to my website where there are two short videos for you to watch. It should take less than 20 minutes Okay? Let me confirm your email address _____ I'll send it over right now.

I'd like to follow up with you within 48 hours to see if you like what you saw. When do you think you'd be able to take a look?

[Schedule an appointment.]

If you find that after watching this that you are so excited you can't sleep feel free to call me immediately.

OR (if they still say no)

Great. Obviously, I'm looking for sharp and ambitious people, which is why I called you. Who do you know that might be interested in looking at this?

Thank you.

[Write down the names and phone numbers]

If you ever change your mind then give me a call.

Or you could say...

Do you mind if I circle back to you in a few months to let you know how things are going, and to see if it might be better timing for you?

If haven't looked at it yet:

Ask when they might be able to review the site and schedule another follow up time.

Follow up after they view presentations

Hi _____

This is _____ How are you? (exchange niceties again). So what did you like about the presentation/website?

If yes – they like what they see -

I like that too... Anything else? (get them talking about it)

I want to get you on the phone with my business partner who is an expert. Do you have a few minutes right now?

Then do a 3-way either at that time, or set one up for later, with the upline mentor.

Or

Move right into "Would you like me to tell you how most people get started?"

If no interest:

Well I want to thank you so much for taking the time to look at it. It means a lot to me. At least you know what I'm up to.

I'm obviously looking for sharp and ambitious people, which is why I called you. Who do you know that might be interested in looking at this?

Thank you.

[Write down the names and phone numbers]

If you ever change your mind then give me a call.

Or you could say...

Do you mind if I circle back to you in a few months to let you know how things are going, and to see if it might be better timing for you?