

Script For 3-Way Calling Partner

The first step you need to take is pick up the phone and call your Prospect. That sometimes is the hardest part, when you first get started. But you are not alone. Remember you are in business for yourself, but not by yourself. Have a system in place of how that call will flow.

If it is your first few calls, have your upline make the first calls for you, while you are on the line listening. Then when you feel comfortable, you make the call with your upline on the phone, coaching you through the call.

Nothing bad will happen.

The worst thing is the person on the other end of the phone will say they are not interested. Get out of your "Comfort Zone" and make the call, then move on to the next person. Remember the person who makes the most calls wins.

Hi _____, this is _____. Rapport building with prospect and edification of sponsor.

- ❖ I understand you've looked at a Pre-Paid Legal video, CD or website. What did you like best about what you saw? (Respond with, "That's one of the things I also liked.")
- ❖ Tell me a little bit about what you do.
- ❖ Do you have any direct marketing experience? (If response is negative, say something like, "I'm glad you mentioned that, because I basically share your view.")
- ❖ Prior to Pre-Paid Legal, I wasn't a big advocate of direct marketing. I used to think that direct marketing was about laundering money among friends through some sort of a scheme or deal. However, I quickly found that Pre-Paid Legal is a highly reputable company with a strong product that is needed by every family in America.
- ❖ My background had been in Corporate America for 28 years. I was in top sales management of a large Fortune 500 Company. While the money was very good, I had no time to enjoy it or the lifestyle I deserved. **Time freedom** was a major goal in starting my Pre-Paid Legal business.
- ❖ Here's what I really like about the Company. "It's a very profitable rock solid, 29 year old company with a totally unique product that everyone needs and everyone can afford. I like the fact that the company was listed as one of the top growth companies of the 1990's in Money Magazine, performing ahead of companies like Microsoft. Forbes magazine has listed us for the past four years as one of their top 200 small cap companies. The NYSE recently listed us number two for growth stability over the past five years." Further, the business is affordable, I have no employees to supervise, I work at home, I don't have to service the product, I have no accounting to do, I'm in business for myself, I receive normal commissions, plus residual income and overrides.
- ❖ Who do you know that you think would be interested in owning a Pre-Paid Legal plan or would be interested in distributing the product and earning a sizable 6-figure income over the next 18 months? Who do you know that is currently dissatisfied with their current situation and are looking to make a change, either on a full or part time basis?