PROVEN MLM SCRIPTS

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DVD FOLLOW UP SCRIPT

THE RECRUITING PROCESS

I believe in a 2-Step Recruiting Process.

Step 1 DVD/Website

Step one is your initial exposure, I recommend an opportunity DVD if possible. If not a website **DESIGNED FOR LEAD GENERATION** can also be used.

Followed by Play 2

Which should be a live opportunity meeting or conference call.

The purpose of this publication is to provide you with PROVEN Phone Scripts. I am not going to take the time to try to explain why I feel a 2-Step Recruiting process is mandatory.

I understand there is a very SMAL number of distributors that can go into the market place, strike up a conversation and sponsor people cold, just by using your mouth. I know of people who have sponsored people on airplanes, in taxi cabs, or even people they bump into on the street.

IF I AM DESCRIBING YOU……..LISTEN UP…….STOP IT! You are ultimately wasting your time. THINK DEEPER.

You aren't the issue, A DUPLICATABLE SYSTEM IS! Even if you are able to sponsor people cold 95% of your team WON'T BE ABLE TO and they will die trying, or they will simply never try!

YOU MUST MODEL SYSTEMS AND PROGRAMS THAT GIVE THE GREATEST NUMBER OF PEOPLE ON YOUR TEAM THE OPPORTUNITY FOR SUCCESS!

What most highly productive feel is duplicatable…..ISN'T !

PROSPECTING WITH A VALUE FOCUSSED ATTITUDE

When I started in the industry years ago, the standard training was make a list of 500 people and contact them. Well that is exactly what I did.

It was called the Spiral Notebook Plan. The idea being, buy a Spiral Notebook and every time you think of somebody you know, write their name down in the book.

It took me a little over a year, but I eventually contacted all 500 people in my notebook, that create the foundational group of distributors for my organization.

I understand that in today's market there are a lot of trainers touting ideas like:

- Throw away your warm marketing list
- Never call friends and family members
- Never call leads
- Build it 100% on the Internet, etc. etc.

In a separate publication I will cover all this nonsense in detail. You can check it out at http://www.MLMLiars.com.

For now just let me say this, most of these people are sincere in what they are teaching. They are just SINCERELY WRONG! I will explain in detail why at http://www.MLMLiars.com.

As Jim Rohn says “Never mistake sincerity for truthfulness”

There are people in today’s network marketing world who make stupid statements like; I am a member of the NFL club, like it was something to be proud of.

N **o**
F **riends**
L **eft**

The real problem is people go into the market with the WRONG FOCUS.

You are either

* MONEY FOCUSSED or commonly called greedy.

* SURVIVAL FOCUSSED (You need to make your car payment)

Or

* VALUE FOCUSED

Value focused people go into the market place 100% focused on what their opportunity can mean for THEIR PROSPECT! Nobody is offended when you approach them from a true value focused standpoint! The opportunity may not be for them, but they will appreciate you taking the time and effort to share it with them.

This industry has gotten a bad rap because far too many people have gone into the market place and pitched their opportunity to friends and family members with $$$$ signs in their eyes! People aren’t stupid, they FEEL IT when your only concern is how much money you can potentially make them.

Like a dog smells fear, prospects smell it when you NEED THEM to Join so you can pay your car payment or electric bill. They are repelled. People want to follow people that are FALUE Focused who project the feeling that "I know where I am going with or without you, but if you see an opportunity FOR YOU here, I would love to take you with me!

So called MLM Trainers who teach you anything else, are simply only telling you what you want to hear and only dealing with the symptoms, they ARE NOT GETTING DOWN TO THE ROOT OF THE PROBLEM which is people need to become VALUE FOCUSSED.

Going into the market following up on a funded proposal lead, or other type of lead you created online is not going to help you. If you are Greedy, or Survival Focused the prospect will feel than, even through the phone and your lack of results will not change, just because you bought into their THROW AWAY YOUR WARM MARKET LIST …….BS.

This may be hard for you to take, but it's TRUTH, it's REALITY!

"People don't care how much you know until they know how much you care!"

As Zig Ziglar says, "You can have anything in life you want if you help enough other people get what they want"

Go into the market with a VALUE Focused Attitude and expect great things to happen, because THEY WILL!

THE ONLY SECRET TO RECRUITING

"The name of the game is sorting through people, amateurs try to convince, professionals sort. We are all looking for the RIGHT PEOPLE at the RIGHT TIME in their life"

Please stop and think about this.

Why are you ready this publication?

How did you join your current company?

How did you ever get involved in this industry in the first place?

The odds are someone exposed to you your first network marketing opportunity at a time in your life when you were open for change. Right?

I call this time "the window being open". Here is the way I teach this. It is my feeling that within every 365 day year, everyone has their window open.

Sometimes the window opens for 15 minutes when someone is RED HOT MAD at their boss.

Sometimes the window will open for days, weeks, months, and sometimes it opens and it stays opens when people make the emotional and factual decision that they need to make a career change.

During this time, of the window being open, if a person:

Gets your phone call
Receives your letter or postcard in the mail
Finds your sizzle card
Hears your radio ad
Reads your newspaper ad
Sees your bulletin board flyer
Reads your online classified ad etc.

If you ethically and honestly with a VALUE FOCUSSED ATTITUDE share with them how your opportunity can meet the needs they have and the reason their window is open in the first place……..THEY JOIN YOU!

If their window is not open, it doesn't matter how friendly you are, how great your company DVD presentation or conference call is……..THE WINDOW IS NOT OPEN AND THEY ARE NOT JOINING YOU……..Period!

THE NAME OF THE GAME IS SORTING THROUGH PEOPLE!

AMERATURES TRY TO CONVICE, PROFESSIONALS SORT!

I know that some network marketing trainers tell you to develop a relationship with your PROSPECT. This is ridiculous! This is a business, if you want to make friends, join a social club.

Many network marketers are calling "prospects" and making friends with people whose windows are not open! This is a total waste of time and makes no business sense.

The PERFECT WARM MARKET BUSINESS SCRIPT

Hello _____ this is Dale Calvert I just wanted to call and see if you could do me a favor, can you help me out?

WAIT FOR RESPONSE

Stephanie and I have just started a new business that we are really excited about and we are looking for a couple of people with leadership and management abilities and we naturally thought of you.

I have no idea if you would personally be interested in joining us, but I know you know the right kind of people, I need you to watch a short DVD for me and tell me who you know that I should talk to, can you do that?

80% will say Yes, the other 20% might ask something like what is it, or is this network marketing.

IF THEY ASK ANY QUESTIONS……

All of that is covered on the short DVD, when do you want me to drop it off?

The PERFECT WARM MARKET PRODUCT SCRIPT

I believe the perfect way to introduce your warm market to your product or service is a letter asking for a referral, followed up by a phone call.

Hello <Firstname>,

The purpose of this letter is to let you know that <your spouse> and I have started a new business working from home.

We are really excited about the company we are working with, company name, your company website

We will be able to help those we care about list product benefits here

We need a favor, can you help us out? Please read over the enclosed brochure and then pass it along to someone who you feel can benefit by saving money with the valuable services we offer/ benefit from this unique health product, etc. I am sure they will appreciate that, and we will too.

I appreciate your help and I'll give you a call in a couple of days to find out who received the brochure from you.

Thank You for Your Help!

<your name>
<your phone number>

FOLLOW UP PHONE SCRIPT ON PRODUCT REFERAL LETTER

We recommend that new distributors send 10 letters with a brochure a week and follow up with a phone call. REMEMBER when you call back, you subconsciously hope THEY HAVE NOT passed your brochure to anyone.

Hello _____ this is Dale Calvert I just wanted to call and make sure you received the letter I sent you a couple of days ago and see who you have passed my brochure along to?

WAIT FOR RESPONSE 99% of the time they will say something like, Yes, I got it, but I haven't given the brochure to anyone yet, your response….

NO PROBLEM, Who were you going to give it to?

WAIT FOR RESPONSE, they will usually say my brother, sister. co-worker, etc.

Can you do me a favor?

Wait for Response

Just pass that brochure along to someone else and I will mail one to your brother, sister, co-worker, etc. what is there address?

Do you see what has happened, you now have control and the opportunity to send a brochure to a great prospect.

IMPORTANT CONCEPT YOU SHOULD THINK ABOUT AND INTERNALIZE

The odds of the person being the one you are looking for is slim to none, the odds of them KNOWING THE RIGHT PERSON is extremely high!

The PERFECT VOICE MAIL SCRIPT

Below is the PERFECT VOICE Mail script. THIS IS NOT DEBATABLE! We have tested this dozens of times over the years, and this is absolutely the best message to leave on your lead box voice mail system

The purpose of a lead box voice mail is to GATHER DATA……PERIOD!

3 minute sizzle lines don't work!

I have taught this for years, and have hundreds of testimonies from people all over the world thanking me for sharing this concept. When they change their message to what we share below, their response rate increases drastically.

Hello,

Thank you for responding to our advertising campaign. At the sound of the tone please leave us

YOUR NAME

ADDRESS

TELEPHONE NUMBER

AND

EMAIL

And one of our representatives will contact you as soon as possible.

MLM PHONE LEADS SCRIPT

I am going to give you this script, but PLEASE, FOR YOUR OWN GOOD Read my Personal Message at www.WebCashLeads.com BEFORE you buy leads from a lead company!

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? And then ask:

How long have you been looking for a home based business?

Do you have any experience in "network marketing"?

Ask a couple of more questions then……

Based upon what you have shared with me I would like to go to step 2 and send you a DVD that will give you an overview of our company and compensation system.

If you don't feel the prospect is excellent, you may choose to send them to a website that gives a complete overview of your opportunity, and tell them they will need to review the website and then call you back within 24 hours if they would like to be considered for one of the 3 spots you have available.

I have your address as (their address from voice mail) and your email as (email from voice mail) is this correct?

After you have watched the DVD if you have an interest in what you see and you feel you are the type of person we are looking for I will need for you to call me back and we can discuss your qualifications in more detail, ok?

END CALL

LOCAL ADVERTISING SCRIPT

I am assuming that all local advertising you do is being directed into a local voice mail box as described in http://www.LocalMLMLeads.com and http://www.NewspaperSponsoring.com. I don't think you should ever take direct calls from your advertising efforts, you should always direct prospects to a local voice mail box.

Hi (Prospsects Name)

This is Your Name/Dale Calvert with Your Company/Calvert Marketing Group, you responded to

(type of advertising: postcard, cable TV ad, direct mail letter, newspaper ad, door hanger, etc.)

(First Name) can you tell me why you responded to the (type of advertising) and what you might be looking for?

At this point their response will tell you a lot you are looking for someone who is seriously looking, now someone who is just curious.

What is your current profession?

Do you consider yourself teachable?

Are you willing to follow a proven system for wealth generation?

Do you have any leadership or management experience in or out of the work place?

Based upon what you have shared with me I would like to go to step 2 and send you a DVD that will give you an overview of our company and compensation system.

If you don't feel the prospect is excellent, you may choose to send them to a website that gives a complete overview of your opportunity, and tell them they will need to review the website and then call you back within 24 hours if they would like to be considered for one of the 3 spots you have available.

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After you have watched the DVD if you have an interest in what you see and you feel you are the type of person we are looking for I will need for you to call me back and we can discuss your qualifications in more detail, ok?

END CALL

FOLLOW UP CALL TO LOCAL PROSPECT AFTER DVD HAS BEEN MAILED.

When you mail a DVD to a local prospect you will always end the call with this statement.

After you have watched the DVD if you have an interest in what you see and you feel you are the type of person we are looking for I will need for you to call me back and we can discuss your qualifications in more detail, ok?

If you do not hear from them within 1 week you need to call them back!

Hello Prospect,

This is Your Name/Dale Calvert with Your Company/Calvert Marketing Group, I sent you a DVD a week ago and I just wanted to follow up and see if you have had the opportunity to watch the DVD and see if you are open for more information?

THERE RESPONSE WILL BE YES, NO, OR HAVEN'T WATCHED IT. FOLLOW THE HOW TO FOLLOW UP ON DVD SCRIPT IN THIS PUBLICATION

DVD FOLLOW UP SCRIPT

This is Your Name/Dale Calvert with Your Company/Calvert Marketing Group, I sent you a DVD a week ago and I just wanted to follow up and see if you have had the opportunity to watch the DVD and see if you are open for more information?

IF YES

Great, what are you doing Tuesday Night?
(Night of your Play 2 which would be a live opportunity meeting or conference call)

Wait for response……..

Conference Call
I will call you at about 7:15 and I will 3-Way Call you into our corporate overview call which will answer all your questions

Live Meeting
(Meet at coffee shop and go to meeting together)

Do you know where the (Denny's, Starbucks, etc. is on _____ street)

I will meet you there at 7:00 and buy you a cup of coffee, and then at 7:30 we will go over to our company overview at the Holiday Inn/location down the street and get your questions answered

IF NO

No Problem, if you were going to do this business who would be the first person you would talk to?

Wait for response

Who would be the 2nd?

Wait for response

Who else do you know I should contact?

If they haven't watched it

No problem, do you have a pen?

I need you to send the DVD to a person I have waiting on it, and give them a new prospects address.

TAKE THE OPPORTUNITY AWAY FROM THEM!

AFTER PLAY 2 IS COMPLETE

What questions do I need to answer for you before we get you started?

SIDENOTE:

I believe we are all looking for the RIGHT PEOPLE at the RIGHT TIME in their life. I do not believe in "Closing" people into a MLM downline.

If you close them, you will have to BEG THEM to do something. Your time is the most valuable asset you have; don't waste it with the wrong people.

Thank you for your support.

Dedicated to Your Success,

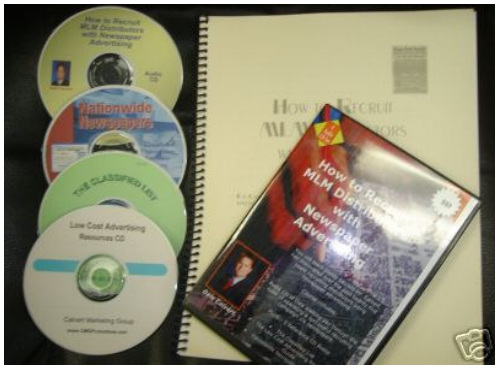
Dale Calvert

Calvert Marketing Group

WEBSITES WORTH YOUR EVALUATION

www.MLMTrainingGurus.com

www.CMGPromotions.com



www.NewsPaperSponsoring.com