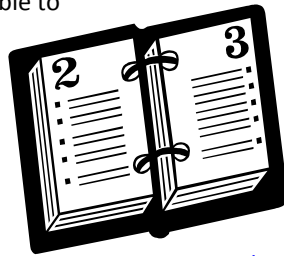


TEAMBUILDING

.. INVITING SCRIPTS

You've written your prospect list. You're ready to contact some of the people on it. You have never done anything like this before ... So how do you start.

- ✓ Decide on a specific time - say in about 15 minutes - when you'll pick up the telephone and dial the number, (set an alarm).
- ✓ You'll need your prospect list in front of you. (*You may also need your sponsor in front of you*). You will have discussed with your sponsor who you're going to call first. You will also have given them a list of people you worried about calling, (*your chicken list - you sit on them hoping they'll ask you*), so talk to your sponsor about how to approach this list.
- ✓ You'll need your diary in front of you, or better still your Ambitionz Power Planner. Have two dates available. Not everyone will be able to come to you if you are only able to offer them one date. Make the dates 3-4 days apart. This gives them more options. However, make sure the dates are over the next few days. Give them too long to wait and they'll lose their excitement and forget about your meeting.
- ✓ Use a quiet room away from distractions, (it's no good having the rest of the family watching the TV in the background). You'll need to get yourself in the mood. Your sponsor will help. Why not watch the video of the forthcoming overseas conference - help them get there and you'll go with them. That will help and it will remind you why you're going to pick up the phone.
- ✓ Practice what you're going to say beforehand, but always keep a copy of the script in front of you. This will help you stay on track. Try to use your own words and you'll come over more naturally.
- ✓ Imagine yourself making the call confidently and calmly. See yourself handling the call in an assertive, clear manner and getting the appointment to show the business opportunity.
- ✓ Remember the purpose of the call is to get an appointment. It's not to try to explain the whole thing over the phone. Experience shows that the longer you stay on the phone at this point the more chance there is that you will not get an appointment or that the prospect won't be there when you turn up for the appointment.



- ✓ After the call reflect on how it went. Pick out the positive aspects of your call and congratulate yourself. Think about how you would improve on the negative aspects of the phone call.
- ✓ If your call was an out and out success, jump up and down shouting; Yes! Yes! Yes! And quickly move on to the next call.



Lastly focus on these lines ...

Your task is to get the appointment.

Once done, remind them of the meeting date

... and finish the call.

So how should things go from here? Well, we go straight to the script, and it's this simple:

There are two types of approach you can use. A). The direct approach, where you're asking your prospect if they would like to earn an extra income. B). The third party approach, where you're asking your prospect if they know anyone who would be interested in earning an extra income. Let's have a look at A).

"Hi (Jim) this is (Sue) How's it going? Listen. Just giving you a quick call to let you know I've just started my own business and I'm looking to expand into your area very quickly. If I could help you earn an extra income in your spare time, and beat the Credit Crunch, would that be of interest to you. Yes great! Could you call around here on at and I'll show you what it's all about."

Or how about B).

"Hi (Jim).... this is (Sue) How's it going? Just giving you a quick call to let you know I've just started my own business and I'm looking to expand into your area very quickly. I'm looking for people who may be interested in earning an extra £50 - £500 a week on a part-time basis and I was wondering if you know anyone. I could call around on at to show you what it's all about."

And here's another one ...

"Hi (Jim) ... It's (Sue) ... I've just got involved in a business venture that looks like it's going to be very profitable. I need a few key people to help me get things moving. To start with I'm looking for a few people who may be interested in earning £50 - £500 a week on a part-time basis. I'd like to show you what I've got so that you could let me know if you can think of anyone who you think may be interested. I've got a 15 minute promotional DVD and some information I'd like you to look at. If you've got 30 minutes I could drop by now, (later tonight, tomorrow etc), and we could have a look at it together. Will 6.30 be OK?"

The important thing is not what you say, but that you've said it. Talk to enough people and enough people will look at what you've got. You'll find that some will try to ask you questions. *What's it all about?* etc. All you should say at this point is, *Listen ... I can't go into it over the phone, I couldn't do it justice. I'll come over on And I'll explain everything then over coffee."*

If they continue to press, just keep telling them it's important they come over, their 'fear of loss' will get the better of them. They'll think they're missing out on something.

If your prospect has a partner it's always better to get in front of both of them. Many potentially great Distributors have failed to get into the business because they tried to explain the whole thing to their partner when they got home. Their partner had not seen *The Whole Thing*, and therefore just poured cold water over the whole thing.

It is very important that you don't discuss the opportunity over the phone.

They must see the presentation or they'll prejudge it.

If they're too far away or they insist on having some information instead of sitting down with you, send them to www.info-for-you.co.uk where they can review the information and watch the DVD.

Tell them you'd like to call them back and get them to commit to a suitable time.

When you do call them back, you'll be answering their questions, (if they have any), so you need to refer to the FAQs section later in this manual.

Again you're really looking for an appointment to go through the presentation with them and potentially sign them into the business on the spot.

PRACTICE, PRACTICE, PRACTICE

There are many ways to approach people about the business but it's a good idea to start with the examples above and expand your repertoire later.

You should also go back to the training DVD that came with your kit. You'll find some of the top earners in the company explaining how to 'approach' people to join you in your business.

When you first start talking to prospects we advise that you follow this system because it works, and it's easy to learn.

As you get better at talking to prospects you'll find you tend to drift away from these scripts and use your own words .. there's no problem with this but it does make it difficult to teach. So practise and use the scripts above and you'll see things working.

People will tell you that Network marketing is a numbers game. They'll tell you that the more people you speak to the more will join you in your business.

This is true in part, but the real reason it's a numbers game is that the more people you speak to the better you get.

Most people who join Kleeneze have never done anything like this before. They feel, and they're probably right, that they'll get it all wrong and their prospects, (friends), will probably wonder what on earth they're talking about.

But, and here's the key, if you do feel like that, tell them that it's all a bit new. Tell them it's the sort of thing you've wanted to do for ages. And tell them that you're really looking for a bit of help to get things started and would appreciate any help they can give you. You'll find that very few people are unwilling to help a friend.

Practice will improve the way you make these calls and the best place to get this practice is in a First Steps Training or in a Workshop.

You'll sit back to back with another Distributor, who will be feeling equally as daft as you, and basically read the scripts overleaf as though you were talking to them over the telephone, (you can even make a pretend phone with your hand if it makes it any easier).

You'll have a third Distributor, (probably also new), who will listen in and give you comment, (coach you), on how the whole thing went.

Start with the first approach and change places so that for each approach you have a turn at making the phone call, receiving the phone call and listening in to the phone call. Then move on to the second approach

Do this for all three approaches, (more if you wish), and you will be amazed at how easy it all becomes. And really, that's about it. Everything else is really a variation on the theme.

The other area to consider here is calling replies from adverts, leaflets, cards etc.

What we like to do here, is to get out with you to generate some leads, then get on the phone to call them back. We'll make the first few calls and use the telephone on 'speaker' so that you can hear both sides of the conversation. We'll then give you a chance to make calls for yourself.

Have a look at 'Optimising Your leads' but again get along to a phone training session where you'll see just how it's done and just how easy it is.

You'll soon be up and running, making calls, and presentations and your business will move forward.

TEAMBUILDING

.. CALLING YOUR LEADS

So you've decided you'll use Adverts, Leaflets, Shop Ads etc. to get in front of more people. By now you should have been on one or more presentations with your upline, or indeed you may already be proficient at presenting the business and getting people started.

Whatever the case you need to make the most of the time and effort you put in as well as the money you'll spend and the leads you generate. Let's consider the process of advertising.

- Your upline should also be able to tell you what papers produce the best 'value for money', and on what nights etc. Whatever you decide to do, be consistent.

Trying once and giving up is not the way to build a successful business.

- Examples of what adverts work best are shown later. That doesn't mean you should simply go along with what has already been tried but initially, you want the best response. Remember the company has an Advertising Code you have to follow.

OK, your advert is going in or leaflets going out. You need to plan ahead and have the time available to do the following.....

- Make sure that when the replies come in you either have someone there to take the calls, or if you use an answer phone get back to these people within 24-48 hrs. They have taken the first step in committing themselves to 'doing something' to earn money. They will be most excited if you respond quickly.
- Keep a list of the calls you receive, (use the advert / leaflet reply sheet provided. There's nothing worse than taking calls and then losing the names / telephone numbers, or not being sure who you've called etc. This list will also serve as a record to show you how successful your advert has been, i.e. number of replies, appointments, sign-ups etc.
- Make sure that you have time available to go to see the people who want to see you. If you can't see them quickly, again they will

go off the boil. (Also make sure you have time to follow-up your prospects if they don't sign up right away. Again this should be within 24-48 hrs for optimum success rate).

OK, you're ready to take/return calls. So turn to the script, (shown later), and read from there.

- How should the conversation go? First you need to take some details, after all you want to know something about the person you could be working with. Have a look at the 'Advert/Leaflet Replies' script. You don't need all the information each time, but by asking questions you 'warm' your prospect to what you have to offer. Use the script to help you stay in control of the conversation.
- When you have the information you want, you are ready to give information. There are basically two options open to you.....
 - a) Disclosure .. where you are open and briefly explain the company, the products, and the basics of team building.
 - b) Non Disclosure .. where you give very little information, but rely on the prospects curiosity and need / fear of loss / desire to earn money.
- The closed approach is shown overleaf, but remember the 'script' is for guidance. You should develop your own style. Reading the script over the telephone is OK when you first start, (everyone you talk to in call centres use them).
- Don't expect anyone to understand the presentation over the telephone. If you want them to be able to make the right decision for them, you should give them the chance you had, i.e. a face to face presentation of the business. Therefore the purpose of the call is to ...

Make An Appointment.

Once you have done this, finish the call politely. Some people having made the appointment relax and get chatty. They then proceed to talk about parts of the business over the phone and lose their appointment.

Last of all remember that even if the person calling you is not interested in what you have to offer, they may know someone who is. So always, always ... **ask for referrals.**

Using adverts and leaflets can be a quick way to build your business and you can get very busy so ...

Use a diary or the Ambitionz Planner and ...
... keep your schedule in front of you.

- Keep a record of the appointments you've made and the people you have seen. It will help you remember to get back to them within 24-48hrs. It will also serve as a record to show you your success rate in presenting sponsoring / signing.
- Keep a record of the people you sign up personally, (whether front line or for someone in your group). It keeps their name and telephone number in front of you and helps remind you to telephone them during their first few days and weeks to offer help and answer questions etc.

Your sponsor can also use these records to make sure that you're getting the results that we would expect. In this way your sponsor can help you to make sure your actions are effective.

Telephone Scripts ... SMILE! They're in the business already

Scripts are there to help, but it is essential that you try to use your own vocal mannerisms. Try not to be too formal or artificial.

Before you pick up the phone practice what you are going to say. Have pen and paper ready, take notes which you can refer to when you meet. Once you have the appointment put the telephone down.

Don't wait until you're perfect. It's a fact that newcomers will get in front of people because of sheer enthusiasm. The telephone has been known to weigh in excess of 200 lbs. People have been known to sweat trying to lift it off the receiver. My advice is simple.

***Post the script by the phone.
Stand up. Smile. Be enthusiastic.***

***You've got it. They want it. Now
GO FOR IT!***

A summary script is shown in the next column and shows you the main sections so that you can see how it is structured.

Use the script, especially when you first start building your team and you'll stay confident and in control of the conversation.

- "Hello. Could I Speak to Hello. My name is You left your name and number on my answer phone in response to our advert, (or leaflet), about ... (Earning and extra income / money for Xmas etc .. whatever advert you've used).



- I'll give you a brief outline of the business over the phone. If this is of interest to you we can arrange an appointment to show you the business in full and leave you an information pack.

- We work alongside a National company based near Manchester. The retail side of the business is very simple. We use small glossy brochures which we distribute, collect and process orders. People earn between £7-10 per hour and more just doing this.
- We are also looking for people who are a little more ambitious, looking for a larger income, more on the management side. We work alongside them and help them build a team and train them to look after their team. By doing this you can build up a full-time income working part-time hours.
- Is this of interest to you? Yes OK, we need to meet. How does Wednesday at 2.00PM or Thursday at 10.00 AM suit you. Wednesday! OK I'll see you then.

Once you have the appointment

Get off the telephone ...

At this point you'll feel good about the fact that it's working, (we said it would), and you'll relax and get chatty. Here's some advice .. DON'T!

Don't ramble on and begin to discuss the business. If you say now what you should have said when you meet them to show the business presentation at the appointment, they think about it, they change their mind and they're not there when you turn up to meet them.

Telephone Scripts ... SMILE! THEY'RE IN THE BUSINESS ALREADY!

Scripts can be used as a guide, but it is essential that you try to use your own words or you will come across as being too formal and artificial.

Before you pick up the phone practice what you are going to say. Have pen and paper ready, take notes which you can refer to when you meet.

Once you have the appointment put the telephone down.

Don't wait until you're perfect. It's a fact that newcomers will get in front of people because of sheer enthusiasm.

The telephone has been known to weigh in excess of 200 lbs. People have been known to sweat trying to lift it off the receiver. My advice is simple.

Post the script by the phone ..
Stand up .. Smile .. Be enthusiastic.
You've got it. They want it. Now **GO FOR IT!**



"Hello. Could I Speak to Hello. My name is You left your name and number on my answer phone in response to our advert, (or leaflet), about ... (Earning and extra income / money for Xmas etc).

What I'd like to do is give you a brief outline of the business over the phone. If this is of interest to you we can arrange to come along and explain the business to you properly. This only takes 20-30 minutes, and then we leave you an information pack to look through. Is that OK ... ?

Yes! OK, we run our business alongside a National company and we're expanding in your area at the moment. The retail side of the business is very simple. We use small glossy brochures, which we distribute and collect and then we process the orders. Doing this we'll earn between £7-10 per hour and more, working the hours we choose on a part-time basis.

We're also looking for people we can work with personally to train as team leaders. What we do here is work alongside them and help them build a team and train them to look after the team on an ongoing basis. The company then rewards them by paying bonuses on all the sales that go through their team which means you could build up a full-time income working very part-time hours. It's not difficult and many people who have never done this sort of thing before find it very enjoyable.

Is this of interest to you? Yes OK, we need to meet. How would Wednesday at 2.00PM or Thursday at 10.00 AM suit you? Wednesday! OK I'll see you then. If you have any problems give me a call on

Once you have the appointment .. get off the telephone

(Don't ramble on and begin to discuss the business. It's at this point that you say what you should have said at the appointment. They think about it. Change their mind and are not there when you turn up to meet them).