

WHAT TO SAY TO YOUR PROSPECTS.....

As you get started and begin to establish your business plan, you will need to choose the recruiting methods that are the most appropriate for you to build your business.

The following is a list in order of effectiveness. Meaning #1 is the **BEST** way of Prospecting and #8 being **OK** but the least effective.

1. People You Know: This is not only the first but also by far the most important and effective way to build, working through your center of influence. If you are over the age of 30, you know 2,000 people on a first name basis. Write them all down. Remember, do not pre-judge your prospects. (meaning you think they wouldn't be interested, or they make too much money!)

2. Referral system: For those who are reluctant to get into business, offer to work their leads for them. If some of their people choose to enroll, the person who referred them will seriously reconsider joining your team. (Dave Savula's "burn the house from the bottom up" theory)

Easiest Method: S.T.E.A.M.

S- Sales
T- Teacher
E- Enthusiastic
A- Ambitious
M- Money

When you ask someone to give you the name of someone that they know, they have the whole world to choose from in their head and they won't be able to think of anyone. You need to ask them specifically who they know that is the best Salesperson, the best Teacher, etc. until you have gotten at least 5 names from them.

Once you have a list of 5 names (and phone numbers) start contacting their referrals with the

following script:

"Hello John, I was talking with Ms Smith and she mentioned to me that you were the best Sales Person, Teacher, or the most Enthusiastic, Ambitious, Money Motivated person that she knows. Your name came into the conversation when I mentioned to her what we do. Now, you may or may not be interested but we are rapidly expanding our business in the area and we are in need of a few talented individuals like yourself."

Baited and Hooked <> “Well, what business are you in?”

Now you do your magic... (See Script for describing the business)

3. Lifestyling/Three Foot Rule: Go about your normal day (work, health club, bank, grocery store, day care, lunch with friends, seeing clients, working with customers, car repair, golf or tennis), and taking only seconds at a strategic moment, plant a seed about your business opportunity. Never stop to give detailed information at this point. Simply exchange business cards, or better yet, ask permission to contact them at a specific time (**get their phone number!**).

Great Examples:

- Sales clerk or customer service representative... *“Mary, with your people skills, you would be great in a business I’m involved in!!”*
- Person with a great attitude or personality... *“Are you always like this, or did I just catch you on a good day?”*
- A Stranger you just met... *“Where are you from? (Answer) Really! I was thinking of expanding my business to that area! Who do you know in that area that is sharp and would like to make some money?”*

4. Utilize clientele or organization lists: You may also have access to list from clubs & organization you are a current or past member. e.g., Former Clients, Teachers, Real Estate Agents, Sales Organizations, Clubs, Insurance Agents, Alumni etc.

Example:

“Hi Mary, this is Russell from the College Alumni Assoc. (Small talk) The reason for my call, is Carole and I have recently started a business and I think we could be of mutual benefit for each other? (Wait for response) We’re working with a 30 year old NYSE Co. that’s expanding in the area we’re looking for some people who might be interested in supplementing their income by an extra \$500 or 1000. Who do you know that might have an interest?”

6. Prospecting Professionals: Take time each day to go where business people gather; walk up to them and prospect them by asking a provocative

question (**get their phone number!**). Hotel lobbies, copy centers, coffee shops are great places to meet professionals. Or generate your own leads from home by selecting a category in the yellow pages of your phone book (e.g., stockbrokers, mortgage brokers, savings and loan agencies, insurance agents). Call them indicating that we have many successful people who are blending their business with ours to increase their present income, offer to drop off some information.

Great Example to professional you just met...

“Excuse me, can I ask you a question? If the time was right and the money was right would you be interested in taking a look at a serious business opportunity” (Wait for response) Great, I work with a 30 year old NYSE company that’s exploding here locally and we’re looking for 5 individuals who like earn in a month what they currently earn in a year. We’ve already have 3 of the 5. Here’s my card. Call this number. It’s a five minute overview. If you like what you hear you could be 4 or 5. What number can I reach you. When should I call you.

8. Networking at Clubs & Organizations: Most networking clubs and organizations are looking for outside information. Arrange for you or your upline support team to speak to businesses and community-minded groups about the concept of Legal Expense Plans—and huge need for affordable access to the legal system. Or Identity Theft Workshops (**get everyones’ phone number!**)

These approaches all lead into using the
“SHOW, 15 MINS, You May or May Not Be Interested”
SCRIPT created by DAVE SAVULA

1. Direct Approach:

- “I’ve discovered a tremendous financial opportunity that can enable us to replace our current income. I want to show it to you, it will only take 15 mins....”
- “I’ve got a business matter to talk to you about, Are you doing anything tomorrow night or are pretty much just watching TV? Great, It will only take about 15mins,”

2. Opinion or Indirect Approach:

- We're You Serious?

People may give you clues as to things they may be dissatisfied with. Use that information when you contact them. For example:

“ A while ago, you told me you hated your job. Were you serious or were you just kidding around? You were serious? Great, I think I've got a way for you to get out of it. I've got something exciting I'd like to SHOW you, It will only take 15 MINS, and, by the way, you may or may not be interested.”

- If I Could, Would You?

This approach is great when you have identified someone's hot button. It works like this:

“If I could show you a way to create an extra \$500 to \$1,000 a month without getting in the way of what you're currently doing, would you be willing to take 15 minutes to review the information? And, by the way, you may or may not be interested.”

“If I could show you a way to make as much extra money as you wanted, would you be willing to take a serious look, it will only take 15 mins....”

- You're Big and I'm Little

You should use this approach when you are contacting someone who is 'perceived' to be better, stronger, more successful than you. In other words, when you are '**recruiting up**', the basic philosophy is to play yourself down and play up on their ego. Here is an example:

“ I haven't had nearly the success in business that you have, and I've been shown a business that appears to have some exciting potential. I was wondering if you would help me check it out and see if I'm making the right decision. Mr. Smith, If I could get the information together, would you be willing to take about 15 minutes to help me evaluate it?”

- Who Do You Know?

This is an indirect approach that works well for the people who are very successful or when you don't know if they are dissatisfied. It's basically a "who do you know that would like to make a lot of money" approach. It gives them the opportunity to say, "What about me?" if they are interested or provide you with some referrals. For example:

"My company is looking for some sharp people who are dissatisfied with what they're doing now and would be interested in making some serious money. Do you know anyone that might be looking for a change?"

"The company I'm with pays me to locate and help people set up businesses for their own. A lot of people have done very well with our company. Do you know anyone who might have an interest?"

- Where Are You From?

If you're talking to a stranger, the natural question comes up, where are you from? Remember you're not telling them all about PPL or giving them any kind of presentation. Only trying to get them to review info. Here's how to use the approach.

"Where are you from? (Answer) Really! I was thinking of expanding my business to that area! Who do you know in that area that is sharp and would like to make some money?"

KEY POINTS TO REMEMBER:

1. The Length of Call or Conversation:

The entire conversation shouldn't last more than 3 to 4 minutes and you should always start the call with urgency so that you can get off the phone once the appointment has been made. For example:

"Hi John! I'm glad I got a hold of you. Listen, I've only got a minute/ I'm running out the door/ I'm waiting for a call/ I have to make a call/ I've got friends on the way over/ I'm behind schedule."

2. Control the Conversation—Remember the call is only meant to get them information to review or to set up a time to meet.
3. Sound Enthusiastic & Excited!
4. Best Times to Call:
For most people is Sunday from 4-8pm.
Entrepreneurs Mon-Fri during their business hours.
5. Key Phrases:
 - “I value your opinion”
 - “I can’t promise you anything”
 - “You owe it to yourself to take a look”
 - “I may be wrong but what if I’m right?”
 - “Call if your not coming so I can give your seat to someone else”
6. Book the Appointment:
Get a quick commitment by giving them the ‘A or B Option’. For example you can say, “When is better for you weekdays or weekends?...afternoon or evening?...Monday or Wednesday?”
Give them to options and continue to narrow it down to a specific day & time.
7. Keep your dream in front of you at all times. Have pictures of what you want on your walls. Stay Focused on Your Goals!
8. Recruit up. Share opportunity with people who are more successful than you. You want the most talented, ambitious, charismatic people on your frontline.
9. Casual acquaintances are a ‘gold mine’. Just go out and make friends to create a new ‘warm’ market every 90 days.
10. Have a ‘turning’ question. If the person is not interested in looking at the business, this question will turn the conversation from business to membership. For example:

Q: “Have you ever thought about developing a secondary income?”

A: “NO, Why would I do that? My job is great and in 20 yrs I can retire and go fishing all day.”

TQ: “I asked because my business is assigning families their own law firms. Would you be interested in a way to have a law firm on retainer for just pennies a day?”

When you can show them the information, they get the membership, You can then ask them “If I Could, Would You?”...”If I could show you a way to retire in 2-5 years so you can go fishing all day, would you be interested in seeing how that would work.”

11. Ultimately, you’ve either buying ‘their’ story, or they’re buying ‘your’ story.

COMMON QUESTIONS:

From time to time, the people you contact will have questions. These will usually just be out of curiosity if you’ve done your job correctly. So it’s important to be prepared for the questions that may come up.

“What’s This All About? / Tell Me More?”

Again, this is only natural if you’ve done your job correctly. Here are some responses:

- “I would if I could, but what I’ve got to share with you is 90% visual.”
- “It’s like a puzzle. You have to see it all together to understand what I’m talking about.”
- “If I could effectively explain this business over the phone, I certainly would but, I’m just talking about 15 minutes of your time.”

- "If I could, I would, but I'm too new in the business to effectively explain this business to you over the phone."

- "I can't give this justice over the phone!"

"I Don't Have Time"

Most people today are busy. That's why we tell people that it will only take about 15 minutes of their time. Here are some responses for people who don't think they have time:

- "I wouldn't ask you to give up any of your time if I didn't think it would be worth your while."

- "I can appreciate how valuable your time is. However, if I could show you a way to create an additional profit center in your life without interfering with your current situation, would you be willing to spend 15 minutes to check it out?"

- "I'm only asking for 15 minutes of your time. If I'm wrong, you've lost 15 minutes. But what if I'm right?"

"What's The Name Of The Company?"

Unlike some companies, you never have to worry about telling someone you're involved with Pre-Paid Legal.

- "The name of the company is Pre-Paid Legal Services, Inc. They are a 30-year-old company, rated highly on the New York Stock Exchange and they do for legal fees what HMO's did for medical bills."

- "The name of the company is Pre-Paid Legal Services, Inc., Have you ever heard of it." Whether they say Yes or No. Say, "Great that's exactly why I need to Show this to you, It will only take about 15 mins..."

- If they ask anymore questions, go back to "it's 90 percent visual", "it's like a puzzle", "I would if I could", "I'm only asking for 15 minutes of your time", etc.

"I'm Not Interested?"

If they say this, you said too much! Ask them to please review the facts before they make that kind of decision. You're only asking for 15 minutes of their time and they may or may not be interested. *Remember next call don't give so much information!!!*