



Warm Market Recruiting Scripts

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Tips on Successful Recruiting...

1. If you know your prospects pain (that is you know what financially they are looking for then use that – for example if they have a big debt load then tell them I have found your solution!) Remember: Be smart about recruiting--make it like this is just special to the person you are talking to! Not everyone is getting this opportunity-just them!
2. Your call should never last longer than 45 seconds.
3. Never answer any questions other than what is recommended here or you will be caught in a trap of answering questions. Remember the less you say the greater chance they will come!
4. Confirm their attendance the morning of the PBR. But do not call and say I am calling to confirm your attendance. They already confirmed so call to let them know something about the event that will get them excited. For example you may tell them about whom the person coming to your home is. Or you may tell them to dress sharp and not to be late.
5. Listen to something up-beat, motivating, to get you pumped and excited to make the calls!

Our job is to get people to hear this opportunity/business—it doesn't matter if they join or not, it matters if they hear the presentation!

This is a numbers game... “No” means—Not now! Embrace it! “No” means do it without me, and then come back and get me later...Go out and try to get 10 “No’s” everyday and you will get lots of “Yes’s”! **BE BOLD!** Do what it takes to get them to hear a presentation!

Create your Script...

1. “Hi _____, how’s it going?” (Wait for the answer)
“Listen, I’ve only got a minute – Is this a good time to talk? (Wait for the answer)
Great! What are you doing _____@_____?” (**Be sure to clear the time first!**
If they say they are **BUSY** at that time; then say, “When is the soonest that we can meet? How about _____ or _____?” (Give a couple of options on times.) Or if they give you a weak excuse, say “Anyway you can cancel? I care too much about you, for you to miss out on what I am about to share with you!” or “ I have something BIG that you don’t want to miss!”

If they say “I don’t know when the soonest we can meet is, why?” Say, “Listen, I am so excited, lets nail down a time that we can get together and then I can tell you what’s up! This is HUGE!” (Make sure you have a time that they told you they would meet with you before moving to statement #2 if at all possible...)



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2. Choose one of these statements below. Remember to use the statement that works best with who you are talking to. (Red, green, blue prospect)

- “Great! Listen, I partnered on a project with this gal/guy out of _____; we are expanding and looking for a few key people to work with on this deal. When thinking of people, I immediately thought of you!”
- “I just got involved with an international telecommunications company and I am so excited about it; ---I thought of you! The company is from back east and is expanding in this area. They are endorsed by Donald Trump, partners with Verizon, Sprint, Nextel, AT&T and T-Mobile Wireless and compete head to head with companies like Qwest, Vonage and many cable companies. You need to see this thing!”
- “I’m working with an individual who is leading the expansion of a billion dollar company in this area.”
- “I just partnered with a company that is expanding in this area. It’s a 17-year-old high-tech brokerage company that is also involved in the deregulation of telecom. Sounds complicated, but it’s not. Donald Trump is endorsing this. And all I know is that I’m excited about you and I making a lot of money in this deal! You have to check this out!”
- “Listen, I ran into this guy/gal out of _____. He/She is working on a business project and looking for some people to work with on his deal. As I was talking with this guy/gal and he was telling me about the type of people he was looking for; I immediately thought of you. Your business mind and his/hers would be incredible!”
- “I found a way that every-time somebody pays his or her TV or phone bill, we can get paid! This guy/gal I am working with makes a lot of money—he/she asked me if I knew anybody really ambitious--I told him/her all about you. You need to meet this guy/gal—he/she is like the "Bill Gates" in this industry.”
- “I ran into a business that I think could make us both a lot of money! I was introduced to this guy/gal who has made a ton of money doing this!”
- “I’m involved in the expansion of an incredible company. You’ve always been excited about making money!”
- “I ran into a business that is offering a new technology! We can get in on this early and make a ton of money!!”
- “I just found out about an incredible business project and I immediately thought of you!”



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- “There is a large company developing in our area offering new technologies! We need to get in on it ASAP! This will be huge! The lead person for this company is coming over to explain everything!”
- “Great! I have one question for you...”
- “Cool! I finally found a business that we can work together and make money! I can’t get into it right now, just be at _____@_____. This will be HUGE!” (Skip #3 the question)
- “Awesome! I found a way for you and I to make some serious money!!! Just trust me and be at _____@_____!” (Skip #3 the question)
- “Sweet! You know how we/you talked about _____? (Say something personal to them, example: being home with our kids? buying that cabin on the lake? Etc...) I found a way that we/you can do that! Be at _____@_____, you will get the details then!” (Skip #3 the question)
- “I am so excited! I ran into a business man/woman, that I think can be a great mentor to us in making a lot of money—“
- “Listen, I just started working as a high-tech broker with a firm that is coming into our area from back east. They are expanding and looking for motivated people like you that want to make big money! I immediately thought of you! Listen, you would not believe how much money is in this deal—it would be so much fun to work with you!”
- “I have seen something outstanding that I want you to hear about!”
- “Listen, I just bought a business and am looking for a partner...”
- “Great! I have been thinking about you...”
- “Awesome! I have got somebody I want you to meet! Be at _____ @_____.” (Skip #3 question)
- “Great! Listen, I partnered up with this guy/gal out of _____ who makes a lot of money in his/her industry. We are working on a business project together and looking for a few key people to work with like your-self. I know what a sharp businessperson you are and I am sure you keep your business options open; is that true? Excellent! This guy/gal is flying in from _____; I have told him/her all about you and he/she is looking forward to meeting with you! His/her business mind and yours would be perfect together! Meet us at _____@_____ and we will go over the details...”(skip question #3)



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- “You have...(personal compliment)
“So, (name) I am calling you because I have just received information about a business project that I am super excited about! “
“Since you are someone I really respect it would mean a lot to me if you could give me your opinion on this project! Are you available for 1 hour on (date) at (time)?” (Skip question #3)

3. Choose one of these questions below...

- “Are you open to looking at other ways to create a secondary stream of income for yourself?” (PAUSE)
- “If I could show you a way to make extra money outside of what you’re currently doing, would it be worth an hour of your time?” (PAUSE)
- “If the money was right, and it worked with even your hectic schedule, would you be open to looking at a business opportunity?” (PAUSE)
- “If I could show you a way to _____(their why fill in blank), would it be worth an hour of our time?” (PAUSE)
- “I know you’re busy, but as a smart businessperson, I’m sure you keep your business options open; am I right?” (PAUSE)
- “If the money was right and it didn’t interfere w/ what you are currently doing, would you be open to a business opportunity?” (PAUSE)
- “If I could show you how to get paid when people pay their tele-com and TV bills would you want to know about it?” (PAUSE)
- “Are you open to making money outside of what you currently do now?” (PAUSE)
- “Some huge income potential is on the table! Are you open to evaluating an opportunity to make money outside of what you currently do?” (PAUSE)
- “Do you want to make more money?” (PAUSE)
- “Are you familiar with Voice Over Internet Protocol and where it is headed? (Whether they say yes or no then say...) This is HUGE! Be at _____@_____, we are going to make a lot of money!!!” (No need to go to yes, no or maybe responses after this...just handle objections...)



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- “If the money was right, and it could work with your crazy schedule-would you be open to evaluating a way to make money outside of what you currently do?” (PAUSE)

If they say yes choose one of these responses...

- “Great! Meet me at _____@_____. You will get all the details then!” --Oh by the way, we are going to have a few snacks, can you bring a _____?”
- “I am having a PRIVATE and EXCLUSIVE meeting at my home on _____ at _____. Can you make it? (Or can I count on you to be there?) Oh by the way, we are going to have a few snacks, can you bring _____?”
- “Great, listen...this is big-time! One of the top executives in the company is coming to my house. (Tell a short story about that person’s success or something about their business background or personality that is appealing) I have told him/her all about you and they are looking forward to meeting you! You’re not going to flake on me, right?” (Wait for the response)
- “Awesome! (My partners, or this gal/guy or they) are waiting for me to get back to them about a time that’s convenient for both of us-- Is _____ at _____ ok? Or would _____ work better for you?”
- “Great. Seating is limited and I need a firm commitment from you that you’ll be here. I am calling _____ (guest speaker) to give them the names of the people who are coming, so if you aren’t 100% positive that you can make it, I need to make another call and invite someone else. Can I count on you to be in that seat? OR Can I count on you to be here?” (Wait for their response.)
- “I am excited-putting a lot of effort into this meeting!! There are limited seats available-- Can I count on u to be there?”

If they say “no”--choose one response...

- “Wow that’s amazing that you have all the money and free time that you need. But, who do you know that is looking to make incredible money and free up their time as well?”
- “Wow-That’s great that you have all the money and free time that you need! Hey would you do me a personal favor then to support my business and just fill out a Service Survey Form for me? I am doing a survey analysis in this marketplace and wondered if I could see what Telephone or TV services you have in your household?” (Take over the ACN Home Survey Sheet and get them as a customer)



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If they say Maybe/It Depends...

"Well of course it depends! My question is, are you open to evaluating an opportunity to make extra money in addition to what you are doing right now? Great! This will be worth 45 minutes of your time!

If they say Depends again then repeat above. If they say Depends a third time then say:

"We are going in circles here, it was great speaking with you but I need to go. If you are looking for more money or time in your life, this is definitely worth 45 minutes of your time! Just give me a call when you are ready and I can get you details on how to get the information. Great to talk to you! Have a great day!"
(Quickly get off the phone and keep making phone calls you have no time to waste! NO CHIT CHAT!)

If they say, "What is it?" Or "Tell me more about it" choose one of these responses...

- "Basically, we compete head to head with companies like Qwest, Vonage and cable one, --but I don't know enough about it yet to explain it on the phone--you need to see this the same way that I did--"
- "Basically, we compete head to head with companies like Qwest, Vonage and AT&T, I simply found a way to redirect the telecom \$ already being spent by making a percentage on everyone's telephone bills. I don't know enough about it yet to explain it on the phone--you need to see this the same way that I did--"
- "Basically, we broker services like cell phones and wireless internet air cards through companies like AT&T, Verizon, Sprint, Nextel, T-mobile, and Alltel. I also broker Satellite TV services with companies like Direct TV and soon to be Dish Network! And, we have aligned ourselves with the #1 provider of digital phone services and videophones in the entire world! We are talking huge money!!! We have got to sit down and go over all the details so that you can see how incredible this is!"
- "Because the industry and technology involved is so brand new, I don't want to give you any misinformation-I'm not going to try to explain it to you and confuse both of us--that is why I have _____ at my house Thursday night...You have got to be here!"
- "It's a brand new technology and I just became aware of it. The last thing that I want to do is try to explain it and confuse us both--I am working with an ACN leader who will explain everything. You NEED to see this!"
- "If I try to explain this to you right now, it really wouldn't do you justice, however, it involves major technology--what's more important is that you (see/meet) this (individual/business) as I did. It's worth 45 min of your time, then you can make an educated decision of whether this is something you would be interested in or not."



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- “Listen, it is a new technology, and the company is partnered with major players like Verizon, Sprint, AT&T, Direct TV, and Dish Network. I couldn’t possibly explain how this works over the phone. You have got to see this the same way I did, you owe it to yourself to carve out 45 minutes and check this out!”
- “Basically you and I are going to make money every time someone pays his or her phone or TV bill! But you have got to see this the same way I did! Trust me and be at _____@_____!”
- “Listen, I am too busy to explain this right now that is what Wednesday is for! Just be at my house Wednesday at 6:30 and we will go over the details then!”
- “I am too new to explain this to you; I want you to meet my business partner who will be there _____ to explain everything!”
- “Listen, I can’t get into all the details over the phone. I’m brand new at this and I don’t want to mess it up. To be fair to you and the opportunity, you need to hear about it just like I did. I’m afraid I’ll do you and this opportunity an injustice by trying to explain it myself. So, what are you doing on _____ (time)?” OR When is the soonest we can get together?
- “Well, you know as well as I do that it obviously would be impossible for me to go over all the details on the phone; that’s what _____ is for! But basically, we broker services like cell phones and wireless internet air cards through companies like AT&T, Verizon, Sprint, Nextel, T-mobile, and Alltel. We also broker Satellite TV services with companies like Direct TV and Dish Network! And, we have aligned ourselves with the #1 provider of digital phone services and videophones in the entire world! We are talking huge money!!! We have got to sit down and go over all the details so that you can see how incredible this is!”

(If they ask you how it works or for more information after these responses---all you say is “I am not going to try to explain it anymore like this!!! You have got to see this the same way that I did! Trust me and be at _____@_____!”)

Is this network marketing/multi-level marketing/direct sales?

- “Yes, but what isn’t networking these days? Real estate agents and mortgage brokers network all the time! We just have the infrastructure in place to get paid as people continue to network through each other. This big money! You and I have got together! You need to see this!”



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- “Yes, this is relationship marketing, just like real estate! But, what isn’t networking? The difference is that right now when a real estate agent sells a home they get a commission—and then the money stops. Could you imagine if each time if when they sold a home not only would they get a commission, but they would also get a percentage of their mortgage every month? This is Huge Money! Lets get together and go over the details!”
 - “Absolutely! What isn’t networking? Donald Trump, Robert Kiyosaki, they are pretty sharp business people, right? What about Yale or Harvard University? They wouldn’t be teaching this business concept unless it made absolute perfect sense! You are smart with business as well, you have to see this the same way I did, just trust me and be at my house Wednesday at 6:30!”
 - “Yes it is! However, it’s nothing like you’ve ever seen before and the products are what separate this business from anything that you would think similar!”
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If they say...

“Let me check w/ my husband or wife.” “Maybe.” “I’ll try.” “We’ve got _____, but we might be there.”

“I can understand your busy schedule. But we’re all busy. Listen, we have a lot of people really interested in this project! The executive I have coming over to my home to explain this incredible opportunity is only here this day! So a maybe is not good enough. That means “no” to me...I have to call Mr./Ms. _____ personally by ____ (day or time) and tell them who I have coming. I need to know if you are going to be here! If you are, you can’t flake on me. If you’re coming or not I need to know now because seating is limited. I told them I’d have at least ____ (#) people at my house and if you aren’t going to be here I need to know now so I can call someone else to fill that seat. Do I have your word/commitment that you’ll be here?” (Wait for response)

“Oh boy, don’t tell me; you’re doing another one of those “things” again...Are you?”

“You’re right. I have been researching the field of Multi-Level Marketing quite carefully. Even jumped into a few, but you know me, I’m the kind of person who looks at ways to create a more secure financial future for myself and for my family. And, up until now, I just haven’t found anything that really worked for me. But this makes complete sense. If a multi-millionaire like Donald Trump is endorsing this business and he thinks it’s better than real estate, don’t you think you should at least check it out? Don’t let my past business ventures or experiences be your reason for not taking a look at this business. Besides, what if I start making a lot of money at this business and you didn’t even take the time to just look? Just come and see for yourself what I’ve seen, then make your own decision. I don’t even care if you want to do this with me or not. Just come and support me, your friend. You just need to see it, that’s all. Be at _____@_____!”



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“Is this ACN?”

- “You have heard about this and your not doing this? You are a sharp businessperson...Man, I know you understand business, you obviously didn’t see this the same way that I did, or you would be doing this!”
- “When did you get in?” (When they say, “I’m not in”...) say-“Wow! You obviously didn’t see this the same way that I did, or you would be doing this! We at least have to get together, so that you understand what you said “no” to. This is incredible!”

“What’s the investment?” or “What does it cost?”

- “We are not looking for your money, only for your talent!”
 - “45 minutes of your time!”
 - “It costs absolutely nothing to look—I am telling you if you want more time or money in your life, you are crazy not to look at this deal!”
 - “Until you’ve seen this opportunity, it would be impossible to put any kind of value on it. However, this costs practically nothing to be involved, and if you’re worried about the cost, leave your wallet at home and come and see the greatest opportunity ever!!!!”
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“I just don’t think this is for me...”

- “You don’t think what is for you? You don’t even know what this is! Don’t you think you owe it to yourself to at least look at the business, if for nothing else, so that you know what you are saying “No” to?”
- “You don’t think what is for you? You are a sharp businessperson...I know you understand business! You owe it to yourself to at least look at this. It will be worth 45 minutes of your time. If it’s for you great! If not, no big deal!”



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“I am too busy!”...

- “That is exactly why you have to look at this! This will give you your time back! I care too much about you for you not to check this out! Carve out 45 minutes of your time, Trust me, this will be worth it!”
- “That is exactly why I am calling you! This will give you your time back! Carve out 45 minutes of your time, Trust me, it will be worth it!”

“Is this one of those Pyramid deals?”...

- “Why are you looking to get into one of those deals? (Whether they say yes, or no) respond with “Great! You are going to love this!”

If you overcome objections with confidence, your prospects don't stand a chance!