

**FAVOR
HELP
TRY
TELL THEM WHY!!**

WHAT IS YOUR WHY?

- Time with Family
- Be Debt Free
- College Education for Children
- Retirement
- New Home
- Family Vacation
- Boat, Car, RV, etc...
- Give more to Church

(CUSTOMER ACQUISITION SCRIPT)

Hi _____, Do you have a minute?

Can you do me a HUGE FAVOR? (Wait for response----be quiet)

As you know..... (share your "WHY") (Example: We lost our retirement and had to spend the kid's college fund and we found a way to get it back, but we need your help--- must end on a **POSITIVE NOTE!**) Write your why below:

I just started my own business working with a company called ACN. We offer competitive pricing on services you pay for every single month like-- home phone service, satellite TV, cell phones--including all the big carriers.

I'm just a few customers away from a major promotion that will really help us right now!!!!

I need to qualify tonight by midnight... Would you do me a HUGE FAVOR, and become my customer? This is SO IMPORTANT! It would really make a big difference for me and my family.

If they hesitate:

Listen, I am not sure if you understand how huge this is. It is so important for me to gather you as a customer-- just consider TRYING my service -- I can come over tomorrow and wash your car, or I will MOW YOUR LAWN--- I'LL EVEN BAKE YA SOME DYNAMITE CHOCOLATE CHIP cookies right now!!!