

Verbiage

Hi, _____ This is _____ How are you doing? (Small Talk)
The reason I'm calling is that I have recently started a home business. What I do is direct advertising. I play a 4 ½ minute recording to people over the phone. Can I play it for you?
It's only 4 1/2 minutes.

Great, hold on and we will listen to it together, when it is over I will come back on the line and see what you think.

You can use any sizzle call or video message you have with this script.

When it is over come back on the line and ask them if they would to see how the system works. If it say yes take them through the 3-Step Plan calls.

If they say no, do not try to talk them into it. Just say thank you for listening and could they suggest anyone that you could play the message to.

When you hang up be sure and tell them you will call them in a couple of months and let them know how it is going for you.

Closing Verbiage

● I don't know about you but I wanted to try the products for myself first. Our products offer a 30-Day money-back guarantee so you can try them and if you don't like them you can get your money back. Is checking out the products important to you?

Which products would you want to try first?

Which credit card do you want to use?

