

3-Step Plan™ Phone Script

Setting the stage for a successful call

1. Smile as you talk. They can hear a smile. Be upbeat & enthusiastic.
2. Think of them as a friend. Relax, listen to them and show interest.
3. Don't interrupt. Wait for them to finish their statements before answering a question.
4. Tonalities and inflections matter (sound conversational).
5. Use the person's first name throughout the script. Insert the prospect's name in the _____ areas.
6. Have a contact sheet on every call.

Phone Script

Hi, this is (your name). I'm calling because _____ requested information about Andy Willoughby's 3-Step Plan™ home business system. Is this a good time to talk? (If this is not a good time set an appointment to call back, but don't try to give them just part of the presentation.) My job is to be your tour guide through the 3-Step Plan™. When we are done you will understand how this system has helped so many people make money working at home. But first, if it's OK with you, I would like to take just a minute to get acquainted. If you decide that you would like to work the 3-Step Plan™ we would be working together as a team. I think it is good to know the people you work with, so can we take just a few minutes to get to know each other?

Great! I'll start. (In 60 seconds or less tell them who you are, where you live, what you do for a living, if you are married, how many children and grand children and your favorite hobby. Keep it short!)

That does it for me, now how about you? If you hear anything you can relate to, similar jobs, hobbies, etc. chime in and develop the conversation. Remember rapport is the goal of this call. You are not hitting them with question after question. You are asking and sharing, asking and sharing. You want to talk to this person like a friend you haven't seen in years.

As a frame of reference, would you share what prompted you to respond to the advertising?

(Listen very carefully, don't interrupt, take notes, and ask for clarification with questions like, "What did you hear in the ad that got your attention?")

Here is how the 3-Step Plan™ works. On Step one, I am going to 3-way in a short recorded message over the phone that will give you an overview of how the system works. On Step two, I will 3-way in another message that will tell you about our products and how you make money. Then on step 3, I will email some links to websites so you can do your own due diligence and you will be invited to try our products for yourself. By the way would you give me your email address so I can send the website links to you? (Shut up and wait for them to give you their email. Or double check the one you received with their lead information.)

Before we get started you need to know that it will take at least 6 to 10 hours per week on a consistent basis to make this work. If you decide that you like the 3 Step Plan™ and feel it could be profitable, would you be willing to commit to at least 6 to 10 hours a week on a consistent basis to work your business? (Wait for them to agree.)

Also, we all know it takes money to make money. I am not asking for any money at this time but you should know that it takes \$200 to \$400 to get started. So if you like what we do and think you could make some money at it, would you be willing to invest two to four hundred dollars to get started?

Great. Now let's get started with the first step. I am going to 3-way in the system overview. We will listen to it together. After it is over I will still be here on the line with you.

Step 1 Call - Call 951-262-1531 or the backup number 618-355-7376

_____, could you hear that ok? Great. What did you like best about that message? The next step tells you about the product and how we make money.

Before you hear this I would like to share with you my experience with the product. (Briefly share your personal product testimony or the testimony of someone you know. KEEP IT UNDER 90 SECONDS.)

Ok now I'll 3-way in Step two. Hold on and we'll listen to it together, when it is over I will still be here on the line with you again to see what you think.

Step 2 Call - Call 951-262-1532 or the backup number at 618-355-7378

Did you hear that ok? Now you can see how simple this is. If you can operate 3-way calling on your phone, you can do this business. The products offer a money-back guarantee and you don't even have to send them back to get a refund.

Now it's time for you to do your own research. First I am going to email you some links to websites. You can check these out and learn everything you need to know about our company, the system and the products. Second, if you're like me, you're probably going to want to try the product for yourself, right?

Here is how most people try the products. As you heard, there is the minimal cost of \$35 for your XanGo membership, which allows you to buy your products at the wholesale cost and qualifies you for the 30-Day money back guarantee. XanGo juice comes in 25 ounce bottles with four bottles to a case. It costs \$100 wholesale. The 3Sixty5 Multi-Vitamin system is \$60 per case for a month supply that is designed especially for Men, Women, or Women with no iron. The Glimpse Intuitive Skin Care System, costs \$150. And eleviv is only \$55 per case. All plus shipping and taxes.

To simplify this we have broken this down into a few different Packs.

First we have the Feel Great Vigor Pack. This pack includes a case of XanGo, The 3Sixty5 Multi-Vitamin System, and our new eleviv for only \$215.

The next pack is the Feel Great Look Great Pack which includes a case of XanGo, 3Sixty5 Multi-Vitamin, and Glimpse Intuitive Skin Care, for a total \$310. Lastly, the Products of the Product Business Pack which includes everything you need to get started, includes a Case of XanGo, a Case of XanGo Singles, (2) 3Sixty5 Multi-Vitamin Systems, One month of eleviv, one (6) pack of eleviv and One Glimpse Intuitive Skin Care Complete for a total of \$705 plus shipping and tax. This is the best way to try all of our products and to get the full benefit and knowledge of them and the company.

You can also purchase the products singly, but most of all I want you to do what you are financially comfortable with.

So, would you like to try the product so that you would know exactly what you would be promoting?

(Stop talking at this time and no matter how long it takes; wait for them to answer first. When they do respond just follow their lead. If they say yes, say)

IF YES – Ask, And, is the Products of the Product Business Pack alright with you? Get their order and go to the Quick Application Page and fill out all their information. Let them know that you are going to get their order processed right away and that you will be sending an email as well on the links you mentioned earlier.

After getting off the phone, immediately send them the email link and get their order processed with XanGo. Send another email or call them letting them know that they can log into their XanGo Back-office and how to do that. Let them know that their products will take a few days to ship, but that in the meantime you want to help them with any of the business questions they may have. From this point, start training them as a business builder. Have them

start checking out the 3 Step Plan™. Get them on conference calls, send them training materials etc.

IF NOT YET OR NO – That’s fine, whatever makes you comfortable is the way we want to go. So I will send you the email right away and I’ll give you a call back after you have a chance to look it over. When do you think you will have a chance to look over the websites and information that I’m sending you?

Great, so I will give you a call back on _____ at _____ O’clock.

If you have other questions before I get back to you just give me a call. My number is _____ and you will have my email when I send you the links.

Well, _____ ,I have really enjoyed talking to you and look forward to talking with you again on _____. Have a great day, Good bye.