

New London “Pitch Me a Stock” Script

Good Morning/Afternoon/Evening is (Full Name)

This is (YOUR NAME) calling from New London Stockbrokers in the City of London.

How are you today?

Great!

Now if you recall, we spoke a few weeks back to see how I could best serve your investment needs, and I emailed you a bit of information on my company, New London, along with some links to a few of our recent stock recommendations. Does that ring a bell?

YES: Okay, great! /// **NO:** Oh really, you must’ve received a ton of emails and calls that day then because I assure you that I definitely sent it, but no need to worry, as it was only some basic information on my company.

Now (name), the last time we spoke, I promised to get back to you when I came across an investment idea that had huge upside potential, with very little downside risk.

Well, the reason for the call today is that something just came across my desk and it is perhaps the best thing that I have seen in the last 6 months.

If you have 60 seconds, I’d like to share the idea with you.

You got a minute?

YES	NO (OBJECTION)
<p>Response: The company’s called Scottish and Southern Energy. It’s a FTSE 100 stock which is currently one of the main market leaders in the renewable energy industry. It is currently undervalued, trading at £13.25 per share which is a multi-year support level and the renewable energy industry is booming at the moment, so there is a very little downside risk which I know you aim to minimise as you told me in our previous call. Also, with the strong fundamentals that this company possesses along with its increasing year on year profits and strong growth, added to the fact that these have not been majorly factored into the share price so far, it is an excellent investment. You follow me so far?</p>	<p>Rebuttal: I hear you. I deal with incredibly busy 6 and 7 figure high net worth clients every day and most of them initially felt the same way. However, after hearing the types of investment opportunities that we had to offer and by acting on them, they have now gone on to become some of my most successful clients.</p> <p>Response: The company’s called Scottish and Southern Energy. It’s a FTSE 100 stock which is currently one of the main market leaders in the renewable energy industry. It is currently undervalued, trading at £13.25 per share which is a multi-year support level and the renewable energy industry is booming at the moment, so there is a very little downside risk which I know you aim to minimise as you told me in our previous call. Also, with the strong fundamentals that this company possesses along with its increasing year on year profits and strong growth, added to the fact that these have not been majorly factored into the share price so far, it is an excellent investment. You follow me so far?</p>

Great, I also understand that you prefer to invest in stocks with good dividend yields, so you would be glad to hear that the current yield is around 7% which means an investment of £100,000 into SSE shares would earn you £7000 annually in dividends for just owning the stock.

Make sense?

Great, now (FIRST NAME), our analysts have been researching every square inch of this company and have concluded that once long-term investors realise how undervalued this stock is and start piling money in, then it has a huge upside potential of around 40-50% within the next 3-6 months.

Sound good?

Now (FIRST NAME), what I suggest is an initial cash outlay of only £4000 and let me tell you quickly what you’re going to get: You’re going to get a share of a very fundamentally strong company at a price way below its true value, all for only £4000. And the process of opening an account and placing this initial trade is very, very simple.

Believe me, if you do even half as well as the rest of my clients, the only problem that you'll have is that you didn't buy more.

Sound fair enough?

YES	NO (OBJECTION)
<p>Great decision (name). I will send over the details to you now and please promise me one thing, that when you make money from this investment, just make sure to get me a ton of referrals. That's all I ask. Thank you (name), have a nice day and I look forward to our future partnership. Take care, good bye.</p>	<p>I hear what you're saying, (name), but let me ask you a question: Does the idea make sense to you? Do you like the idea?</p>

Exactly, it really is a great buy down here!

In fact, one of the true beauties here with this company is that it has a durable competitive advantage over the rest of the industry in the sense that it is the only company listed on the London Stock Exchange with such a wide variety of energy based revenue streams which massively reduces the risk of a financial disaster affecting the company as a whole.

This is an investment with such a high potential and such a low downside that it is almost the perfect trade for your specific needs.

You see what I'm saying here, (FIRST NAME)?

Do you like the idea? Exactly!

The stock really is a screaming buy down here!

Now, (name), let me ask you another question.

If I'd been your broker for the last 3 or 4 years, making you money on a consistent basis.

Then you probably wouldn't be saying, "Let me think about it."

You'd be saying, "Pick me up a block of at least a few 1000 shares."

Am I right?

YES	NO (OBJECTION)
<p>Now, that I understand. You don't know me, and I don't have the luxury of a track record: So, let me take a moment to reintroduce myself. My name is Milan Virdee, and I'm your broker at Asset Capital. I am fully qualified and plan on becoming the top producer in my company this year and I'm not going to get there by being wrong and without a ton of referrals, which I am only going to get from a lot of happy clients. You know on a trade like this the commission I make isn't even enough to pay my own phone bill, but why it is necessary is because it will act as a bench mark for us doing business again in the future, and then when you make money you will be recommending me to all your friends and then that's how I make my money. If you give me just 1% of your trust, I'll earn the other 99%. I give my word on that. Not only am I going to guide you into the idea, but I'm going to guide you out as well. And as far as my company, Asset Capital, we pride ourselves on striving for a long-term relationship with our clients where we hold their hand through every part of the journey, through the ups and downs and are not here just to make a commission off of your trades. So, (name), why don't we do this, open the trade in SSE together with only a £3000 investment and I'll walk you through the process? I'm obviously not getting rich here, but as I said, this will serve as a bench mark for future business.</p>	<p>Wait a second, (name): You mean to tell me that if I put you into Tesla 220 and took you out at 300, and I put you into Shell at 15 and took you out at 25 and I put you into Facebook at 60 and took you out at 120, then you wouldn't be saying, " Pick me up at least £4000 worth of SSE shares right now, on the spot, come on"?</p> <p>Now, that I understand. You don't know me, and I don't have the luxury of a track record: So, let me take a moment to reintroduce myself. My name is Milan Virdee, and I'm your broker at Asset Capital. I am fully qualified and plan on becoming the top producer in my company this year and I'm not going to get there by being wrong and without a ton of referrals, which I am only going to get from a lot of happy clients. You know on a trade like this the commission I make isn't even enough to pay my own phone bill, but why it is necessary is because it will act as a bench mark for us doing business again in the future, and then when you make money you will be recommending me to all your friends and then that's how I make my money. If you give me just 1% of your trust, I'll earn the other 99%. I give my word on that. Not only am I going to guide you into the idea, but I'm going to guide you out as well. And as far as my company, Asset Capital, we pride ourselves on striving for a long-term relationship with our clients where we hold their hand through every part of the journey, through the ups and downs and are not here just to make a commission off of your trades. So, (name), why don't we do this, open the trade in SSE together with only a £3000 investment and I'll walk you through the process? I'm obviously not getting rich here,</p>

but as I said, this will serve as a bench mark for future business.

YES

Great decision (name). I will send over the details to you now and please promise me one thing, that when you make money from this investment, just make sure to get me a ton of referrals. That's all I ask.
Thank you (name), have a nice day and I look forward to our future partnership. Take care, goodbye.

NO (OBJECTION)

I hear what you're saying, (name), but let me just say that I've been doing this for quite some time now, and if there's 1 thing I've learned it's that when people say they're going to think about it, or call you back, what ends up happening is that they end up putting the idea in the back of their mind and deciding against it, not because they don't like the idea, in fact, in your case I know that you actually do, but the simple fact is that we're both very busy people, and you'll go back to your busy life and end up missing out on this; and I don't want to see that happen to you. In fact, let me say this: one of the true beauties of the situation is that, right now, SSE is on the very cusp of a booming share price in an explosive industry, so I don't want you to miss out on it. Just give me one shot and if I'm even half right, you are going to be very, very impressed. What do you say?

YES

Great decision (name). I will send over the details to you now and please promise me one thing, that when you make money from this investment, just make sure to get me a ton of referrals. That's all I ask.

NO (OBJECTION)

(name), let me ask you an honest question: What's the worst that can possible happen here? I mean, let's say I'm wrong and the stock actually goes down a few points, and you lose £200. Is that gonna make you homeless?

Thank you (name), have a nice day and I look forward to our future partnership. Take care, good bye.

Exactly!

Of course, it won't!

And, on the upside, let's say I'm right, like we both think I am, and the stock goes up, like we both think it will, and you make £800-£1000. I mean it'll feel good and everything, but it's not gonna make you the richest man in town, now will it?

Exactly!

Of course, it won't!

It's not gonna make you rich, and it's not gonna make you poor, but what this trade will do is serve as a bench mark for future business. It'll show you that I can put you in the market at the right time, and take you out as well. So why don't we do this:

Since it's our first time working together, why don't we start off a bit smaller this time. Instead of picking up £3000 worth of shares, let's pick up only £2000 worth. Of course, you'll make a bit less money as the stock trades higher, but your percentage gain remains the same, and you can judge me on that alone; and believe me, (name), if you do even a quarter of what we expect, the only problem you will have is that you didn't invest more. Sound fair enough?