

Rain Contact and Follow-Up Script

Note: It's important to remember and be CLEAR in your mind about the purpose of your call. The ONLY goal of the call is to: invite your prospect to view a video and then follow up in a three way call with your experienced upline leader. Generally, I like to send prospects a combination of the 4-minute "This is Rain" video (which is the video on your personal website and is also available on the Rain Connect app) and the 7-minute "Seed Tsunami" opportunity video on the home page of www.seedtsunami.com. During this call, DON'T try to explain the company, products, science or anything else on this call. You only want to create curiosity. Don't get caught up in answering questions like "What's this about?" or anything else. If your prospect starts asking such questions, simply direct them back to the video by saying something like, "I'm sure you're wondering about a lot of things the same way I was! The video will answer most of your questions. I want to make sure you get the big picture first . . . then we can have a discussion and see if you have other questions."

Initial Invitation for People With Whom You're in Regular Contact

1. Hi _____ (prospect) _____. It's _____ (your name) _____ How are you? *(or some other quick "break the ice" talk)*
2. _____ (prospect) _____, have I caught you at a bad time? *(It's important to ask this because you want to make sure that the person has both the time and mental / emotional space to hear you and take in the information without distraction. It's also simply polite.)*
3. Well, you know, I'm kind of running right now so I don't have a lot of time, but I thought it was important that I give you a quick call to tell you that I've come across something that has really got my attention. I'm excited about it and I've jumped in with both feet. I thought of calling you because _____ . *(Give them an honest reason like, "I know you always keep your ear to the ground for opportunity," or "you're so fun and I think we'd have a blast together or "I know you're very health conscious," etc.)*

Note: These are statements psychologically designed to communicate unspoken messages.

- a. ***" . . . I'm kind of running right now so I don't have a lot of time, but I thought it was important that I give you a quick call to tell you that . . ."*** lets your prospect know that you don't have a lot of time and the conversation will be short but important. This makes it easier to simply direct them to the video and avoid the trap of answering a lot of questions.
- b. ***" . . . I've come across something that has really got my attention. I'm excited about it and I've jumped in with both feet . . ."*** let's them know that you've already found the information you are sharing with them compelling and exciting and that you are committed to it. Since you'll

certainly have a level of credibility and respect from your friend because of your relationship, this will give weight to your words. There is an old saying in Network Marketing: "Nobody wants to be part of your test market." If you take a timid approach with words like "I'm thinking about doing this. What do you think?" no one will respond. They won't follow you until they know you've already committed.

- c. **"I thought of calling you because _____"** allows the person to understand the logical connection in your thinking between them and the opportunity and gives them a picture of what you might be offering them.

4. You know, _____(prospect)_____ this may or may NOT be something for you . . . but, knowing you, I think you'll love it! And I think you could be great at it!

- a. *This statement makes people relax and know that you're not going to twist their arm or make them feel uncomfortable. It's a subliminal way of saying "hey, whether or not you decide this is for you, we'll still be friends." It's also a strong posture to take. It subliminally says that you are confident in this opportunity and you will continue and succeed whether or not they decide to participate. It's a "leaning back" posture. When you "lean back" others "lean forward."*

5. Would it be alright if I texted or emailed you a couple of short videos that will give you a quick overview?

- a. **"Would it be alright if"** . . . is a magic phrase that activates the empathy response in the person hearing it. The usual answer to a question preceded by "would it be alright if . . ." is "Of course!"

6. Okay! So, the two videos will only take about 11 minutes to watch. I know you'll have a lot of questions after you watch them and I want to make sure to get your questions answered while they're freshly on your mind. Would it be alright if I gave you a buzz back in, say, an hour or so, after you've had a chance to watch them?

- a. **This step builds an assumed follow-up into the initial invitation.** NEVER say anything as passive as, "Take a look and call me back if you're interested." They **won't** call you back . . . and it won't be because they aren't interested. They are just busy and don't know the importance and value of Rain yet. YOU stay in charge of the follow up. If they can't follow up in the next few hours, try not to let the follow-up occur after more than 24 - 48 hours because people start to forget what they've watched and heard. The main word here is FOLLOW UP. Sponsoring someone is not an event . . . it's a PROCESS.

7. Terrific! I'll give you a buzz back in _____ minutes!

- a. *If you have to make an appointment for the next day or so, make sure to let them know it's important that they keep the appointment. HERE'S HOW: Let them HEAR you write it in your calendar. Say something like, "Okay! Let me put this on my calendar. Just one sec. 'Call Mary, 2pm, Monday.' Alright then! I'm looking forward to Monday!" You might also add, "So when I call you Monday at 2, you'll have watched them for sure, right?"*

By using this approach, you place importance on the appointment. You let them know that you take the appointment seriously and that they should also. You'll have a much better chance that they will actually follow through with watching the videos and keeping the appointment.

Follow-Up Call

After hanging up with your prospect, call or text your experienced upline and let them know you have a follow-up call coming up. Arrange to have them or another upline support person on the line in a three-way call when you call your prospect back.

1. Hi (prospect) . You know, just as it came time to call you, I was talking to my friend, (experienced upline) . I almost hung up, but then I thought "Wait a minute! This is perfect! (experienced upline) has a lot more knowledge about Rain than I do" . . . and I thought to myself "what better person to answer your questions than (experienced upline) ?! He/ She agreed to stay on the line with me, so I just connect us all. I hope you don't mind."

Now, introduce your prospect and your experienced upline to each other and edify each one. Example: "Paul, this is my friend Mary. Mary is a top real estate agent in our city. Everyone knows her and she's really great at what she does! Mary, Paul's made a full time income in network marketing for over a decade in the millions of dollars and he can answer your questions a lot better than I can." Now, just let your upline go to work for you!

The reason we don't try to connect the upline team member to the call AFTER we have already called our prospect is that the prospect will most likely assume that you are brining on the arm twisting hard-sell closer, and they'll say "No. I just want to talk to you.

Closing Questions

If you use the proven method of the three way call, your upline will most likely ask the closing questions, but it's good to learn them for yourself in case you need them yourself. Never say anything as passive as "Well, get back to me if you're interested" because they won't get back to you . . . even if they ARE interested. They need to be asked. Never leave the interaction without having a closing question asked.

1. So, (prospect) , tell me, on a scale of one to ten, one being "I'm not interested at all," and ten being "I'm ready to get going," where do you think you find yourself?

a) If they answer with a number below 10, ask them “Is there any particular information you think you might need in order to get to a ten?”

i) *Get them the info they requested and set another time in the next day or so to follow up. NEVER leave an interaction with a prospect without establishing the next time you'll speak with them!*

2. So, (prospect), tell me, if you were to get started today, which enrollment option do you think might be best for you?

