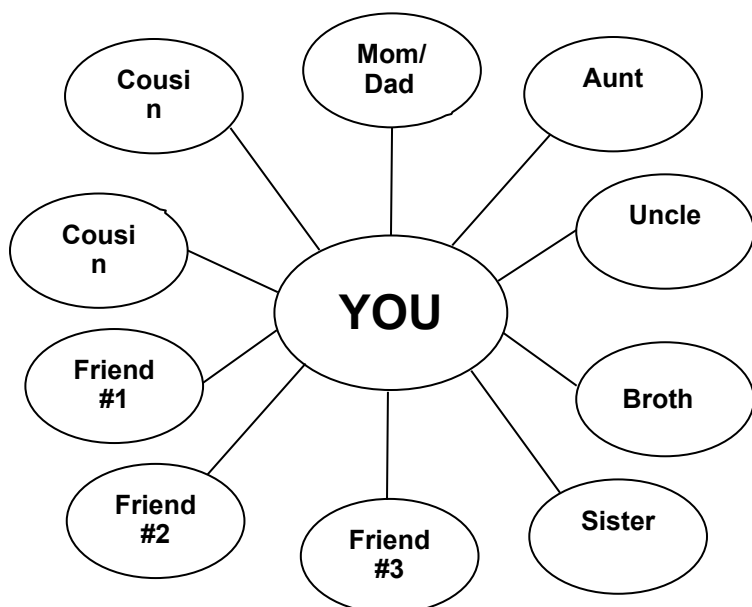


INTRODUCING THE CRUSADE



Setting Appointments With Your Field Trainer

You will say: “HELLO, (*prospects name*), THIS IS (*new teammate*), I’VE GOT A FRIEND ON THE PHONE THAT I WOULD LIKE YOU TO MEET; his/her name is _____.” (The Field Trainer proceeds to introduce him/herself)
The new Teammate should not say any more.

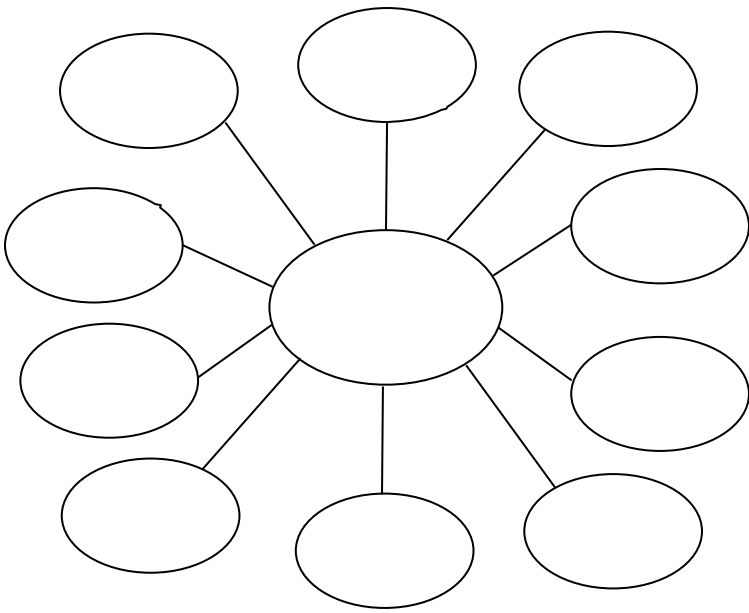
Your Upline PFA says the rest:

“HELLO (_____), THE REASON WE CALLED, IS THAT (*New Teammate*) TOOK A LOOK AT A BUSINESS OPPORTUNITY, GOT EXCITED AND DECIDED TO GET INVOLVED ON A PART-TIME BASIS, THE REASON WE’RE CALLING YOU IS TO SET A TIME WHEN WE CAN GET TOGETHER, SHARE IT WITH YOU AND GET YOUR OPINION. WHEN WE GET TOGETHER WE BASICALLY NEED 3 FAVORS; A COLD GLASS OF WATER, FOR YOU TO TAKE YOUR CHECKBOOK AND LOCK IT UP, AND TO KEEP AN OPEN MIND. IS THAT FAIR ENOUGH? WOULD (*suggest a day and time*) BE GOOD FOR YOU?”

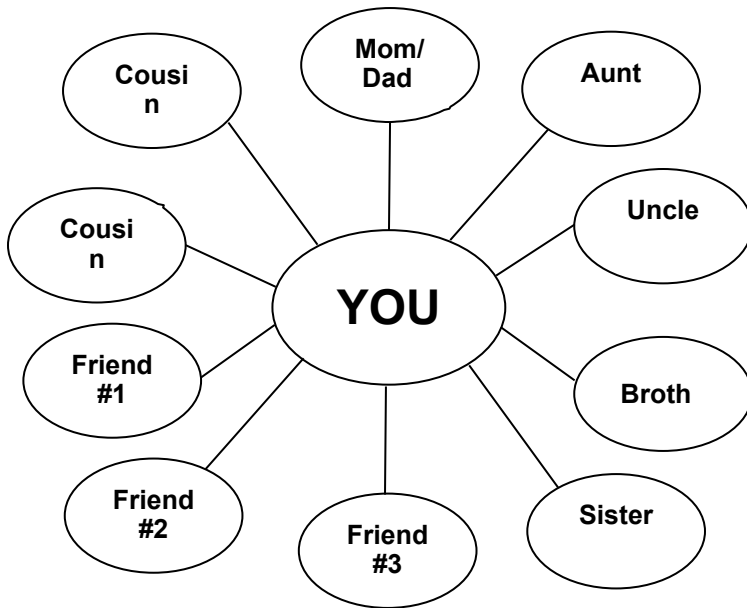
“GREAT, PULL OUT YOUR CALENDAR AND PUT ME DOWN FOR _____ am/pm AT _____. SEE YOU THEN.”

Remember, the less you say the better!

> If the new prospect calls you back to ask, “What is this about?” Tell them that “it’s about saving money, getting out of debt, and there’s a business opportunity involved.” **Or** “I don’t know all the particulars because I am being trained. I do know that I am very excited about the possibilities and my trainer will explain everything to you when we see you _____ at _____.”



INTRODUCING THE OPPORTUNITY



NEW RECRUIT SCRIPT

"HELLO BOB THIS IS (your name), HOW HAVE YOU BEEN? (WFA) THAT'S GREAT!"

"LOOK, THE REASON I CALLED IS THAT I HAVE A GREAT BUSINESS IDEA AND I WANT TO TALK TO YOU ABOUT BEING ONE OF MY BUSINESS PARTNERS. I NEED TO GET TOGETHER WITH YOU WITHIN THE NEXT 24 TO 48 HOURS FOR ABOUT 30 MINUTES."

"IS (tomorrow) AT (time) OR (next day) AT (time) BETTER?"

(If they ask what it is about?)

Answer – "THAT'S WHY I NEED TO GET WITH YOU IN THE NEXT 24 TO 48 HOURS! WOULD _____ AT _____ BE GOOD?"

DON'T TELL THEM ANYMORE!!!!

----- OR -----

STEAM SCRIPT

"HELLO, MAY I SPEAK WITH _____ PLEASE?"

_____ THIS IS (your name), YOUR NAME AND NUMBER WAS GIVEN TO ME BY YOUR (best friend, coworker, cousin, church member, etc.)"

"YOU DO KNOW _____ DON'T YOU?" WFA

"_____ WAS TELLING ME THAT YOU ARE THE MOST (enthusiastic, ambitious, motivated, etc) PERSON HE KNOWS, IS THAT TRUE? HE/SHE ALSO TOLD ME THAT YOU ARE A SUCCESS IN YOUR OWN RIGHT AND YOU PROBABLY WOULDN'T BE INTERESTED IN WHAT I DO BUT YOU COULD LEAD ME TO THE TYPE OF PEOPLE THAT I AM LOOKING FOR."

"SO, _____ THE REASON THAT I AM CALLING IS TO SET A DATE AND TIME WHEN WE CAN GET TOGETHER FOR ABOUT 20 MINUTES AND HAVE A BUSINESS CONVERSATION OVER A CUP OF TEA SO I CAN SHARE WITH YOU WHAT I DO AND THE TYPE OF PEOPLE THAT I AM LOOKING FOR. _____, WOULD _____ OR _____ BE BETTER FOR YOU TO HAVE THE 20 MINUTE BUSINESS CONVERSATION?"

WHAT IS IT?

"I (own/work with) A (marketing company/6 figure earner that owns his/her own marketing company) AND WE SHOW PEOPLE HOW TO SAVE MONEY AND GET OUT OF DEBT. I AM NOT REALLY LOOKING FOR PEOPLE THAT HAVE EXPERIENCE IN THE FINANCIAL ARENA. I AM LOOKING FOR PEOPLE THAT HAVE MANAGEMENT SKILLS, PEOPLE SKILLS AND LEADERSHIP QUALITIES. THE TYPE OF QUALITIES AND SKILLS THAT _____ SAID YOU HAVE."

