

Welcome

Congratulations on cracking open the book, that is a solid step toward success in Network Marketing.

This book is short and cannot possibly cover the many facets involved in calling leads.

I wrote this to specifically help you call our Australian Premium Leads. Unlike any other Australian lead, these ones have been personally phone interviewed by our professional call center.

Many networkers fail to grasp the significance of this and start dialing using their old style script. As they find out, that doesn't work and just burns the leads. It makes the networker unhappy and the lead unhappy. Nobody wins.

So please do modify your existing script to something like what we recommend further into this book.

The other big problem which we see in many frustrated and unsuccessful networkers is they (unbelievably) don't even use a script. This is not the way to success, every single successful networker uses a script. There are no exceptions.

Why do they use a script?

When you use a script you have something constant so it can be measured. It can be tweaked and tested. It also becomes something you do not need to read or even think about when you are saying it. This is a great thing because it actually allows you to monitor very closely the reactions you are getting from the lead.

This allows you to make amendments, more completely answer their questions and to anticipate what comes next. Your whole process will become way smoother, way more professional and best of all, you will be way better at recruiting.

Ok lets dive into it

## **How to Call Australian Premium Leads**

Before you call any Premium Aussie Leads, please take a read of this short note as it may increase your effectiveness when calling these leads.

The biggest thing to keep in mind with these leads is that we called them on the phone and interviewed them. The interview is the most recent thing that happened with them in the lead generation process. It's the phone interview that they are more likely to remember.

It's also important to remember that they had to have completed the whole interview with our call centre in order to become a Premium Lead. If they didn't complete then we did not include them as a premium lead.

There are no exceptions.

Also we recorded every interview and a copy of the recordings are available on request. There is no charge for this service.

### **BEFORE CALLING REVIEW YOUR SCRIPT**

Those clients who are most effective with premium leads have taken the effort to modify their phone script.

Have a think about using this opening:

“Hi Bob, recently you were phone interviewed by our call centre. At the end of the interview you were promised that a home business consultant would call you. Well, here I am calling you. (say it with a smile)

During the interview, Bob, you said you wanted to make an extra \$XXX per month income. Would \$xxx make a big difference in your life Bob?”

This type of opening brings the lead right back to remembering the phone interview. There is no need to ask about filling out forms or anything else. Simply take it as granted they did a phone interview and get into the qualifying process.

The point of a call to a lead is not to sponsor them. It's to see if they qualify to learn more about your business or not. Nothing more than that.

The person asking questions is the person in charge... be that person.

Hope this helps

Don Reid

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