

Xsited Leads



APACHE LEADS
LEADS FOR YOUR HOME BUSINESS

HOW TO CALL
PREMIUM
LEADS
SUCCESSFULLY



CONTENT

Welcome	1
You Need To Modify Your Usual Script.....	4
Why you need to use a script?.....	5
Before calling review your script.....	7
A script you can use.....	9
What to do when you get a voicemail.....	10
What to do when hey say they are not interested.....	12
People join up with people they like and respect.....	14
Useful Resources.....	17
Special Coupon Offer.....	20



WELCOME

Congratulations on cracking open this quick guide, that is a solid step toward success with your Premium Leads.

This book is short and cannot possibly cover the many facets involved in calling leads. The objective is to explain the difference between our Premium Leads and any other leads you may have used from other sources in the past.

Most other leads you will come across are generated by the prospect completing a survey form on the internet. In some cases the phone number may have been verified, by a robot.

Some may have even been "phone interviewed". Also by a robot or at best a homeworke making \$5 per hour.

Where our Premium Leads race away from the competitions leads is we employ our own dedicated and professional Call Center to truly interview the prospects.

They need to pass the interview and definitely confirm they are interested in receiving calls about Home Business opportunities.

If you have enough experience that you can honestly say you have called and spoken to at least 200 leads, you know for a fact, that finding interested leads is not easy.

Well, we know that too.

We call absolutely thousands of prospects every week to generate our Premium Leads.

If you follow the recommendations below, there is a good chance you will love these leads and continue to use them. Sadly some clients do not bother reading this little guide and fail to make the most of their Premium Leads.

As you may know, there are 3 types of Premium Leads. The types are based purely on the time that has passed since we generated the lead. The leads themselves are the same.

All, without exception, were interviewed by our professional call agents.

Our Call Center has been calling prospects to generate Premium Leads since 2013. I can't even guess how many calls have been made.

Quite a lot I reckon!

We start the process with a lead list of people who completed a survey form on the internet. Yes, we start where the others finish.

Typically the data which comes with each lead is the name and full contact information. It may also include the best time to call, motivation level, amount they can invest etc etc.

We then call the list.

Over the years we have refined the script we use to one which produces the best results balancing cost and quality. Bear in mind, we are a business in a very competitive industry.

REAL TIME PREMIUM LEADS - These leads are delivered to you soon after they completed the phone interview with us. These are the very best. You get them while they are still thinking of the interview.

FRESH PREMIUM LEADS - These leads are from 12 hours to 2 hours since we ended the phone call with them. Excellent quality and still better than any of our competitors can offer.

AGED PREMIUM LEADS - these vary in days since they were interviewed. Clearly they are not as fresh as the other two types. However, they were interviewed and confirmed they were interested in hearing about home business opportunities.

The thing to remember is that they were ALL interviewed over the phone by our agents. Employees, not robots or home workers.

This is where it gets important, so please pay attention. Put down your phone and read carefully.



YOU NEED TO MODIFY YOUR USUAL SCRIPT

Many networkers fail to grasp the significance of the in-terview and start dialing using their old style script. They soon 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 PDF.

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



WHY YOU NEED TO 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 gives you the opportunity to make amendments, more completely answer their questions and to anticipate what comes next.

Your whole process will become smoother, more professional and best of all, you will improve your recruiting rate.



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 re-member.

On a side note; 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 booking staff. 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)"

This type of opening brings the lead right back to re-membering the phone interview.

Simply tag your usual script on after our recommended opening.



There is no need to ask about filling out forms or any-thing else. Simply take it for 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.



A SCRIPT YOU CAN USE

"Hi Bob, recently you were phone interviewed by our booking staff. 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)"

The reason for my call is that my business partners and I are looking to expand into your area.

We are actively looking for a few sharp people with local knowledge who can help us. In return you would share in the profits."



WHAT TO DO WHEN YOU GET A VOICEMAIL

Yes this is frustrating, but it's a part of life. Things happen in people's lives and so they are not always available.

Here is a great message for you to leave which gets call-backs.

Under no circumstances leave a message about your business and how great it is. That does not work and never has. Simply do not do it.

The idea of leaving a message is to get them to call back. To do this you must make them curious. Blabbing all about your business only makes them think: "oh another MLMér"



Instead, use the curiosity approach in the message below. It's honest, professional and definitely makes them curious enough to call back.

"Hi Bob, I got your number from my calling service. The reason for my call is my partners and I are looking to expand our business into your area. We are looking for some sharp people with local knowledge who can help us and share in the profits. If that's you give me a call back as soon as you can"



WHAT TO DO WHEN THEY SAY THEY ARE NOT INTERESTED

They may also say they never asked for any information.

Both those excuses are lies! Remember this, we called them and interviewed them. We even recorded the call. So it's a lie.

You are probably wondering why are they lying to me?

There could be any number of reasons, but their objective is to get you off the phone without offending you. They are not being nasty or malicious. They simply want to end the call.

You need to swing them back around and it's fairly easy to do, by calling them out on the lie. (Don't call them liars)



Say something like this:

“Bob, that’s really surprising because just a little while ago you were interviewed by my call agent. You told him you were interested and gave permission for me to call you. What’s happened since then?
Once you have said that, shut up. Do not say another word. Wait for them to respond. Whoever speaks first is now in the weaker position.

Just wait, the silence will be too much for them and they will answer your question.

I know, the first few times this happens it will be a challenge for you to follow this tip...but if you do you will swing them around. They will then be more receptive to you.



PEOPLE JOIN UP WITH PEOPLE THEY LIKE AND RESPECT

Many networkers think it's the product or the comp plan they gets people to signup. It's not and never has been. Think about the true reasons you joined with the person who recruited you.

You were hopeful, they knew what they were doing and would show you how to do the business. You wanted a leader. You wanted a professional.

Be that for your prospects!

Be a good listener. Jus tlike the old saying you have two ears and one mouth, use them in that propotion.

Listen and understand their situation and be genuine about wanting to help them. Forget about you. Focus on your prospect and doing the very best for them.

This is a people business. Developing great people skills is a re-quirement. Being attractive to people, like a magnet, is what the 3% do.



They read from a book everyday, at least 15 minutes.

They prospect everyday

They call leads everyday.

They follow up everyday

They counsel with their upline mentor everyday

They counsel and train their downline everyday

You want your dream lifestyle, that's why you are doing this business. You must know by now, the only way you can get what you want is to help enough people get what they want.



This is why you are in the greatest business of all time!

Be excited, be motivated, be a relatable helpful person and you will attract them in droves.

See YOU on the beaches soon!



Don Reid

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USEFUL RESOURCES

Here are some very useful resources which will definitely assist you in growing your business faster and easier than you are right now.

All good tools make the job easier. That's what these are; Tools.

Use them and life is easier. You're in a business now. EVERY business on this planet needs constant care and investment or it dies. 97% of Network Marketers Quit! That is overwhelmingly because they did not invest in and use the available tools.

Do not make the same mistake

[Leaders Are Readers:](#)

Read 15 minutes everyday from a good personal development or business building book. I wrote a [blog post here](#) about some truly awesome books which will change your life. Please do yourself a favor and [check it out](#)



[Coaching with Don](#)

Yes, you can book a call with me for personalized coaching. Nothing beats a one on one session for tailoring what's needed for you to get to the next level and beyond.

Just in case you don't know me, I went from start to the Diamond level in 90 days with the Life Force company. No one has ever beaten that record.

I'm not saying you will have the same results. I am saying I can help you get where you want to be faster.

[Click here to make it happen.](#)

[The Biz Toolbox](#)

My partner and I built a website for those wanting to expand their incomes and to learn online marketing and business building.



We've poured years of experience into this site so it's chock a block full of useful, easy to understand, step by step stuff which will get your engine revving. [Go here to get going on more money!](#)

[How To 10X your Income in 90 Days](#)

This method and system will blow your socks off! You'll discover how to have leads calling you. That's the dream, yeah?

[Check it out here and be amazed](#)

MLM Training Directory

Here's a bunch of stuff I wrote on various subjects. They are all jam packed with insider information and tips to get you rocket powered! [Go get them tiger!](#)



Special Coupon Offer

This coupon works on all leads packages. No minimum, no maximum.

We are offering an extra 25% on top of what you order, at zero cost.

Act now though because it's for a limited time only

Use the coupon at the check out to get the extra 25% added to your order automatically

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