



**APACHE LEADS**  
LEADS FOR YOUR HOME BUSINESS

**HOW TO CALL  
PHONE  
INTERVIEWED  
LEADS  
SUCCESSFULLY**

**DON REID**

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# Welcome

Congratulations on cracking open this quick guide, that is a solid step toward success with your Phone Interviewed 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 Phone Interviewed 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 home worker making \$5 per hour.

Where our Phone Interviewed 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 Phone Interviewed Leads.

If you follow the recommendations in this course, 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 Phone Interviewed Leads.

As you may know, there are 3 types of Phone Interviewed 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 Phone Interviewed 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 PHONE INTERVIEWED 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 PHONE INTERVIEWED LEADS** - These leads are from 12 hours to 72 hours since we ended the phone call with them. Excellent quality and still better than any of our competitors can

offer.

**AGED PHONE INTERVIEWED 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 interview 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 course.

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 network marketer uses a script.

## 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 remember.

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 phone interviewed 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 remembering the phone interview.

Simply tag your usual script on after our recommended opening.

There is no need to ask about filling out forms or anything 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  
.... "*

# Full Prospecting Phone Script

**You:** *Hi (first name), 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) My name is (your name)*

**Prospect name:** response

**You:** *The reason for my call is that my business partners and I are looking to expand our very successful business in your area.*

*We are actively looking for a few sharp people with local knowledge who can help us do that. In return, you would end up with your own business and share in the profits.*

*I know you have a ton of questions and I will answer them all for you but first I would like to ask you a few questions to see if this will be a good fit for you.*

**Prospect name:** response

**You:** *Perfect, well first of all, what is your background? (Listen) , Interesting, how is that working for you?*

(This question is simple and easy to answer and can reveal interesting answers. LISTEN carefully to their response, jot down common dissatisfactions and frustrations that you can relate to and that your opportunity can provide solutions to as well - Specifically look for what's NOT working for them)

**Prospect name:** response

*You: I see. Would you mind telling me why you are interested in owning a home business?*

(Listen very carefully and probe when convenient using open-ended questions that require more than a yes or no answer. Example: Where do you see your focus for personal growth in the next year?)

**You:** *Definitely, I can see where you are coming from – (Draw from their previous answers) I used to feel the exact same way, frustrated with long daily commutes, not having enough time for my family, and desperately needing to make a better income, etc.*

*One of the things I do is help people learn how to get out of the rat race, escape all those problems, and learn how to get real financial freedom.*

*If I could show you how to do that, and you wanted to get started would you be able to raise \$1,000 over the next 6 weeks?*

*(You need to adjust this question to cover a reasonable dollar amount needed to get started in your business. It should cover everything they would need to pay for over the first 6 weeks. This is most definitely a qualifying question. If they are broke and cannot raise the startup money, you seriously need to consider politely ending the call and moving on)*

**Prospect name:** response

**You:** *That's great (first name) you're doing great so far.*

*Now, what about time? If you really like the opportunity of working with myself and my partners, are you going to be able to commit to working on the business? How many hours per week could you put to it?*

*(This is most definitely a qualifying question. If they cannot commit enough time, you seriously need to consider politely ending the call and moving on)*

**Prospect name:** response

**You:** *Great! Let me tell you a little about the opportunity I've found*

*and how that opportunity can help you*

(Highlight the BEST qualities of your company here. Example: Why you stand out from the rest, think about why you joined and be sure to share that)

*Working with my company means having an experienced and successful team of people supporting you every step of the way. I will also be a resource for you and I would like you to consider me as your personal mentor throughout this whole process.*

*All I ask of you is your time and commitment and you will earn a living from home in no time.*

(List a few things here that would be possible for the prospect to accomplish while working at home with your products/services. These should address as many as possible of the things that were mentioned as not working in his/her life.

Example: Personally I love all of the extra time I now have to spend on things I love doing and being with my family. The great income and financial security is a huge plus as well. Does that sound like something that you would be interested in?)

**Prospect Name:** Response

**You:** *With a decision like this, is there someone else in your life who would help you with that decision?*

(What we are wanting to do here is find out if the prospect is married or in some sort of significant relationship. If they are, which of course is very common, we want their partner to be involved and watch the video presentation.

By having both of them watch the video we greatly reduce the chances of one saying no to the business without even knowing anything about it )

**Prospect Name:** Response

**You:** *Great! Well, what we have may or may not be for you, but I can tell you that this is not one of those "get rich quick" schemes. Everyone knows that they have to invest time to reap any rewards. This is a serious money-making opportunity. I believe you're going to love working with us.*

*I'd like you to look over a few things to get a better idea of what we have to offer you.*

*To start, I would like you to visit this website*

(Refer them to your marketing website where they can watch a



video that markets your business and provides them with more information on your company)

*I'm also sending you an email with a few more details. Please watch the video (or read the materials) and really consider if this is something you can see yourself dedicated to.*

*Secondly, I'd like you to be my guest on a phone call with some successful members of my team. You can just listen in and this will also be a great opportunity to ask any questions you might have.*

(This is where you direct them to your sizzle call information or ask your upline to help you)

**You:** *Can you do those two things?*

**Prospect Name:** Response

**You:** *Great! How does \_\_\_\_\_ {date & time} work? (Make sure they commit to a time)*

**Prospect Name:** Response

**You:** \_\_\_\_\_ {Prospect Name}, *it was great speaking with you. Let me give you my contact information, so you can reach me,*

*especially if you have any questions. Again, my name  
is\_\_\_\_\_*

*My phone number is \_\_\_\_\_ and my email is  
\_\_\_\_\_*

*I'll be following up with you soon, what would be a good time for  
me to call you back?*

**Prospect Name:** Response

**You:** *I'll also be sending you a follow up email with this information.  
Let me confirm your email address again, I have  
\_\_\_\_\_ correct?*

**Prospect Name:** Response

*Thanks again*

*\_\_\_\_\_ {Prospect Name} , I'll be in touch soon. Have a great  
evening/weekend/week/etc.*

# 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 MLMer"

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

get's people to sign up. 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. Just like the old saying you have two ears and one mouth, use them in that proportion.

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 requirement. 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!

## 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.](#)

### **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

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! [Check it out here](#) .... Go get them tiger.

# Special Coupon Offer

Special Coupon Offer This coupon works on all Phone Interviewed leads packages. We are offering an **Extra 25% Leads** on top of what you order, at zero cost.

# **EXTRA25**

Use This Coupon Code During The Checkout Process



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XsitedLeads

**Order Summary**

Product: 25 x US Real Time Live Phone Interviewed MLM Leads

Quantity: 25

Price: \$ 68.0

Male or Female leads only (+\$1.00/lead)

State Targeting Option (+\$1.00/lead)

I have a Coupon Code

Enter a Coupon Code:

Coupon is valid: +25% extra leads (6 leads)

Exclusivity (only you have the lead), for 1 or 5 days (+\$3.00/lead for 1 day and +\$5.00/lead for 5 days)

Total price: **\$68.00** Leads: **31**

Select which Type suits you best:

[US Phone Interviewed Real Time Live](#)

[US Phone Interviewed Fresh \(0-72hrs\)](#)

[US Phone Interviewed Aged \(4-7 Days\)](#)

[US Phone Interviewed Aged \(8-15 Days\)](#)