



Phone Prospecting

This training will teach you a system that, when practiced and put in effect, will make you a **Master Prospector** on the phone. This is an integral part of being a successful *Business owner* and our *123 system*.

The Phone system includes:

- A. Preparing to call
- B. Opening the call
- C. 3 Steps in the Script
- D. Button-Down Close
- E. Tie Downs
- F. Drip Method
- G. Follow-up Call with 3-way partner

A. Preparing to Call

- Affirmations - "I am a Master Prospector"
- Face your Fear – "It will Disappear"
- Getting Outside your Comfort Zone
- Phone Posture- What is it? Names & Everything Else!

B. Opening the Call

- Consent to Present - Always get permission to make a presentation, "Have I caught you at a good time for about 10 minutes?"

C. 3 Simple Steps in the Script

- Qualifying Questions & Listen, Listen, Listen
- Recorded Call
- Email the [site link here] site (Keep it Simple), **Less is More!**

D. Button-Down Close

- Always set a firm follow-up appointment
- Get them emotionally involved
 - Example - After you set the appointment you say, “Have you ever made an appointment with someone only to have that person no-show you? How did that make you feel?”

Step 2a

E. Tie Downs

- Objective - To make an assumptive statement and tie it down with a small agreement
 - Examples - “Is that correct?” “Does that make sense?” “Does that describe you?” “Isn’t it?”

F. Drip Method (Crucial)

- First email includes recorded call and [main site here] website only
 - If AIO site is watched - Send a friendly reminder about the appointment along with 1 link to another website like **make a choice for another site**
 - If **AIO** site is NOT watched - Call them to remind them about the appointment and to watch the website. Use the Phone and make a personal touch!

G. Follow-up Appointment with 3-Way partner

- **Never do a follow-up without a 3-way partner on the phone!**
- 3-way partner demonstrates team support to prospect
- Takes the pressure off new Business owners
- Starts the **123** pattern in motion (They will do what you do)
- It is **never** about you, but what they perceive they have to do!