

Warm Market Scripts

SMILE WHILE YOU'RE ON THE PHONE - YOU ARE NOT A SALESPERSON

CREATE URGENCY AND EXCITEMENT. Be yourself and be casual. No one likes pushy people. Schedule a time to talk with them immediately after they get the information. Follow-up is the key to success.

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Test Market Approach #1

I was wondering if you would be willing to help me out with something? We have been looking for a way to (get out of debt, pay off our car, stay home with kids, increase our income, etc). After carefully searching for what we felt would work we found something.

But before we completely get ourselves too deep we are first doing a test market through our friends who we trust will give us an honest assessment. It's kind of a look under the hood and test drive before we buy kind of thing. So would you be willing to test something out for me?

Test Market Approach #2

Hey "PROSPECTS NAME", how's it going? Hey can I get your help with something?

I've got this new thing I'm doing a test market with. It's a home business and I have this product that (list some benefits of your product). I'm thinking it might really take off because I am working with (name of successful person you're working with) and they have (list some results they've created).

But before I commit fully to this advertising campaign, I want to do a test market. So would you be willing to be one of my customers for a month or two and try these products (or service) out? I'd really like to get your honest opinion to see if it's something you'd use monthly and refer to other people. If you don't like them, you can get 100% refund. It would really help me out to have your feedback for my test market, would you be willing to do that for me?

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Practice Approach #1

I know you are really busy with all that you have going on in your life and I almost didn't call you because of your schedule. But, I really need your help.

We have been looking for a way to (get out of debt, pay off our car, stay home with kids, increase our income, etc) and I believe we found a way. But before I begin my national advertising campaign I was hoping I would gain some experience first with practicing with you.

Do you think you could help me out? Can we talk tomorrow at (pick a time) at (pick a location)? Great, I really appreciate your help, I'd much rather get some experience with someone I know before running ads.

Practice Approach #2

Hey "PROSPECT NAME", can I get your help with something? I'm starting a home business and I could really use your help. I need to practice on someone. Can you visit my website and look the info over?

Opinion Approach

Hey, I need your help; can you look over this info and tell me what you think? I want to get your opinion on it. (Give them your website, recorded call #, POD, etc. Or... if in person, sit down with them and do a 1-on-1 presentation)

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Networking/Professional Approach

I am putting a list of approved vendors together. It will be a list of people that I will actively promote here locally and I have national contacts as well. Could your business benefit in that way?

I am looking for a mutually beneficial relationship with a few key business people that I would feel good about referring business to. Through my company, I am in contact with quite a number of people everyday that could benefit from your services and with my recommendation may choose to use you instead of your competition. The way I am going about choosing my approved list of contacts is like this... I'll be with a group of entrepreneurs on (date and time).

What I'd like you to do is come and meet these people, bring some business cards. There's going to be an orientation, you'll learn a little bit about what my company is and what we do. After the orientation, let's sit down and talk and see how we might be able to mutually benefit each others business. And who knows, once you see what my company does, you might see it as a something that might be a perfect fit with your (insurance, real-estate, etc.) business and another source of income, and if not, that's fine, at least you'll be able to meet some people and pass out your business cards and make some new contacts, we have some great people that we work with.

But what I'm really looking for is someone that we can pass business back and forth to each other.

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Direct Approach

Hey "PROSPECT NAME", how's it going? Hey I have a quick question for you.

Choose one:

- a) How would you like to capitalize on your people skills, contacts, expertise, experience and knowledge?
- b) If there was a way for you to (pick one: double your income, get out of debt, retire early, diversify your income, pay for kids college tuition, stay home with kids, travel more, etc.) would you want to get more information?
- c) Would you like to have more fun while earning money?
- d) Can you see yourself doing what you are doing right now for the rest of your life?

Are you serious about that? Great, we need to talk. I'm working part time doing something I'm really excited about. I'm not sure if this would be for you or not, but I think you should get the information so you can (repeat what they agreed to - i.e. get out of debt, etc.) When are you available?

(Take them to a recorded or live call, web presentation, or book them for a live meeting.)

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Face to Face Conversation Approach

(EO.R.M them and find a need first)

Hey "PROSPECT NAME", you know you mentioned (repeat what their need was). I work with a company that is expanding all over the country right now. I don't know if you have the skills and qualities of the person that they're looking for and I'm sure you're totally satisfied with your current job, but let's exchange phone numbers. I can get you the information of what they have available and then we can go from there. If it's a match, great. If not, that's fine too. At least it's a chance for you to (repeat their need). So when are you available?

(Get their number, email address, etc. and the best time to reach them.)

FOLLOW UP and direct them to your website, recorded call, schedule them for a live meeting, etc. When you follow-up, continue to build a rapport.)

(If they ask a question) That's a really good question, it's best to get all the info first so you have a full picture. Are you serious about (repeat their need)? Well this is a chance for you to be able to (repeat their need). If it works for you, great, if not, that's fine too. So when are you available?