How to MAKE CALLS ?

Structure of a call –

* Say Hi
* Ask if it is a good time to talk. **DO NOT CONTINUE IF IT IS NOT A GOOD TIME. CALL BACK!**
* Let them know you got only a second
* Pay them a compliment (pay them a compliment)
* Ask them for help wait for respond
* Ask them for what are they doing ( on the dated of the time you want them to meet)
* Let them know the reason why you are calling if available
* Set the appoint –
  + if they don’t ask set the appointment
  + If they ask be prepare for the “what is it?” Explain information is visual. Set appointment

Example:

Private Meeting

* Ask if it is a good time
* I only have a second, the reason I’m call is I want you help…
* Edify
* The reason for my call is because I WANT TO…..( your reason)
* You may or may not be interested, either way is fine with me…
* Location you like to meet - Where and when? – set appointment

Event Invite

* Ask if it is a good time
* I only have a second, the reason I’m call is I want you help…
* Edify
* Ask Availability : What are you doing time & date:
* The reason for my call is because I WANT TO…..( your reason)
* You may or may not be interested, either way is fine with me…
* Location you like to meet - Where and when? – set appointment

Call Types:

Direct Call

 Hey  \_\_\_\_\_\_\_\_\_, This is Andy.  The reason I am calling is

I thought you might be able to help me out.

I thought you would be nice enough to help me out.

I need your help.

 I have a possible business proposition for you , it may or may not be something that you would be interested in , but if anything I thought you might know the right people.  If you can lead me to the right people we could probably work out something that would be mutually profitable.  When could we get together to discuss it, are you least busy the beginning of the week or the end of the week?

**What is it?**

It’s a brand new business concept called the Unfranchise.  Have you ever heard of it?  It’s very similar to a franchise except without the franchise fees or royalty fees. I can’t get into all the details over the phone.  Like I said earlier, it may or may not be for you, but if anything I thought you might know the right people and if you can lead me to the right people we could probably work out something that would be mutually profitable.  I can’t get into all the details over the phone, that’s why I’m calling.  When can we get together, would Monday or Tuesday be better?

**Key Phrases:**                          I have the connections

                                               I need you to evaluate it because you might know the right people

                                               Mutually Profitable

Pre-Call

**Distributor: “**Hey, ***<prospect name>.*** This is ***<your name>.*** I only got a minute. The reason why I am calling is because I wanted to see if you are available between <time & Date> for a call?”

**Prospect: “**Yes”

**Distributor: “**Well, I came across a business venture coming into the area, and on <Date & Time> I am going to be on the phone with a very successful associate I like to get your opinion on what he got to say.”

**Prospect: “**What is it”

**Distributor: “**It is an internet based Franchise, I can’t into the details in right now. I got to run right now, we might be calling on an unfamiliar number don’t caller id me out. Pick up the phone I am doing you a favor”

**Prospect: “**Alright**?**”

**The CALL:**

**Distributor: “**Hey ***<name of prospect>.*** This is ***<your name>.*** You remember the business I was talking to you about, I got <senior partner name> his/she going to explain it, Let me get him on the call.”

**Senior Partner: “** Hi, ***<prospect name>.*** How are you? (pause for answer) I guest <distributor> a little bit about a business venture that I am bringing into the area**.”**

**Prospect: “**Not a whole lot, looking forward it ”

**Senior Partner: “** Well, that is why we are giving you a call jus to give you something to sink your teeth into. You see I am in the product brokerage and internet marketing business. Right now I am working on a major expansion into the <Expanding Area> market it stands to be a multimillion dollar project. I am working on a major expansion into <Expanding Area>, we are looking to the right people to help organize it. After describing to ***<Distributor***> what we are looking for, your name came up and He/She wanted to give you the first opportunity to get to meet me and see what is going on. (pause)

As I said, I am in a product brokerage and internet marketing business. I am going to be coming into <Expanding Area> Coming 3 hours away, <Expanding Area> and I would like to invite you as our personal guest. To be one of the first people to see what is going on.

**Prospect: “**Do your have a website or information? ”

**Senior Partner:** I do not have a website for you to can look at this moment that would be helpful. We need to get together show you what is going on, that way we can give you all the information and see if it a fit for you.”

**Prospect: “**That makes sense . If you don’t mind, I do have another question, with every business they come with cost? How much it is going to cost me?

**Senior Partner: “**Great question don’t worry about that we are not look for investors.”

**SET THE APPOINTMENT! BEST ASK THE DISTRIBUTOR PICK THEM UP.**