

Script for talking to a salesman responding to an ad

Hey Bob, this is Dean Nunneley. Did I catch you at a bad time?

You recently replied to an ad about sales. Bla Bla Bla

Let me get straight to the point and answer the question you most likely have..."what's the product?". We represent a non-toxic, chemical free, pest control product. Basically "we kill bugs"

Let me tell you our story real quick...

13 years ago a guy from OKC by the name of Tony Ingle realized his daughter had asthma and he set out to create a natural product that would help his daughter by killing dust mites. After years of using the product successfully, he realized it was killing much more than just dust mites. Through many trials he determined that the short list included spiders, ants, mosquitoes, wasps, ticks, fleas, cockroaches and on and on.

I think you would agree that most buildings in the U.S. do their best to rid themselves of these critters and that most people would much prefer to get rid of them with a natural, safe product rather than using chemicals.

Let me give you a couple ideas. How about nursing homes or hospitals. Would there be value in a product that would control these pests that could be sprayed without having to move the residents to a different room while being sprayed while it dries or maybe a Veterinarian or dog groomer offering a flea product that works naturally and would eliminate people having to use the dangerous chemicals in "frontline".

But think of this, we all know that to tell someone that a product works is fine but to have a document from a major university proving that our product kills TICS and BED BUGS 100% could get some serious attention.

I'm sure if you haven't been hiding under a rock, you've heard of the many problems out there with bed bugs. Think about the fact that Hotels typically spend \$500 to \$3000 to kill bed bugs and the room is un-rentable for a week to as much as a month. We can do it for less than \$20 in two days.

So, there you go. We've discovered that the market is huge and growing. We've got lots of other ideas but our company was just started last September and we're looking for some people to help us spread the word.

As far as your pay, in a nutshell, you get paid 15% of all of your sales. You'll get paid that same 15% when your accounts purchase again in the future and you also have the opportunity to create a team. You probably know other sales people across the country. If you talk to them and they would like to join our efforts, you will get paid a 10% override on all their sales. This gives you the opportunity to make both an immediate income and create a larger income than you could by yourself **AND** create a residual income.

There is much more and it's all good but that should be enough to find out one thing... would you like to have someone call you to get answers to all your question?

Warm Market

Hi Bob. Did I catch you a good time? Listen, you know how you've been telling me for years that you wish you could

- Have Sally stay home and raise the kids?
- Have more time to go fishing?
- Figure out a way to retire early?
- Make some money so you could travel
- Get paid what you're worth?

Were you serious about that or were you just talking? (99% of the time, they'll say "yes I'm serious, why"? because Bob, I think I might have found the answer. Are you open to taking a look?

Luke Warm Market

Hi Bob, did I catch you at a good time? This is _____. You may remember me. We met (on a plane, at the grocery store, at the ball game, etc). You were telling me about your (job frustrations, kids, lack of free time. Etc) Well, I got to thinking about some of the things you said and you know, you might just be interested in something I'm involved with. Tell me Bob, do you keep your income options open?

Asking advice script

Hi Bob, did I catch you at a good time? This is _____. Hey listen, you've always been very successful at the things you've done and I was curious if you might do something for me. I recently ran across an opportunity that looks really interesting. Would you be willing to take a look at this and give me your thoughts?

Follow Up Script

Hi Bob, This is _____. Did I catch you at a good time? Just checking to see if you had a chance to review that information and if you had any questions.

Listen Bob, I would love to get you some answers to your questions but to be honest, I've only been involved for a short period of time. I would love to get you on the phone with _____. He / She has been around for a while and would probably have those answers.

Hasn't Reviewed Material

Hi Bob, This is _____. Did I catch you at a good time? You're obviously very busy. Do you have three minutes now? Let me three way you into a three minute, pre-recorded message that will give you a brief overview of the highlights and who we are looking for. It'll save you 30 or 45 minutes if you find you're not interested or possibly pique your interest and encourage you to look at the information we talked about.

Ego Protection

(if they say no) Do you know anyone who could use an extra 5 or \$10,000 a month?

Referrals

- Who is the most successful person you know?
- If you were in this business, who would you talk to?
- Who is the best teacher you know?
- Who is the most personable and effective salesperson you know?
- Who is the most entrepreneurial person you know?
- Who is the most motivated person you know?

Frustrated Follow Up (only get voice mail)

(When leaving a message after they still haven't looked or returned your call)

Listen Bob, I'm kinda starting to feel like I'm being a pest and believe me, that is not my intention. Why don't we do this... rather than me continue to try and chase you down, let's leave it in your court. I won't be calling you back about this but if you get a chance to review that information and determine that you do have a desire to take control of your future, you give **ME** a call at _____.