LEADPOWER

COMPANION GUIDE TO THE TRAINING VIDEO

Best Ways to Contact Your Leads

The Power Scripts: what to say by phone, voicemail, text and email

ABOUT YOUR TRAINER

Ron Malezis

40 years in the industry. 28 of them as a lead generation expert. Founder of LeadPower.



In his 10 years in network marketing, Ron built **three downlines of over 100,000 people** with three different companies. He did it by putting three things together: leverage, lead generation and marketing media. He understands the power of all three working as one, because he has lived it.

The scripts in this guide are the same words Ron teaches. Use them, say them out loud, and make them your own.

40 years in the industry	**28** years as a lead generation expert	**3** downlines over 100,000 people

HOW TO USE THIS GUIDE

Watch the 14-minute video and follow along here. Write in the **My Notes** boxes. Say each script out loud until it sounds easy. Finish with the **Take Action** checklist, then pick up the phone.

QUICK REFERENCE

The 4 Ways to Reach Every Lead

Use all four, in this order. Together they let you make personal contact with every prospect you receive.

STEP	WHAT TO DO	THE KEY
1. Call	Say who you are and why you are calling. Then ask the part-time or full-time question right away.	Either-or question
2. Voicemail	Name, city, why you called, your number twice. Speak slowly and sound friendly.	Simple and clear
3. Text	Two or three lines. Earning extra income from home. Ask them to call back.	Read nearly 100% of the time
4. Email	Say you tried by phone and text. Ask for a quick reply. Make it easy to say no thanks.	Simple, not long

The Rules of the Road

Ask either-or, not yes-no.	"Part-time or full-time?" beats "May I help you?"
Say who you are and why you are calling, right away.	It is the first thing everyone wants to know.
Keep it short and simple.	Your goal is the next step: a conversation with your prospect.
Call it a conversation, not an interview.	To your prospect, it was a 30 to 60 second chat.
Never say "you should be expecting my call."	Just state the reason for the call.
Practice until it sounds easy.	You never get a second chance at a first impression.
This is a sorting business.	Do not spend time convincing. Find the people who are open.

The Power Question

"Are you more interested in a part-time or full-time option?" Get in the habit of using it often. Ask it enough times and you will get enough of the right prospects talking to you.

PART 1

The Power Opening Call

These are power scripts that work. Pick up the phone and call them. Then follow these simple steps.

Let's talk about reality and successfully dealing with it. If you happen to reach somebody on your first call, the best way to begin your conversation is by using this phrase. In this example, you are **Pat**, and you are calling **Chris**.

POWER OPENING SCRIPT

"Hi, Chris. My name is Pat. I'm calling you because you recently expressed an interest in making some additional income by working from home. Are you more interested in a part-time or full-time option?"

Notice that Pat did not stop and wait for a response at the beginning. Pat went directly to the question about part-time or full-time.

Then, continue your interview using the questions and formats you'll find in the scripts book. There are three additional questions you will want to ask during your first conversation in order to get the correct tone.

Put the opening in your own name and your own words:

MY NOTES

PART 2

The Voicemail

The majority of people won't answer the phone when you call. Either they don't recognize your number or they're busy doing something else. At this point, you need to leave a voicemail message.

Whether or not your prospect responds depends on the quality of the message you leave. You must not only use the right words, but you must also sound like someone they'd be willing to speak with. Your voicemail needs to be simple and to the point.

EXAMPLE VOICEMAIL

"Hi, Chris. This is Pat calling from Tampa, Florida. You asked us for information saying that you had an interest in learning more about our home-based income project. I just wanted to follow up and help you get all the information you need and answer any questions. Could you please return my call? 813-555-1234. I really think you'll like what we have, and I'm looking forward to speaking with you for a few minutes. By the way, if I happen to be busy on another line, please leave your phone number and the best time for me to call you back. Once again, this is Pat, and my phone number is 813-555-1234. Have a great day."

Remember: if you want people to call you back, they must first understand you.

- Speak clearly. • Don't rush. • Be articulate with your words.
- If you have a thick accent, do what you can to reduce it.
- Sound friendly, but don't go overboard.

Write your own voicemail with your name, your city and your number:

MY NOTES

PART 3

The Text Message

Since it's becoming more and more common for people to ignore their voicemails, you should text them. One of the big advantages of texting is that texts are read nearly 100% of the time, so you can be confident your message was seen.

Again, keep it brief. Mention that you're contacting them in regards to earning additional income working from home, and that you want to set up a time to discuss their options. Some reps prefer to send a text even before calling. That is purely personal preference. Either calling first or texting first can work very well. Just be sure to follow the additional scripts once you make contact.

EXAMPLE TEXT

"Hi, Chris. Pat here. You requested information about making money from home. I'm following up as promised and have important information to give you. Please call me back to set up a time to discuss your options."

MY NOTES

Keep It Short and Simple

Kiss your prospects. Keep it short and sweet. Do not get long-winded during any first contact, whether by phone, text or email. Get to the point. Do it politely. Keep your eye on the goal: the next step, which is an interview with your prospect.

We always provide an additional **10% over and above** the leads you ordered to account for the possibility of any bad records. By using these three methods of contact, you should be able to make personal contact with every prospect you receive.

PART 4

The Email

What if they don't respond? Send an email. There will still be some people who won't respond even after a voicemail and a text. That doesn't mean they're not interested. They may have other things going on. Sometimes the number simply doesn't work, which usually means the person doesn't want to be contacted by phone.

In either case, the next step is a **simple** email. Do not send a bunch of information about you, your company or your products. Just let them know you left a voicemail and sent a text, and ask them to contact you back.

EXAMPLE EMAIL

Hi, Chris. This is Pat from Tampa, Florida. I just wanted you to know that I've been trying to follow up as promised, but unfortunately, I haven't been able to reach you by phone.

The reason I called is that you recently requested information from us about an exciting and profitable home-based income project. I wanted to make sure you got any information you might need and answer whatever questions you have.

I don't know whether or not you'll be a good fit for our project yet, but I'd really like the opportunity to understand what you're looking for and learn a bit more about you.

Could you do me a small favor, please? Would you mind responding to this email or giving me a return call? And let me know if you're still looking for some extra income. I'd really appreciate it.

If you already found something else or are no longer interested, no worries. Just drop me a quick email and let me know so I can take you off my list, okay?

Thanks again, Chris. I hope we get to meet and talk soon. Please drop me a quick email or leave me a phone message letting me know either way. Thanks in advance.

(Your first and last name, phone number and email address go below.)

MY NOTES

THE MAP OF THE MINEFIELD

What Can Blow Up Your Conversation

You've seen those old war movies where soldiers must cross a field with buried landmines. Any wrong step will be deadly. But if one of them had a map of the minefield, the soldiers could cross and get to the other side. This section is that map.

Common but unfortunate verbal missteps will generate negative responses. If you hear any of these, you are saying the wrong things:

"I wasn't expecting your call."	"I have no clue why you're calling."	"I don't remember having an interview."

In this section you will see how to refine your language so you get the positive responses you want. Always keep in mind that some people are going to be rotten apples, and no amount of verbal skill can change them into a good one. Simply move along and continue your sorting process.

Interview Versus Conversation

Look at things from your prospect's point of view. At LeadPower, when our phone verifier interviews a prospect, it usually takes between 30 and 60 seconds. So in the prospect's mind, it's a short conversation, not a job interview. In the same way that someone can't recall what they had for breakfast yesterday, your prospect may not recall a 2-minute phone conversation with one of our people a day or so ago.

Ask the Right Kind of Questions

If a prospect says they have no idea why you're calling, it's usually a strong sign you jumped into your presentation without first explaining why you're calling. You caught them by surprise, and they reacted out of a built-in defense system.

Think of walking into a clothing store with your wallet. You're browsing for something to buy. You are a highly qualified prospect. You took the time to come in, you have money to spend, and you're looking around.

The clerk says: "May I help you?"	**You say:** "No thanks, just looking." (99% of shoppers)
The clerk says: "Hello, welcome to our store. Were you looking for spring or summer wear?"	**You say:** A real answer, and a real conversation starts.

MY NOTES

REFINE YOUR WORDS

Either-Or Beats Yes-No

One of the first important refinements in your wording: **ask questions with an either-or response rather than a yes-no response.** It's the difference between "May I help you?" (yes or no) and "Were you looking for spring or summer wear?" (spring or summer). Here is how to apply it to calling prospects:

APPLY IT ON THE PHONE

"Hi, Chris. My name is Pat. I'm calling because you recently expressed an interest in making some additional money by working from home. Are you interested in a part-time or full-time option?"

There's no confrontation. You're explaining who you are and why you're calling. Then you give your prospect the option of part-time or full-time. They get to make a choice. That is far better than a question that can only be answered yes or no, which often comes off as blunt or confrontational. Remember, your call may have caught them in the middle of something else. Don't ask questions that can feel invasive or personal.

First Things First

The first thing any person wants to know when they answer a call from a number they don't recognize is: **"Who are you, and why are you calling me?"** Immediately identify yourself and say why you're calling. When you say you're calling about their recent interest in making money from home, that gets their attention. Now they know what the call is about, and that is always everyone's first concern.

Go back to the opening script in Part 1. Learn it. Be able to recite it clearly and comfortably without hesitation. Your prospect doesn't know you or your voice. If you mumble, are hard to understand, or nervously flounder around, they will not want to speak with you. They decide within seconds whether you are someone they want to speak with. You never get a second chance to make a good first impression.

The "Expecting" Trap

When a prospect says they were not expecting your call, remember that many people think of an expected call as one from someone they know: a family member, friend or coworker. Never open with something like, "They should be expecting your call about a home-based business." Instead, review your opening script. Ask either-or questions, not yes-no questions. Asking if they are more interested in part-time or full-time is a **power question**. Use it often.

MY NOTES

MINOR CHANGES, MAJOR RESULTS

The Right Word Makes the Difference

The great American author Mark Twain once famously said that the difference between the right word and the wrong word is the difference between lightning and a lightning bug. Use the right words and you'll get the right results. Use the wrong words and look out, because anything can happen.

There's a huge difference in meaning between being put to bed and being put to sleep. Call a woman a kitten and she may think it's cute. Call that same woman a cat and she'll be insulted. Minor refinements in your wording can create a major improvement in the responses you get from your prospects.

This Is a Sorting Business

We provide an additional 10% overage with each order to account for any rotten apples you may encounter. Always remember, **this is a sorting business, not one where you need to do a lot of convincing.**

Do not waste time with uncooperative or disinterested prospects. Search for and focus on the prospects who are open to learning and who genuinely seek an opportunity to earn money from home.

MY NOTES

TAKE ACTION

Your Checklist for Today

- [ ] Register for the live dial training calls at livedials.leadpower.net
- [ ] Learn the best strategies and techniques to be successful on the phone
- [ ] Listen in as our head instructor dials and speaks with actual leads
- [ ] Download and read the free scripts book
- [ ] Practice your opening, voicemail, text and email out loud until they sound easy
- [ ] Claim your 25 free Leads Club leads (see Resources)
- [ ] Let your downline team members know they can get free leads
- [ ] Pick up the phone and make your first calls

Minor changes can deliver major results. The right words, said clearly and kindly, put the right prospects on the phone with you. Keep going, stay friendly, and keep sorting. We wish you the very best of success.

RESOURCES

Where to Go Next

Live Dials Training

Watch how it is really done. Our head instructor dials and speaks with actual leads, and you learn exactly how to call your own prospects.

livedials.leadpower.net

NEW: 25 FREE LEADS

Get 25 Free Leads Club Leads

Leads Club is our membership for network marketers who want a steady flow of real-time leads, plus weekly training and automated follow-up. Start with **25 free leads**, call them with the scripts in this guide, and see the difference for yourself. Let your downline team members know they can get the 25 free leads too.

Claim your 25 free leads at leadsclub.leadpower.net/5daysfree

Need Custom Leads for Your Exact Business?

If you want leads built for your specific business, we can provide an exact lead for your exact business. Tell us what you do and we will build it for you.

leadpowerads.com

Free Scripts Book

Download and read the free scripts book for the full set of interview questions and formats mentioned in this training.

leadpower.net

P.S. Want more training on calling, following up and building your team? Visit myuplineacademy.com for more free training.

We offer 25 free leads with Leads Club

leadsclub.leadpower.net/5daysfree