

Hi (Prospect), this is (First Name) calling you back. How are you today?

You were on my website (today, recently, etc) and requested some information about working from home. How can I help you? (What can I do for you?)

(That's a great question!)

Do you have a pen and paper handy? To save us both some time, I'm going to ask you a couple of questions and figure out which information to direct you to.

(Prospect), tell me a little bit about yourself and why you're looking for a home based business.

If you don't mind me asking, what are you currently doing for a living and could you paint me a picture of your past efforts in the job arena?

How long have you been doing that?

What do you enjoy about what you do?

So, you really enjoy _____, is what I hear you saying? Great! That's one of the qualities that I'm looking for in an individual.

What would you change if you could?

You're ready for _____, it's sounds like...is that what appeals to you about a home based business?

Alternatively: Is that something that you've been feeling for a while and you're just now looking for a solution for that?

You mentioned a family – I have (#) children – how many do you have?

What do you do together for fun?

Does your (wife/husband) work as well?

Would he/she work this home business with you when you find the right business, or would he/she have no desire to do that?

What are you looking for in a home-based business?

Have you been looking for a long time?

Have you ever been self-employed or owned your own home based business before?

How did that work out for you?

So, are you looking to work part time or full time?

Alternatively: Are you looking to supplement your current income, or replace it entirely?

Have you given any thought to what you'd like to be earning on a monthly basis?

If income is low: To be perfectly honest with you, I look for people who are looking to make between \$4 and \$6 thousand per week – is that something that you would be willing to work toward?

(Prospect), if you were able to accomplish bringing in that extra (repeat \$) per (month/year) – what are some of the things that you and your wife/husband would be looking to do with that money? What are your plans, your goals?

Alternatively: (Prospect), tell me – if you were able to accomplish bringing in that extra (repeat \$) per (month/year) – what do you and your wife/husband want out of your lives – what's your 5 year plan?

OK – great!

(Prospect), I have a really high standard for the people that I'm looking for. There's a lot of work on my part in setting someone up in a home based business successfully, so I'm looking for people who are absolutely serious about building a business and working from home.

Would you say that YOU are serious about having a home-based business?

(If no, thank them for their time and hang up! Next!)

Tell me WHY!

Alternatively: On a scale of 1-10, with ten being the highest – how serious are you?

(Prospect), I want to be straight up with you – I'm only looking for 2 people at this time, and I've got 10 other interviews to do (today, tonight). I see that you are (name a quality), and (name a quality). What other qualities do you bring to the table that would entice me to want to have you on my team?

Thank you for sharing that with me.

(Prospect), you sound like someone that I could possibly work with...I have one more question before we wind up here...

If you could clearly see that this business will bring you the income that you're looking for...that it will help you to reach your goals and achieve your dreams – and that you would have that in the next 60 to 90 days – are you ready to get started right away?

(If no, ask why not)

Alternatively: (Prospect), if you liked the company, and you liked the people that you'd be working with – how soon would you be ready to get started on creating that (repeat \$) per year?

Ok. (Prospect), what I'd like to do is share some information with you online. Are you able to get online with me while we're talking?

[If no...go no further. Set an appointment for a better time. Avoid giving out your website.]

[If yes...]

Great! Go ahead and pull up your browser – let me know when you're ready.

OK – I want you to go to www.yourusername.isagenix.com (Your Isagenix Website)

Do you see on the right hand side where it says “IsaVideos”? Click on that link. Now, do you see the 3 videos across the middle of the page? The first one is the “story” of our company, the second one details some of our products, and the third one will talk to you about the opportunity to earn some additional income.

Keep that pen and paper handy and jot down any questions that you have as you're watching.

I want you to watch all three of these videos, in the exact order that they appear. It will take you about 20 minutes – I'll give you a call back in 25.

(Say goodbye and hang up. Take notes on your conversation, jot down your call back time, and make another dial in the meantime. When it's time to follow up, call them back. See the Follow Up Script below.)

If you find, at any point, that you do not have a match:

Well, I'll tell you what (Prospect) – it looks like we don't have a match right now.

I want to thank you for your time today and I wish you all the best in your future endeavors.

(Say “good bye” and hang up!)

Alternatively:

GAP *Grab A Pen

(Prospect) have you got that pen and paper handy?

I'm going to leave you with a website that I want you to take a look at.

Are you ready?

It's _____ (give them the website that you want to send them to.)

Feel free to take a look around, and if you find that it's something that appeals to you, fill in the “contact me” form, and that will let me know to get back to you...Fair enough?

Great!

I thank you for your time today, (Prospect), and I look forward to hearing back from you.

(Say “good bye” and hang up!)

If someone asks you why you're asking so many questions:

Right now, (Prospect) there are so many people looking to start a home based business, that it's all I can do to keep up with requests. I have certain criteria that I'm looking for in the people that I choose to work with in my business – so I would like to continue with this interview to see whether and where you might fit on the team.”

(And move on to your next question.)

Alternatively: Well, (Prospect), there are so many people looking to start a home based business every day, that we've had a huge response to our advertising campaign. I have certain criteria that I'm looking for in the people that I choose to work with in my business – and right now, this interview is helping me to assess whether and where you might fit on the team. Let's continue...”

If someone asks you what you do, or what this is about:

1. That's exactly the information that I'm going to send you to.

If that answer doesn't satisfy them, use the next one.

2. What I do is I show people how to create income from the comfort of their home – is that what you're interested in?

And if they continue to ask, tell them this:

3. You know, (Prospect), it's not that I don't want to answer this question for you, it's that you're likely to make a snap judgment based on what I tell you, and there's the risk that you will decide NOT to go to the website as a result. I would hate to see that happen. You see, the tools that I have, (Prospect), that you will have access to as well, will do a far better job than I could EVER do at explaining what it is that we do, and for that reason, I prefer to let the tools do the work for me...” (And move on...)

The Fortune Is In The Follow Up

Hi (Prospect), It's (Your Name) calling you back!

So, (Prospect) – Let me ask you – what did you like best about what you just saw?

You want your client to start by talking about what appealed to him/her. Continue to explore what your client likes by agreeing, and asking more questions: “Exactly! Tell me more about that, (Prospect!)” or “That’s wonderful! What else were you excited about?”

And I'm sure you must have some questions for me. What's your first question?

Note: When they ask their first question, you say:

You know what, (Prospect) – hang on for just a second while I get a piece of paper – I want to write your questions down to make sure that we get each one answered.

Ok – (repeat their first question). What's your second question? Third? (Etc.)

Note: Now that you have all of their questions on paper in front of you, you have the option of answering them in the order that YOU choose. Start by answering the question that you are most comfortable answering and proceed from there.

Answer questions to the best of your ability; if you don't know the answer to the question, let your client know. Either offer to get the answer and get back to them, or use the opportunity to do a 3-way.

(Prospect), that's a great question! I'm not sure offhand, but it's important to me that I get your questions answered promptly and professionally, so hang on for a just a second while I dial us over to my coach! (Do a 3-way!)*

Alternatively: That's a great question, (Prospect)! I'm not sure of the answer, offhand – but I'll find out and I'll call you back with the answer.

*Note: As you become more proficient, you'll find that you become a good judge of when someone is ready to get started and when he or she needs more information. Until you get to that point, **your most lucrative course of action is going to be to 3-way them to your upline sponsor.** Saving one of the questions from your client's list is a great way to segue into a 3-way, as illustrated above (*), or you can do it like this:*

(Prospect), I think this would be the perfect time to introduce you to my coach and mentor – that way you'll have a good understanding of the kind of support and training that we offer. Hold on for a second...”

CLICK (That CLICK is the sound of you pressing “flash” on your telephone keypad to initiate a 3-way call. Please see “3-way Calling” below for further instructions.

Answering Machine Messages:

1st Message: (Prospect), my name is (Your Full Name) and I'm getting back to you. You requested information from my website today about working from home. I'm calling to set an appointment with you for a short interview – I have 2 spots available today and only 2 spots available tomorrow. If you're serious about starting your own business, please get back to me at xxx-xxx-xxxx. Again, it's (Your Full Name) – and my direct line is: xxx-xxx-xxxx. Thank you.

2nd Message: (Prospect), it's (Your Full Name) getting back to you. You recently requested information about an opportunity with my company, and I'd like to get that information to you. Due to the overwhelming response to our advertising campaign, positions are limited – so get back to me quickly at xxx-xxx-xxxx. Again, my direct line is: xxx-xxx-xxxx. Thank you.

3rd Message: “Scratch Message” (Prospect), this is (Your Full Name) calling. Listen, I've got good news and I've got bad news. The good news is that business is booming. The bad news is that it doesn't look like you're going to be a part of it. Let me know when things change for you, and we can revisit your options. Please note that this is my last attempt at contacting you. If I don't hear from you in the next 24 hours, I will place you in my dormant file. You can reach me at xxx-xxx-xxxx – again, that's xxx-xxx-xxxx. Thank you.

Third Party Message: This is a technique that we use with any HOT prospects, and especially with folks that we haven't been able to get a hold of for a while.

Your Part:

Hi (Prospect) this is (Your First Name) with Isagenix, giving you a call. I'm sorry that I missed you – I wanted you to hear from (my coach, a team member) who has had great success using our system. (Member's name), are you there?

Your Team Member, Coach or Upline Sponsor's Part:

(They leave their testimonial)

Example: "Hi (Prospect's name), this is Donna Cicotte. I just wanted to vouch for Susan and say that ... (give your 15-second story.) Our clients love our product, and the system that we use to market it is simple, duplicable, and absolutely works! If I can do this, I know that you can, too! I encourage you to get back to Susan right away. Susan, I'm going to turn this back over to you!"

Your Part:

Okay, (Prospect). Give me a call on my toll-free voicemail: xxx-xxx-xxxx. I'm looking forward to speaking with you soon.

ADVANCED TECHNIQUE: THE ASSUMPTIVE CLOSE

When you are ready to close your own sales, you will need to ask for your client's business. The best technique that I know of for doing this is by using what is called "the assumptive close."

We are "assuming" interest, based on the fact that your client has taken all of these steps with you, seen presentations, been available for follow up calls, etc.

And so, the closing phrase goes like this:

(Prospect), obviously you see an opportunity for yourself here...where do you see yourself getting started? With the President's Pak? Or a 30 Day Program?

Wait for their response, and then congratulate them!

Congratulations, (Prospect)! Let's get you started then!

Take the order, place the order, and connect with your upline for further guidance on how to proceed.

The 3-Way Call

Make sure, well before you ever attempt to do a 3-Way Call, that you have 3-way calling on your telephone, and that you know how to use it. Practice first, if necessary.

Once you “CLICK” over, dial your upline sponsor. Do NOT bring your client over with you immediately. You will want to be sure that your sponsor is available, and fill him or her in on your client first.

If your upline sponsor is NOT available, click back over and explain to your client that your upline was busy with another client, and set an appointment for another time. Make sure to leave him or her with something to do – always leave an assignment – or homework – as it’s an additional exposure to our business and our products and it provides further validation for your client. We have LOTS of additional exposures – things to watch, read, listen to, etc.

If your upline is available and ready to go, you’ll CLICK back over, and now you’ve got your client AND your upline sponsor on the line together.

You:

(Prospect), I took at chance that my sponsor, (sponsor’s name), would be available, and s/he was!

Let me tell you a little about him/her...

And now you will edify your 3rd Party Partner. Read about the edification process below.

And (Sponsor), I’d like to introduce you to (Prospect).

And now you will edify your client.

(Sponsor), I’m really excited because I KNOW that (Prospect) is going to be a GREAT addition to the team! So – (Sponsor) meet (Prospect)...(Prospect) meet (Sponsor)!

AND YOU SIT BACK AND DO NOT SPEAK...NOT EVEN IF YOUR HAIR IS ON FIRE!

Note: if you find that you MUST communicate something to your sponsor, make sure that the 2 of you are on some sort of instant messenger program PRIOR to the call. That way, you can communicate without interrupting.

If you interrupt your sponsor, you will have lost your edge.

DO NOT SPEAK UNLESS EITHER YOUR SPONSOR OR YOUR CLIENT DIRECTLY ADDRESSES YOU. PERIOD.

Take notes! Don't leave your fortune to your memory! You are in the presence of someone who KNOWS how to close a sale – listen to what they say, listen to what they DON'T say...and before you know it, you'll be closing like a pro!

Welcome To The Team, where **T**ogether **E**veryone **A**chieves **M**ore!