

## CONTACTING LOCAL WARM MARKET

### “Contact Script to **Drop Off** The Info Pack”



The following pages will teach you the correct way to contact a prospect who lives within your local area where you can conveniently drive over to their house to drop off an Info Pack.

There are 5 steps you need to follow in order to achieve maximum success. Unfortunately, most people naturally skip some of the steps trying to go fast. They start with Step 1 (contact) and then right away to Step 5 (sponsor) to put them in the business.

**STEP 1:** Contact your prospect. The following scripts will assume you will use the telephone to make the initial contact. However, you can alter the script a bit when contacting someone in person.

**STEP 2:** In this step you will be dropping off the Info Pack to look at the business opportunity.

**STEP 3:** After you drop off the Info Pack, you need to follow up with them in 24-48 hours (preferably the very next day). The follow up date and time should be determined before you leave their house. Act busy even if you don't think you are. This will increase your posture with the prospect. The goal of the follow up is to set an appointment to meet with them to explain the business further.

**STEP 4:** The meeting is simply getting together after they had a chance to review the information. Although we believe in using marketing tools to help us contact and peak their interest, nothing is more powerful than being face to face with a prospect. The meeting could be a one on one at their kitchen table, a cup of coffee at a restaurant, or a home meeting atmosphere with other members. This is where you go through the business with them again and show them how to get started with a bottle and a box.

**STEP 5:** If you take the time to follow each step correctly, then once you finish showing them the business further, now it is time to sponsor them into the business. Again, don't get in a big hurry to sponsor the person that night if for some reason they hesitate. Keep your posture that you are not chasing them. It's not a sales business. You are looking for lifetime business partners.

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**Step 1**  
**Contact**

**Telephone Contacting Script #1**

Hi John!

This is \_\_\_\_\_.

Hey you going to be at home for a minute?

Good! I'm in a hurry, so I can't stay, but I'd like to swing by and drop something off to you.

Note: If the response is *“What is it?”*

Say: I'll show you when I get there.

**Telephone Contacting Script #2**  
**(call from your cell phone in your car)**

Hi Mary!

This is \_\_\_\_\_.

Hey you going to be at home for a minute?

Good! I'm going to be in your area and I'm in a hurry, so I can't stay, but I'd like to swing by and drop something off to you.

Okay! I'll see you in about 10-15 minutes.