

WINNING

— MLM —

PHONE SCRIPTS

DON REID
▶ **APACHE LEADS**
LEADS FOR YOUR HOME BUSINESS

WINNING MLM PHONE SCRIPTS

DON REID

Compiled by
Don Reid

Available for Free at
ApacheLeads.com

Also Available For Free;
Don Reid's

["Winning By Overcoming Objections"](#)

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CONTENTS

Welcome.....	7
Why Scripts?	8
Practice.....	10
How To Control A Conversation.....	12
General Customizable Prospecting Script.....	16
Business Opportunity Prospecting Script.....	21
Killer Phone Calling Script.....	27
13 Powerful Responses To Common Objections That Your Prospect May Have.....	29
Leaving A Message.....	33
Growing Your Business The Fast Way.....	39

WELCOME

Congratulations on cracking open the book, that is a solid step toward success in Network Marketing.

This book is short and cannot possibly cover the many facets involved in becoming a truly professional and successful network marketer. I've covered only the basics and strongly recommend you take the time to check out some of the books I've listed at the end of this one. They contain the information needed to really add power to your game.

Ok lets dive into it

WHY SCRIPTS?

Some people are skeptical of scripts. They recommend you be “natural”, that you simply shoot from the hip, say whatever comes to mind, and let things just be conversational. That is, quite possibly, the worst advice in the history of giving advice.

Using a script allows you to test new things and to measure it’s success. Random conversations are not measurable and just as importantly, they are not duplicatable

Eventually the script you find works best for you, will be memorized and it will flow easily. You will even find yourself modifying it as you go along. All that is good and as it should be. Injecting your own personality and modifying the script to meet the circumstances of the call are good things.

The bottom line is to use one because it’s a major difference between professional networkers and those who remain amateurs.

**PRO'S USE SCRIPTS,
AMATEURS DON'T.**



PRACTICE

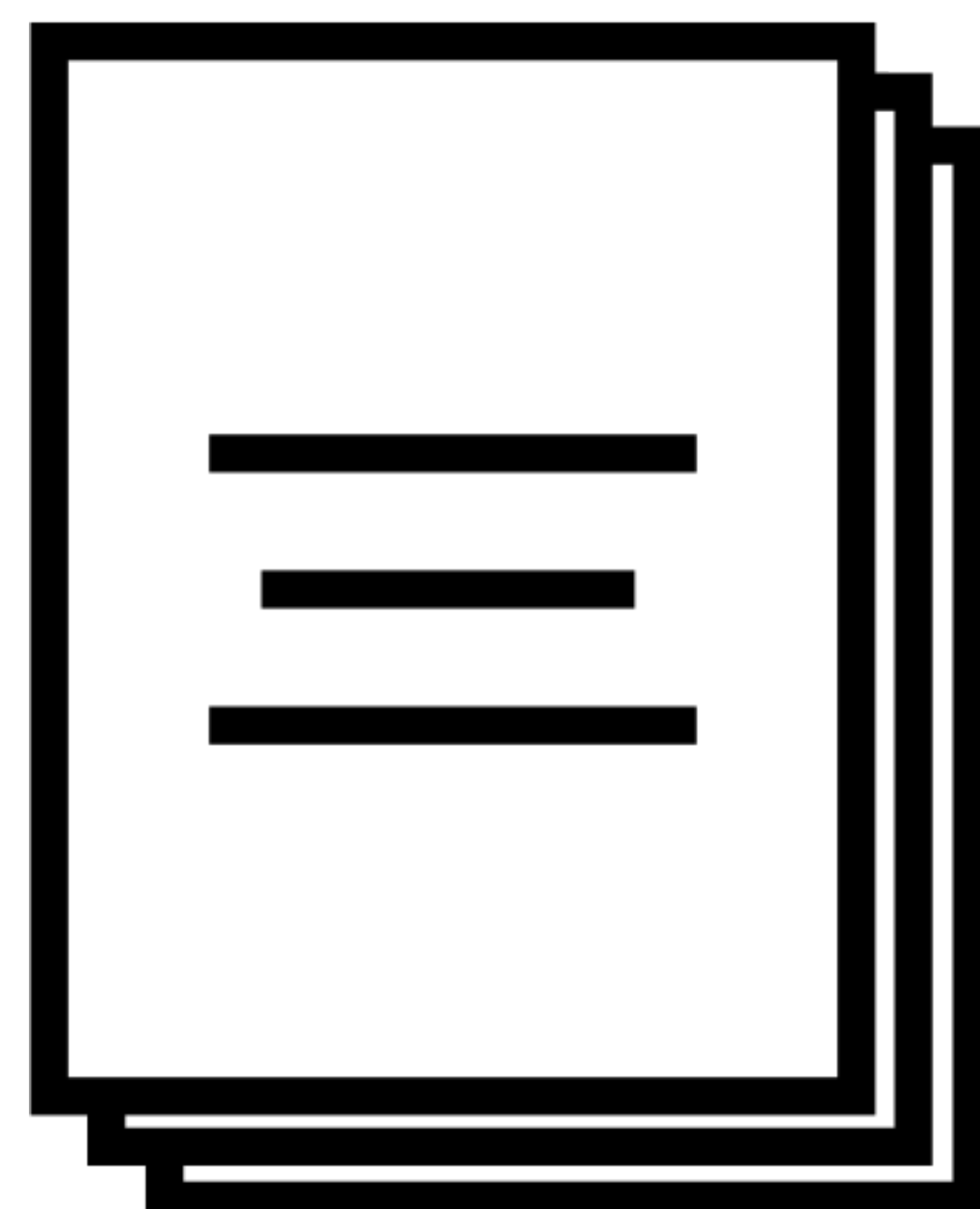
I first started in MLM in 1992 since then I have, through my networking and my leads business, spoken to thousands of network marketers and those who achieved success quickly, all had one thing in common.

They practiced making calls.

They would practice with their upline and with their downline. Picking up tips and sharing them downline. Making practice calls helps to memorize the script and helps you learn to say it naturally instead of sounding like you are reading it.

Amateurs do not have a script and they do not practice calls, instead they just blame the prospects.

Lastly, keep the following in mind: calling a prospect is about qualifying them or disqualifying them. It's not about talking too much and dumping everything you know about your business on them. Pick a script and stick to it.



HOW TO CONTROL A CONVERSATION



HOW TO CONTROL A CONVERSATION

Controlling a conversation is critical in any phase of your marketing, whether it's prospecting, closing, presenting, or delivering rebuttals. Many people feel lost when trying to control a conversation, but it's actually very simple.

There are two ways to control any conversation:

1. Ask Questions.
2. Issue Statements Of Command.

That's it.

Any time you want to take control of a conversation . ask a question. Any question. Preferably, a question that ends with them answering, YES!

Examples:

“Do you want to make some additional income?”

“Are you happy with the results you have?”

“Do you still have that pen and paper?”

“Did you take good notes at the presentation?”

“Are you open minded and teachable?”

“Are you willing to work for your success?”

“Do you consider yourself a nice person?”

These are all just questions. You can ask questions you don't really want the answer to - the point is, if YOU are asking and THEY are answering, then you are driving that conversation.

If THEY are asking and YOU are answering, then they are driving the conversation. Choose wisely.



Statements of command are another option. In this case, we're simply telling our prospect what to do (politely, and professionally). This isn't about being Mr. or Mrs. Bossy Pants, it's just a way to assert leadership and control a conversation.

Examples:

"Go ahead and grab a pen for me..."

"Do this - log on to whatever.com, and click on..."

"Sure, let's get this done, go grab your visa or mastercard and we'll get you registered"

On the next page the scripts begin. May I suggest you read through them all. Select the one which suits you the best and print it out.

Put it in plastic page slips to both preserve it and to prevent it making noise when you turn the pages. We don't want your prospects to hear you turning pages over the phone.

GENERAL CUSTOMIZABLE PROSPECTING SCRIPT

Hi, _____{prospect name}? This is (your name), calling you from my home office in _____{city, state}, how are you today?

Good, good. I'm just giving you a quick call because I see here we're both interested in _____{benefit of opportunity}, and actually one of the things I do is help people to really _____{achieve a benefit}.

Let me ask you a question; if I could show you a way where you could

_____, would that be worth about 30 minutes of your time, to find out how to get that done?



Great! Go ahead and grab a pen and a piece of paper I'd like to give you some information. First, write my name down, I'll be the one helping you getting your business going.

It's _____{your name}. Second , you can always reach me here at my home office xxx-xxx-xxxx.

Now what I'm going to do is invite you to a briefing for people interested in _____{benefit of opportunity} from all over the world.

There will be people there from all sorts of different backgrounds, all looking to _____{achieve a benefit}.

We're going to be listening to a couple of industry specialists, who have truly mastered the art and science of _____{achieving program benefit}, who are generating great results for people!



They're going to be sharing a very unique strategy to _____{reiterate interest question}. It's going to be an extremely powerful meeting. Most people are attending to pick up ideas and techniques to take back and apply them to their own personal lives.

Now let me have you write down the date for the presentation, which is _____. The time is going to be at _____.

Great, now the number that we're meeting at is xxx-xxx-xxxx. And of course you'll need the 4 digit pin code to access the call which is xxxx#. Now _____{prospect name}, go ahead and read that back to me to make sure I gave you the correct numbers. {Verify Information}.

Great! You'll also want to keep a pen and some paper handy as well. I think that you will find it that interesting.



Now I gotta be honest with you. I'm very serious about what I do. I only work with people who are serious and committed to _____ {achieving program benefit}.

So by me being on the phone with you I'm under the assumption you are committed to those things. Is that a fair assumption on my part?

Great, I just want to make sure I'm not wasting your time or mine. And at this point in building a relationship to help you succeed I'm going to ask you for two small commitments.

The first one is that 30 minutes of your time, which you've already agreed to and I want to thank you for making that commitment. So I expect that you'll meet me on the presentation.

The second thing I'm going to ask of you is that after we listen to the presentation you give me a quick call back at my home office and just give me your honest impressions about what you heard.



Can I count on you for those two commitments?

Great, now I'll probably give you a quick call just before the meeting because we know how life can sorta creep up on us, ok?

Sounds like a plan and I look forward to chatting with you after the meeting.

Then - give them a quick "reminder" call 5 minutes before their presentation is scheduled: Hello, _____{prospect name}? This is _____{your name} giving that quick reminder call like I said I would.

You still have that information for the briefing, right?

Great. Now a couple of hints while you're on the call: You want to make sure and have a pen and paper handy to take some good notes while you're on the call. Then after you call me back, we can do a brief Q& A over that information, and how to apply it into your own personal life.

Sound good to you? Great. Enjoy, and I'll look forward to speaking with you after the briefing.

BUSINESS OPPORTUNITY PROSPECTING SCRIPT

You: Hello, Prospect Name? Prospect Name: Yes?

You: Hi, this is _____, calling from my home office in _____, how are you today?

Good, good. I'm glad I could reach you! You recently completed a short questionnaire on the Internet and requested additional information about working from home, right?

Prospect Name: Response

You: Great. Is this a good time for you? I'll just take a few minutes to talk with you about my company and the opportunity we have to offer. I'd also like to ask you a few questions to see if this will be a good fit for you.

Prospect Name: Response

You: Perfect, well first of all, what is your background? (Listen) , Interesting, how is that working for you?

Prospect Name: Response

(LISTEN carefully to their response, jot down common dissatisfactions and frustrations that you can relate to and that your opportunity can provide solutions to as well - Specifically look for what's NOT working for them) You: I see. Would you mind telling me why you are interested in starting a home business?

Prospect Name: Response

(Listen very carefully and probe when convenient using open ended questions which require more than a yes or no answer. Example: Where do you see your focus for personal growth in the next year?

You: Definitely, I can see where you are coming from – (Draw from their previous answers) I used to feel the exact same way, frustrated with long daily commutes, not having enough time for my family and desperately needing to make a better income etc.

One of the things I do is help people learn how to get out of the rat race, escape all those problems and learn how to get real financial freedom. If I could show you how to do that, would that be worth about 30 minutes of your time?



Prospect Name: Response

You: Great! Let me tell you a little about the opportunity I've found and how that opportunity can help you...

(Highlight the BEST qualities of your company here. Example: Why you stand out from the rest, think about why you joined and be sure to share that)

Working with my company means having an experienced and successful team of people supporting you every step of the way. I will also be a resource for you and I would like you to consider me as your personal mentor throughout this whole process.

All I ask of you is your time and commitment and you will earn a living from home in no time. (List a few things here that would be possible for the prospect to accomplish while working at home with your products/services. These should address as many as possible of the things that were mentioned as not working in his/her life.



Example: Personally I love all of the extra time I now have to spend on things I love doing and being with my family. The great income and financial security is a huge plus as well. Does that sound like something that you would be interested in?)

Prospect Name: Response

You: Great! Well what we have may or may not be for you, but I can tell you that this is not one of those “get rich quick” schemes. Everyone knows that they have to invest time to reap any rewards. This is a serious money making opportunity. I believe you’re going to love working with us.

I’d like you to look over a few things to get a better idea of what we have to offer you.

To start, I would like you to visit this website (refer them to your marketing website where they can watch a video that markets your business and provides them with more information on your company)



I'm also sending you an email with a few more details. Please watch the video (or read the materials) and really consider if this is something you can see yourself dedicated to.

Secondly, I'd like you to be my guest on a phone call with some successful members of my team. You can just listen in and this will also be a great opportunity to ask any questions you might have. (This is where you direct them to your sizzle call information or ask your upline to help you)

You: Can you do those two things?

Prospect Name: Response

You: Great! How does _____ (date & time) work? (Make sure they commit to a time)

Prospect Name: Response



You: Prospect Name, it was great speaking with you. Let me give you my contact information, so you can reach me, especially if you have any questions. Again, my name is _____

My phone number is _____ and my email is _____

I'll be following up with you soon, what would be a good time for me to call you back?

Prospect Name: Response

You: I'll also be sending you a follow up email with this information. Let me confirm your email address again, I have _____ correct?

Thanks again Prospect Name, I'll be in touch soon. Have a great evening/weekend/week/etc

KILLER PHONE CALLING SCRIPT

Initial Calling Script

_____, My name is _____, I calling you because You recently expressed an interest in making some additional income by working from home!

1. Are you interested in a Part Time Or Full Time Option?
2. Would you be interested in a job or becoming an Independent Business Owner, where you can set your own hours and income?
3. Provided you qualify, how much time would you be willing to invest in a business venture?
4. Based on finding the right business how much income would it take to get you committed to working () Hours.



Wrap up!

I think I have something that could fit what you're looking for! I need 10 Minutes of your time to watch a video, that will explain everything that we do! This should give you a really good idea of what's involved and will allow, to go further in your search..... Would now be a good time?

**13 POWERFUL RESPONSES TO COMMON
QUESTIONS OR OBJECTIONS THAT
YOUR PROSPECT MAY HAVE**



1) DON'T HAVE ANY MONEY!

- A) I can appreciate that...tell me how many years have you been in the workforce...15...20?
So you mean to tell me you have been in the workforce for xx years and what you are saying is that you don't have (\$500-\$1,000) to invest in a business that could create true wealth in the next 3-6 months? How Does that FEEL?
- B) Isn't that the EXACT reason you should be looking at doing something about it?
Something unique, out-of-the- box, and that YOU own?
- C) Let me ask you this, If your hot water heater (refrigerator, furnace, tires on car vandalized, etc.) were to give out and you required \$600 to replace it immediately, how long would it take you to FIND the money?
- D) Is there anything you can sell or pawn to create the start- up capital? (Livestock, old car, furniture, Joe Montana Rookie card, jewelry, etc.) How important is it for you to create a stable income stream?

2) I DON'T HAVE THE TIME

- A) What is your short term plan to overcome that situation? And Your Long-term plan?
- B) If I could show you how you could begin leveraging your time off the efforts of a marketing team that I will assist you with building, would it be worth your TIME to take a serious look?
- C) If you continue doing, what you are doing how long will it be before you to get your time back.
- D) Do you enjoy having no time? Do you enjoy what you are doing that leaves you with no time? If I could show you an exit strategy to that situation would you take a serious look?
- E) Do you feel like your life is not your own? When will you be ready to take your life back? I can show you a way.

3) I'M LOOKING FOR A JOB

- A) How long have you been looking for a job?
- B) Have you ever considered operating your own business where you can create the kind of income you would expect from a job, but have no ceiling on the level of income you can create?
- C) Have you ever considered taking the skills and talents that you bring to the marketplace and utilizing them to create an income stream through your own business?
- D) Have you ever considered having the freedom to create as much income as you want based on your effort in operating your own business (from home) rather than being confined to an income cap inside of a job.
- E) Have you ever considered what it might be like if your commute was down the carpeted freeway from your bedroom to your home office, instead of the asphalt freeway to someone else's business that you work for 15, 30, or even 60 minutes away?

LEAVING A MESSAGE



LEAVING A MESSAGE

If you phone a prospect and don't catch them, always leave a message.

Keep it short, no more than 20 seconds long.

As always, you're trying to raise curiosity. Tailor the script below to how you actually got their name and contact information.

For example if they 'requested information' or 'you were given their name'.

Hi <name>, this is Jon Patrick here in Charlotte, NC. You requested information from me on a home based business, but before I can send you something to look at I need to verify your information. Please give me a call at xxx-xxx-xxxx.

Again, Jon Patrick at xxx-xxx-xxxx. Look forward to hearing back.



Sneaky Tip: Want a super-sneaky way to increase your return calls?

Don't give too much information in your message, and cut the call off half-way through your message!

Hi <name>, this is Jon Patrick and you asked me to get back with you. My number is xxx-xxx-xxxx. Again, that's xxx-xxx-xxxx and I'm really excited...

(and hang up!)



Four scripts, hopefully one will be of interest to you.

Print it out, try it out on your upline and discuss it.

Then try it out on some prospects. If you are new to calling prospects buy some cheap leads so you have a live person on the other end of the phone. Speak to 50 leads, that may take a couple of hundred calls but by the time you have spoken to 50 you will be an absolute champion.

You may have even had some success.

Then share the script with your team, get them to do the same as you.

Most networkers fail because they simply do not call enough people. You've heard it before, it's a numbers game.

**MASSIVE ACTION GETS
MASSIVE RESULTS**





The main thing now is to take some action, any action is better than none. We all start our MLM journey at different places in our lives. My own story is not a very pretty one but it does serve to show anyone can do this thing. It was very painful for me to write this confession and put it out there on the internet for anyone to see. Maybe it will help you too:

[How This Broke, Drunken, Rude Loser Got The Skills & Motivation To Build A Successful MLM Home Business In 90 Days](#)



GROW YOUR BUSINESS THE FAST WAY:

Now that you're armed with some of the best responses to the most common questions and objections you will be confronted with when presenting your business to a prospect , you need to consider just how do you meet people?

How do you get a list of people that are interested in learning about your business?

Well that's where Apache Leads comes in. We have been providing leads to Network Marketers since 2002. One of the things which make us an obvious choice for networkers is our huge range of leads. Not only do we cater to all budgets we have a truly vast range of leads from the U.S.A., Australia, Canada and the United Kingdom.

Plus! Your investment in leads when you purchase from Apache Leads (www.Apacheleads.com) is **Risk Free!** That's because we have a No Bad Leads Guarantee. You really have everything to gain and nothing to lose.



Right now, you can receive an instant discount coupon on all leads we offer simply by joining our mailing list. Our subscribers enjoy many benefits including secret subscriber only discounts on a very regular basis.

So, don't delay your success any longer, come and visit our site right now

www.Apacheleads.com

We trust you have enjoyed and benefitted from this free report and hope you will pass it along to your business associates so they may also reap the rewards.

Best wishes for the future

A blue, handwritten signature that appears to be "D Reid" with a stylized flourish at the end.

Don Reid
Founder
Apache Leads