



## "The Buffer Call > Appt"

Without reservation, the BUFFER CALL can be the most critical phone call you will make. Doing it with the right posture and mindset will not only save you time and energy - and the time and energy of others, but will also assist you in not wasting your time with the wrong people (i.e. people with little desire, no real objectives or dream in their lives that they are serious about doing something about ... now)

How you perform this call or appt sets everything up in the mind of your prospective business partner. It lays the expectations where they should be. It stops people mucking around with your valuable time, and gives you a feeling of being in control of the process' (which you must be in this process). Learning the right posture and having effective 'Buffer Call Scripts' on hand can certainly speed up the numbers and quality of exposures you give – this outcome will simply mean greater momentum, quicker duplication, and you reaching your objectives faster.

### **The Intent of the Buffer Call (i.e. desired outcome)**

The intent and mindset behind the Buffer Call is to establish:

1. Whether the person you are ringing is 'looking' and 'open'?
2. Do they have a sincere need and/or objective that they 'want' to do something about?
3. Are they ready to DO something about satisfying that need, or reaching that objective ... now?
4. An INTERVIEW appointment time to more fully discuss their needs and objectives to see whether our solution 'fits'. (prior to you presenting our Solution)

### **Mindset/Posture**

On this call, our mindset and posture is one of DISQUALIFICATION. Meaning, as we get on the phone, our mindset is NOT TO GET THIS PERSON TO AGREE TO AN APPOINTMENT. Our mindset is simply to determine whether they have a SINCERE NEED or OBJECTIVE of which THEY are ready to DO something about NOW. Once this is established, then it simply a ,matter of asking

### **"On a Scale 1-10, how serious are you?" (See Script)**

We call this 'sifting and sorting' process the DISCOVERY PROCESS. And it is exactly that - a PROCESS of DISCOVERING the NEEDS and OBJECTIVES of our potential business partners. Notice I said – "Potential". They are not a qualified prospect yet (Suspects only) - You will know whether they are qualified AFTER your BUFFER CALL.

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### **Sidebar:**

Sadly, it is right here where the AMATEURS in this industry begin their slow demise. The beginning of this is, of course, that the AMATEUR does not see a necessity to study or practise. Secondly, the amateur hops on the phone to those "they know" would be good at this, and proceed to 'vomit' their raw enthusiasm down the phone! They then wonder why people come back with ... "Is this Amway, (or something similar?)"

Of course they are going to come back with this question! The professional never ever gets this question. In fact, they rarely get ANY questions or objections! Why? Because they have practised and practised, and, 'know their lines'. They are aware of what people are going to say ... BEFORE they say it. They are practised at ASKING the RIGHT QUESTIONS with the right mindset and posture.

Think about this. If YOU were on the other end of the phone, and someone began trying to 'sell' you, how would YOU respond to this?

Me too! It doesn't work! Even if the odd person gets involved through this 'vomit approach', it does not duplicate! – end sidebar.

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So, your mindset and posture is one of DISQUALIFICATION; you are simply phoning people to find those who are 'looking' and 'ready'.

There are thousands and thousands of people out there who ARE SERIOUS and who ARE LOOKING, I encourage you to not waste a moment of your time on those who are not. This mindset/attitude, and posture will also duplicate! (And isn't that the business we are in? Isn't that what you are setting up here? Is this not what you want your new people to learn? Or do you want them to hear you trying to 'convince' ... 'sell' ... 'persuade'?)

Remember, everything you are doing and saying is GOING to BE DUPLICATED by those who join you. Let's be sure that what we are saying and doing is SIMPLE, and TEACHABLE, and totally DUPLICATABLE.

As with everything else in the business, your Confidence will determine your Posture - and your Confidence is determined by one thing only: PRACTISE! PRACTISE! PRACTISE! IF you have the wisdom to LEARN, PRACTISE, and ACT, it all HAS TO COME TOGETHER. Posture and confidence WILL get better and better the more you DO this process. And one more thing ... for goodness sake, when you get it wrong, (and you WILL!), DO NOT 'WHIP YOURSELF!' Remember ...

**"FAILURE is SUCCESS in PROGRESS!"**

**Ok. Let's get into the Buffer Call Script itself.**

Naturally, this script will change depending on what type of potential rep you are phoning. (i.e. Initial Warm List of friends and family? Someone just met? Etc. etc. Create a script of your own for each one of these over time).

Example:

The Scenario: I am phoning someone back 4 days after a quick pique. I met Jack at a monthly club meeting. He was 'bitching' about his financial circumstances, and I simply asked him ... whether he felt he was happy 'bitching about his circumstances/situation? Or .. was he prepared to do something about changing it? He "said" he was serious about wanting to change it.

The script below is a guide only to what I use for the 'open' market. (i.e. NOT close friends or family). Remember that 90% of our time is used in a WARM market and simply going through existing people to find the serious ones. Meaning, I use this script only when I am ready to place new people on my frontline. Feel free to muck around with, but always be aware, whatever you change it to must be easily taught and duplicated.

## Buffer Call Guideline

**Hi Jack, this is Josh, I met you at the clubrooms on Wednesday ...**

Yes Josh, I remember you, how are you?

**Just fine thanks. Jack, this is just a quick call to clarify what we were talking about on Wednesday and see how serious you really are about doing something about creating more income ... and whether it's worth our time in getting together at some point.**

Yes. I am quite serious Josh, my life is a mess at the moment, could you tell me something more about what you're doing there?

**I'd love to Jack – however - so that I don't waste our time here, and to keep everything interesting and relative to your needs and objectives Jack ... can I ask you a couple of questions first?**

Sure Josh, shoot.

### **Disqualifying Questions:**

1. Are you currently working? Yes    No
2. What do you work at now? \_\_\_\_\_
3. Do you enjoy that? (Enjoy Most? ... Enjoy Least?) \_\_\_\_\_  
\_\_\_\_\_
  
4. Married? (In partnership/Relationship) Yes    No
5. Wife/husband working? Yes    No
6. Occupation? \_\_\_\_\_
7. Children?    Yes    No
8. How Many Children? 1 2 3 4 5 6 7 (talk about the kids wherever possible)
9. May I ask what you are actually looking for (name )? \_\_\_\_\_
10. What is the most amount of money you have earned in a week? \_\_\_\_\_
11. What level of income are you looking to create? Additional ... (Per wk)  
\$200 \$300 \$500 \$700 \$1000 \$1500 \$2000 \$3000 \$5000 More
12. If that was coming in now ... what would you do with it? \_\_\_\_\_
13. On a scale of 1-10, how serious do you believe you are in creating that income?  
1    2    3    4    5    6    7    8    9    10
14. How long have you been living in ..... ? 6mths 12mths 2yrs 3yrs More
15. Have you ever been in, or considered going into your own business ... doing your own thing?    Yes    No    Currently has business    Type  
• (If not, what has stopped you doing this up until now ... ? Capital?    Yes    No
16. If you did have the capital, go into business for yourself ... what type of business would you go into? ... Why etc. etc.?  
\_\_\_\_\_  
\_\_\_\_\_

Thanks for answering those for me Jack ... much appreciated.

I appreciate that you've probably got a bunch of questions of your own there ... (name) ... I certainly would in your position ... Right now however, what I'd like to do is just give you a little more info about us, and if you like what you hear, we can go to the next step and arrange a suitable time to sit down for an hour or so to get all the facts and answer all those questions of yours ... is that OK by YOU?

I'm not sure whether your aware or not, but there's a new Telecom Service Provider opened up in NZ who are going head to head with the 2 largest companies here, you probably know who they are right? .....('T & T').

The name of our company is ACN. We currently successfully operate in 18 countries, our revenues are in excess of half a billion per year, and have a growth rate of between 30 and 50% for each and every year we've been in business. We are the largest direct marketing telecommunications company in the world. In fact, it has proven such a success story that Donald Trump is endorsing us. (You may have heard of him? ;-)

Our vision includes getting the company over a BILLION DOLLARS in revenues per year over the next few years - and we're on the lookout for are people who are genuinely looking to create some meaningful income.

**Do you mind if I ask you one more question (name)?**

Thanks. .... (name) ..... based on what I have just shared with you, on a scale of 1-10, how interested are you in going to the next step of getting together?

That's great. OK ... do you work by a diary (name)? Yes No

Have you got it handy? .... I have ..... and ..... at 2pm and 7.30pm available at this time ... which of those times would be more convenient for you (name)?

OK ... (repeat time) it is ... now, can I get your address there please (Name) ...

Oh ... one last thing (name) ... should an earthquake happen between now and then and your house gets swallowed up .. or your leg gets eaten by a crocodile and we need to do the appointment in the hospital ... can you let me know by giving me a courtesy call on my direct cell number? ... ☺ ... thanks ☺ (name) ... here it is (Your contact number 027 -00 000)

Oh ... and (name) ... If you do have someone close who you respect in business ... or a close friend or associate who you would like to sit in on our appointment you're more than welcome to invite them to sit in. (Be sure partner is present if in relationship, married etc.)



**Thanks ... (name) ...** It's been great chatting, and I look forward to meeting you on ...

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<b>Name: Phone</b>	<b>Appt. Day</b>	<b>Time</b>
<b>Address</b>		
<b>Today's Date</b>		
<b>Outcome (3, 2, 1, NI) &amp; Comments Referrals?</b>		