



## THE LANGUAGE THAT WORKS!

When inviting people to take a look at this opportunity, your role is simply to PIQUE/AROUSE INTEREST ONLY. We do this by using the DVD & MAG and/or a phone call. In the beginning, please be willing to allow your leaders to do everything else for you. There's no need to SELL, CONVINCe or PERSUADE in this business – simply being your NATURAL and ENTHUSIASTIC self brings GREAT RESULTS! This opportunity is solid enough and is attracting the right people who are ready for change. If you are as genuine about reaching your objectives with this business as we are in assisting you in doing this, it is strongly suggested you learn and teach the following language.

### For setting up a 3-Way Presentation

***Hi (Name),***

***“I’m really excited!!! I just came across a business endorsed by Donald Trump, and I want you to take a look. I’d like you to meet/talk to (leader), who’s developing the Company in the area. (Organise time to meet your coach/leader)***

### Inviting for a Home meeting (PBR)

***“Hi (Name),***

***I just saw something I’m very interested in that Donald Trump is endorsing. It may or may not be for you, however I’m having a few of my closest friends over to take a look at it. We’re getting together at (Time/Location). Would you do me a favour and stop by?”***

### Inviting for a Home meeting (PBR)

***Hi (Name),***

***I just saw something I’m really excited about. Donald Trump is endorsing it, and trust me, I know you are going to want to hear about it! I’m having a few of my closest friends over tonight to take a look at it. We’re getting together at (Time/Location). Can you make it?”***

### If they ask Questions

***“I was just introduced to it myself so I’d rather not try to explain it. I can tell you this, it’s a business opportunity and Donald Trump is endorsing it. You really need to see this in the same way I did. Based on our relationship, would you do me a huge favour and stop by to take a look?”***

### If they can't make it

***“When is the soonest we can get together?” (Schedule a 3-Way)***

## THE PROVEN WARM MARKET CUSTOMER ACQUISITION LANGUAGE "FAVOUR – HELP – TRY"

**Hi (Name),.**

**Can you do me a HUGE FAVOUR?**

*(or – Can you HELP me out?)*

***"I just started working with a telecommunications company in addition to what I'm currently doing."***

***"I'm doing this because \_\_\_\_\_."***

*(talk about your reason WHY (from the heart), you are doing this business) ...*

***"If I could give you a better choice for your toll service, based on our relationship, would you HELP me out and give my Company a TRY? ... It would really mean a lot to me."*** *(restate your reason above if necessary)*

### Key Points to remember when acquiring customers:

- MOST people are NOT TECHNICAL! Most people are more impressed by your genuine ENTHUSIASM and sense of URGENCY, and, the REASON WHY you're building your business. (Not the rates!). Stick to FAVOUR HELP TRY approach above. It WORKS!
- If you're spending more than 3 mins with a potential customer, the chances are you're trying to SELL, CONVINCED, PERSUADE, or MANIPULATE them into becoming a customer. Simply move on. SW..SW..SW..SW – Next!
- There are in excess of 2.2 Million fixed line services in NZ! Don't get 'hung up' with those who say "No thanks!" - there's another 2.1999 Million out there.
- Familiarise yourself with the products and services we offer to enable you to best serve the customer. Remember – every customer acquired properly will be serving you for years to come.
- Keep it very simple and keep to 'the system'. If you choose to move away from the proven Customer Acquisition Language above? You will struggle unnecessarily. This is the language that works.



**Smile and have Fun!**  
**Becoming time and financially free within**  
**the next 2-5yrs can surely be something to get excited about!**