



## A Guide to Calling Someone Else's Warm Market Referrals Part 1

Hello there, my name is \_\_\_\_\_ , you don't know me, but we have a mutual friend in \_\_\_\_\_ (pause) ...

Have I caught you at a bad time? Would you prefer me to call back later? (what time?).

This is a 'real shot in the dark' \_\_\_\_\_ but I was speaking to \_\_\_\_\_ yesterday and made mention that I was currently expanding my marketing business throughout NZ and soon into Asia and asked him whether he knew of anyone that may be currently 'open and looking' to create more income right now? (or, someone who may be able to lead me to someone who may be). Your name came up as someone who might be able to help me ... ,

Just so that I don't waste your time \_\_\_\_\_ and so that I can keep everything more focused on your needs and objectives there \_\_\_\_\_ do you mind if I ask you a couple of quick questions?

Firstly, are you currently open and looking to create more income yourself \_\_\_\_\_ ?

May I ask what your doing at the moment \_\_\_\_\_ ?

How's that going?

---

(Spend as much time here LISTENING and ASKING QUESTIONS about what they are doing. – i.e. Dialogue –> ASK – LISTEN – EXPAND – ASK – LISTEN – EXPAND - ASK – LISTEN – EXPAND - ASK – LISTEN – EXPAND - ASK – LISTEN – EXPAND - ASK – LISTEN – EXPAND NOTES, transfer notes to a 3x5 Card if they become a potential Rep or Cust.

---

## **More Power Phrases/Questions that can make a difference:**

"Do you keep your eyes open to making money in areas outside of \_\_\_\_\_?"

(Law, education, medicine, etc)

"I'm working with a company that is perfectly positioned to capitalise on..."

"I can't make you any promises, but there is a possibility for a huge residual income ..."

"I need to get some information in front of you..." (3-WAY/Conference Call?)

"For the right amount of money, would you be interested in sitting down and discussing... ?"

"How much money would a second business have to make you for you to be interested?"

"Is there any reason you'd ever consider a business outside of..."

"On a scale from one to ten, how open minded are you?"

"This thing is going to happen with or without you, the only question is who will participate and profit?"

"You can either watch us make money or join us in making money – your call, we're friends either way"

"I'm not sure if there's a fit here, but..."

"Would you be open minded to hear about a business if it could potentially add substantially to your income, without jeopardising what you do now?"

"Do you keep your eyes open for expansion and diversification?"

"Do you keep your eyes open to making money in areas outside of what you currently do?"

"I can't make you any promises, but from my vantage point the financials look good on this project I'm working on. Perhaps we should make the time to bring you up to speed on it. Are you available...?"

"For the right amount of money, will you take control of your time and carve out 30 minutes to learn how to..."

"Is there any reason you'd ever consider a business outside of..."

"I need to get some educational materials in front of you... let's meet" .. (or, "what's your address/email?" – Eye to Eye appt is always more effective)

"I'm working with a business venture..."

"This may be in your interest to learn more about."

"Ever thought of owning your own business? What stopped you? What if...?"

"I'm working with a company that is actually (not theoretically) retiring busy people 15 to 20 years early." Does that sound like something that might interest you, or not really?"

## **A Guide to Calling Someone Else's Warm Market Referrals Part 2**

You have successfully gathered information from your contacts warm market referrals by asking the right questions and listening to answers (and taking notes). Now what?

### **Intent:**

IF they qualify, your intent is to move them through to the next step - a PRESENTATION (of a SOLUTION that may meet THEIR NEEDS and THEIR OBJECTIVES. - i.e. ACN). Your job here is NOT to Present anything on the phone, but rather to set up a Presentation Appointment time (either in person, if local, or, a 3-Way Call with your upline leader.

### **Mindset:**

Remember, your mindset here is one of 'serving' not 'selling' or 'convincing'. These contacts have been given to you based on a 'feeling of trust' for you by your initial friend or associate – 'respect' is called for. Should you practice, and do this process with the right attitude and mindset, one or two of these people just may lead you to hundreds or thousands of new customers.

IF they do not disqualify themselves in your 'Discovery Interview' (sometimes called a 'Buffer Call'), then, simply move onto the 'next step'. Not everyone will qualify for you to go further. Some will ... some won't ... some wait .... So what? As you get better through practice and doing more of this, you WILL end up a true professional in this area ... and that's where the FUN comes in!!!)

Example:

***"I really appreciate you sharing that information .....  
(name) ... it helps me in getting to know where you're at  
etc. No promises here ....., but based on the info you  
have given me, I may have something of interest that we  
could develop together to fill those needs and objectives of  
yours over the next few years. Does that idea sound like  
something you'd like to pursue .....(name)?"***

***OK .. the next step is for us to get together so that I can get  
some information in front of you ....."***

***(Book an appointment if local ... if not local, set up a 3-Way  
Call with an upline leader.)***

**Memo:**

Do not Sell or Present on this Buffer Call!!! Even if they are super positive! Remember that you are beginning to teach them 'the process' from the moment YOU begin 'the process'. If you actually DO what you would like THEM to do should they become involved as a Rep, then it's simple to teach them what to do when they begin. All you need do is say "Remember when I did this with you?" If you go off the system, then how are you going answer their question down the line when they ask you ... "How come you didn't do that with me?" – EVERYTHING WILL DUPLICATE.

There may come a time during this call when they disqualify themselves as a potential Rep – simply move into CUSTOMER MODE. After explaining who we are, ask whether they could do your friend/associate a Big Favour by 'trying out' our service as a phone customer for a few months ... If we cannot satisfy them that our service is as good or better than their current provider ... etc. etc.