

# Warm Market Script

"Hi \_\_\_\_\_, this is (your name). How are you today?"

After catching up, go into this script:

"Well \_\_\_\_\_, I am calling for a reason. I need your help. (I, or You and your spouse) recently started a new business in the wireless industry, and part of what we are doing is reaching out to a few other professionals that might be able to help us expand.

"If I send some information over to you, will you do me a favor and just evaluate it, and let me know who pops into your head that you believe would be a good fit for us?"

If they ask "What is it."

"Listen \_\_\_\_\_, I don't know if it's something you'd be interested in personally or not, but there's a good chance you know someone that will be. Like I said, I/we developed a relationship with a new nationwide wireless company, and that's all I can really tell you without confusing you. Can I just send this stuff to you, and will you do me a favor and evaluate it, then let me know who you think of that I can contact about working with us?"

If they continue to Press.

"I understand you are curious and want to know everything right now, but the truth is, I'm not good at explaining this stuff over the phone, and I'm afraid I would confuse you and you wouldn't be able to help me much without the right info. So, will you just do me a favor and let me send some stuff over to you for you to check out? You might be interested yourself, but if not, I'm sure you will think of a few people that would be great for us, and I would really appreciate that."

When You Get Permission:

"Great. Would you prefer to look at this on the computer or would you prefer some physical materials?"

Set The Follow Up:

"\_\_\_\_\_, this info should get to you (Today if by email or hand deliver, 3 days if by mail). Can we set a time to talk on (Schedule a day and time)?"

## Email Package:

Subject Line: Business Information from (Your Name)

Hi \_\_\_\_\_,

Thanks again for taking the time to speak with me. Here's a link to our website:

Please visit [www.TryLightyear.com](http://www.TryLightyear.com) (or other recorded web presentation of your choice). This is a fairly short video presentation of our company and program. It will give you a general idea of what we are doing and how people will benefit by being a part of our expansion.

For more detailed information, you can also visit our corporate site at [www.MyWirelessRep.com/yourwebsitename](http://www.MyWirelessRep.com/yourwebsitename) to fill in the blanks.

Again, I just need you to help me identify some people that you know that you believe could really run with our company.

I look forward to speaking with you again on the day we agreed upon.

Have a wonderful day.

## Physical Package:

Copy of Extraordinaire Magazine and Promotional DVD

# Follow Up Call

"Hi \_\_\_\_\_, how are you? Were you able to review the info I sent you?"

## **If Prospect Says "YES" to looking at the info:**

"Are you interested yourself in learning more?" If so,  
"What do you like most about what you saw?" Can I put you on the phone with someone that can answer your questions?

Get this person in contact with leadership that can help you move them along to the next step. That's IT!

## **If Prospect has not looked at info**

"When can you make a point to do that? I don't want to rush you or anything, but I really need to get these positions filled and hope you can direct me to some good people you know."

Reschedule if possible. If they insist that they do not have time or blow it off...

"Well, I appreciate your honesty. If you ever get to that point, I'd really appreciate it. But you know what, maybe we can skip that part for now and you can just give me a referral or two.

Do you know a good realtor that has great people skills?

Do you know anyone that owns a small business or is an entrepreneur?

Do you know anyone in sales or marketing, or that is really into electronics and gadgets?

Do you know anyone that is a quick learner that is probably looking to make more money?

\*Insert any categories that you can relate to. These are just examples.

"I really appreciate your help. Oh, by the way, if you are in the market for a cell phone, or you want to cut some of what you are spending off your services, let me know and I'd be glad to help. I really appreciate your time, and thanks again for your help."