

## ***Suggested Method for a new IBO to do the “Text to Phone Call” Technique to book a MG:***

*If the Prospect is “looking”, this technique has shown to work 80-90% of the time.*

*Note that these are just suggestions... but if you follow these guidelines, you’ll be more successful.*

*Also, it’s ok to replace the words with your own... but try to match the philosophy described.*

### **1) Send a text:**

**General Tip:** Keep it VERY short... the longer the more it looks like a scripted sales pitch. The goal is to cause curiosity and a positive response for a follow-on call. Mentioning their name is legitimate assuming you’ve discussed your list with your coach. A typical text (be SURE to use your own way of talking) is:

- a) “Hi Bill, I talked to a friend of mine who manages a professional business group. After the call, I thought of you. Are you up for a quick call, I have a question for you?” Or,
- b) Hey Susan, (I think) I mentioned to you that I was recently vetted by a professional business group. I was talking to the guy who manages it, and after the call I thought of you. I have a question for you. Are you available for a quick call?”

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### **2) Call them (as arranged, after the text response is received):**

**Objective:** Your objective is to get them to agree, with curiosity and hopefully appreciation that you’ve possibly opened the door for them, to a Zoom MG meeting with your upline Coach or Mentor.

**General Tip:** It’s very important to learn to develop “muscle memory” to “Take it away” **often** and keep control of the conversation by answering a question with a question.

**Method:** Describe what’s going on (there’s a successful professional business group that’s expanding on a select basis) and what you want to do (arrange for them to meet your Coach on Zoom and learn more about what they are doing).

Be SURE to “take-it-away”, which is more likely to cause them to “lean in” with curiosity as it’s the opposite of a “sales” approach.

### **Example of what to say on the phone:**

- **Be relaxed, smiling ...** start with small talk. Don’t press... it doesn’t matter what they say IF you have a large list!
- **State the obvious:** “Let me tell you what’s going on ... (explain about this professional group, mentorship-based leadership training, that it was started by a former NASA Engineer, and that there are people from all backgrounds involved, and that it’s not “selling, recruiting network marketing”, but rather a profession business working with 60+ companies.)

- **Take it away (VERY important!):** “Look, I can’t promise you anything... They expand on a select basis only. I’m not even sure there’s an opening right now.”
- **State what you want to do:** “I know (use your upline Coach’s name) likes to meet people who are ambitious and upward mobile... that’s why I thought of you. I’d like to arrange for you to meet him on a 3-way Zoom meeting. There’s no sales pitch... they don’t work that way... he just likes to get to know people first, and maybe give them an overview of what they’re doing – and then see if it makes sense to talk further. “
- **THEN, Ask the question, and set the meeting:** “So, if you’re keeping your options open, I’d like to suggest we all meet on a 3-way Zoom so he can meet you and vice versa. Have you ever used Zoom before? **(Then, book a day/time to meet)**

### **Answering Questions:**

- **If you explain what you want to do, and “Take it away”... there typically aren’t any questions. However, sometimes there will be one.**
- **Remember to always answer a question with a question... keep control.**
  - Q) What do they do?
    - A) It’s a mentorship-based leadership-training association of business owners and entrepreneurs. Like I said, I’m not sure it’ll work out, but I think you’ll really like meeting (Coach’s name). What’s your schedule like this week?
  - Q) What the name of the Company?
    - A) Fratello Development Group... they work with about 60 companies. Like I said, I’m not sure it’ll work out, but I think you’d enjoy meeting (Coach). Have you heard of Zoom? Maybe I can setup a 3- way meeting.
  - Q) Are you involved?
    - A) Yes, I just got vetted. I’m involved in their leadership training program. I think you’ll find it interesting. I did. What day is best to meet him?
  - Q) This isn’t one of those Network Marketing deals, is it?
    - A) If you mean one of those amateurish “selling/recruiting” networking businesses - NO! This is a group of professionals... In fact, there are corporate and former military officers involved. It’s really impressive.

### **Book the Zoom Appointment**

- Coordinate with your upline Coach with his schedule so you can arrange a good day/time.
- After the call, text or e-mail the prospect the Zoom Connect info.