Team Building Script

**Direct Sales Intro:** “I am so excited to talk with you today. I was really impressed with you at the class because __________. I don’t know if this is ever something you would consider doing or not, but, without giving you the info, there is really no way for you to know if it is right for you or not. So today, I am going to ask you some questions about you and tell you a little bit more about me so we can get to know each other better. I’ll tell you a little bit about the business opportunity and then your big job is to ask me lots of questions. And at the end I will ask you if this is something you would like to try, and I will respect your answer, whatever you decide. Does that sound good?”

**Network Marketing intro:** “I am so excited to talk with you today. I was really impressed with you at the class because __________. The purpose of today is to help you really understand all of your options inside of (Your business.) You are at the starting point, from here there are a lot of paths you can take. You can use the products and love them. You can introduce them to your friends and family and earn a little here and there on the side. Or you can choose the path that our top executives have made and start working towards earning (insert a real income) a month/year. My job is to show you what is available. Your job is to decide what you want to do with that info. So, first I am going to ask you a little bit more about you and tell you a little bit more about me so we can get to know each other a little better. Then I will go over all of the business details with you, and your job is just to ask lots of questions. I really am here to support you in reaching YOUR goals, whatever they are. I just want to make sure I am thorough because I would hate if you told me a year from now, (Your Name), if I had known that, I would have done things differently.’ Does that sound good?”

**Your Story:** “Is it okay if I tell you a little bit more about me? (Use the same info that you shared at the class, but go a little bit deeper and more personal)

Who I was before the biz:

Why I started the biz:

What almost stopped me from starting the biz:

What I have gained because of the biz: (Does not have to be money, does have to be honest.)

Where I am going:

**Questions- Locating the need:**

“Now I would love to learn more about you.”


If you could have more of anything else in your life, what would you want more of?

Where would you like to see yourself 5 years from now?

How about long term big dreams?

If money was not an object, what would you be doing with your life right now?

How close are you to those goals?
What is standing in between you and having the things you want?

How long has this been an issue?

If you continue to do the same things you are doing, will you reach those goals? How long will it take you?


If I could show you how you could get to those goals faster with (Your Biz) would you be open to listening?

**Business Information:** “There is so much we could talk about here and I want to make sure I am sharing the things that are most important for you, so, what would you feel like you need to know in order to make an informed decision if this business is right for you?”

(Write down all of his/her questions. Add to the list anything else that is essential to know. Do not overwhelm them by telling them too much. The goal is not that they know everything there possibly is to know about your business. The goal is to know enough to feel good about their decision.)

**Ask:** “So what do you think? Would you consider giving this a try?” If yes, sign them up.

If no: Overcome objections

**Power Statement:** “May I ask you a question? If you were to give this a try, what is the WORST possible thing that could happen? (Help them see that the worst case in our minds is NEVER real.) And what about the best case scenario? What if you tried this, loved it and met your goals (give them specifics)? Would it be worth it to you to just try and see? You never know unless you try.”

“From my perspective, worst case scenario is that you hold some classes, have some fun, make a little money and realize, maybe this isn’t what you want to do. But best case scenario, you love it as much as I think you will, and it opens the doors to everything you are wanting in life.”
One on One Script Template

Greeting
Hi is this ___________? This is ___________ and I am so excited for our call today.

Intentions
We’ve got about ___ minutes today and I want to make sure we get the most out of this appointment. So I would love for us to set our intentions. What are you hoping to learn/ get out of our conversation/ accomplish today?

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(write them down, but do NOT answer any questions at this point.)

Perfect. And I have __ objectives today. My goal is to:

• (Share 1-3 service objectives i.e: Analyze your business finances today and find areas where you are overspending)

• (Share a result i.e: When we finish our appointment today my intention is that you will more clearly understand your cost management)

• (let them know a pitch will be coming: I will also be listening for what services we offer that can best help you achieve your company goals, so I will also give you an idea of how we can best serve you.)

Background Questions (In this section you will be gathering information so that you have a clear picture of their needs and goals. You are not discussing products or services at all.)

Where are you at Questions (Ask about any areas pertaining to your product)
1.
2.
3.
4.
5.

Where would you like to be? (Most people have a vague picture of what they want but haven’t broken it down. Help them to break it down and get clarity on what they really want the outcome to look like.)
1.
2.
3.
4.
5.

Big Picture: Now that we know we have talked about where you are at, and we know where you want to go, lets look at why you aren’t getting those results. If you were to take a step back and look at the big picture, what would you say is going on here?

(Agree with them and listen for emotion/trigger words. Write down those words and use them for the rest of the conversation. Start inserting in your power words as well.)
Find the Pain: Now that we’ve got some clarity on the big picture, let’s go in a little bit deeper and analyze what’s really not working. (Based on what you have been hearing, ask them to tell you what is not working in certain areas of their life or business. You are trying to get to the pain. Keep asking questions until you find where the emotion is. That is the real problem. Be EXTREMELY respectful and full of integrity during this section.)

When you look at ____________, what do you see is not working?

How about ____________________?

And what about ____________________?

So what I’m hearing is _______________________________? Does that sound accurate?

Action Steps: (Show them that you really understand their needs by giving them some clear, concise action steps. This is the “What” not the “How.” Do not go into providing your service for free right here. Choose things that are clear and concise, but would also be easier to do with your product or service.

Commitment Process:
“Alright we are going to shift directions right now and the next questions I am going to ask you might be a little bit uncomfortable. Is that okay”

How long has this been an issue?

And what is it costing you? (Ask for specifics relationships, energy, peace of mind, and MONEY. Help them see that it is costing them to stay where they are at.)

(Talk to me about… use this phrase to get them talking even more)

If we could solve these challenges and get (Go over 4 action areas) working, what would that be worth to you? What would you gain by solving these challenges?

It sounds like you have a lot of reasons why you need to do this. Are you committed? (Listen to what they say and then ask a follow up commitment question.) And are you committed to making the sacrifices it will take to get you there?

Permission: Do I have your permission to share how you can work with us on that?

Solution: Go over details of the product, showing how it will solve their problem, but do not go over cost.

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So what do you think? Does this sound like the right program/product/path for you? (Ask and be silent until they respond.)

(If no) May I ask why? (overcome objections)

(If “Well how much does it cost”) We can definitely go over cost and I promise I will do everything I can to help you figure out how to be in the program if it is what you want, but first I have to know if it is even what you want. Because I would hate if money was the thing that stopped you from getting ______________. So do you want this?

(If yes) Perfect then let’s talk about how you can get involved. (Give them relevant details, date, time, location etc.)

Now let’s talk about finances.

- The tuition/cost/price is ________.
- And we do take all major CC’s, paypal or check. Which works better for you? Great let’s get that taken care of.

Overcoming Objections

(Use overcoming objections chart)

Finalize the sale - once you get the yes!

I am so excited for you! This is a great decision and I know you will learn (remind them of benefits)

Now that you have decided you want to do this, let’s go through what your next steps look like.

- Collect Payment Information
- Go over any expectations or responsibilities on their part
- Go over any terms of the agreement

Reassure: This is a great decision. I can’t wait for you to accomplish __________, ____________, and ____________. 