

# Prospecting Script (5-10 minute call)

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**Introduction – Keep control by being in a hurry or creating urgency versus spending a lot of time catching up**

*Remember  
this is a  
conversation  
not an  
inquisition!*

## **FOR WARM MARKET PROSPECTS (NEED TO ELABORATE)**

*“Hey \_\_\_\_\_. What’s your schedule like this week?”*

*“Let’s set up a time to talk/meet. I have something I want to share with you/get your opinion on.”*

*“It’s a new business I started/new project I am working on.”*

## **FOR LUKE-WARM PROSPECTS (NEED TO ELABORATE)**

*“Hey \_\_\_\_\_. Long time no talk, how is everything?” (spend a minute or two catching up and then turn the conversation back to business)*

*“How’s work/business?” or “What are you up to now a days?”*

*“I wanted to reach out to you because I’ve got something I am working on and I’d love to share with you” or “I am looking to expand a business I am in and want to network with people I know, are you free to talk this week?”*

**Share Your Story – Less than 90 seconds, you can share more details in person or on follow up**

*“You may remember I was at \_\_\_\_\_ working long hours and missing a lot of time with my family. This new opportunity allows me to set my own schedule, be my own boss and I haven’t missed a family event yet. More importantly my income potential is essentially limitless and completely controlled by ME! This means I finally get to (go on vacation, buy a house, my dream car, etc.)!” (Your quick story should include what your background, what you didn’t like about your old job, how your new job created a solution for those problems and what it is doing for your future)*

## **Compliment the Prospect – This lowers resistance and answers “why are you calling me?”**

*“I’m calling you because... (choose one) (1) I’ve always admired how ambitious you are, (2) you are one of the hardest workers I know, (3) you always have been there to support me, (4) I really admire the success you have created for yourself.”*

## **Use 3 Phrases – Transitions you from compliment to request**

*“It may or may not be for you ...”*

*“Would you be open?”*

*“If I, would you?”*

## **Schedule the Follow Up – Do not send additional information to them unless a time or meeting to follow up has been scheduled**

*“I am going to send you \_\_\_\_\_ for you to look over”*

*“When could we meet/talk about it?”*

*“What day/time works best for you? I have these dates/times available.”*

## **Once follow up is scheduled, End call and send materials**