

Weight Loss Leads 2.0 (Telephone Script)

by Joe Syverson

Hello NAME (Say this as a statement, not a question.)

This is (your first/last) calling from (your city/state), how's it going today ?

Great. This is a quick 1 minute courtesy call.. I'm just getting back to you about a Weight Loss inquiry you or someone at your house made online, and I simply wanted confirm your address, and get you out a sample of our proven weight loss product - 100% free, so you can taste it, and see if you like it...(before you ever invest a penny), sound good NAME? ("I didn't order anything, uh okay, sure, sounds good;" At this point you will have an idea if they have an interest or not, then continue if a favorable response with confirming the mailing address- this helps to build rapport.)

Alright, so NAME is this the correct address ? READ THEIR MAILING ADDRESS

Great. So, NAME would you say you're serious with a specific weight loss goal in mind, or are you just curious and only looking to tone up a bit? (Either way it doesn't matter. Someone curious could become serious if you do a good job.)

If you're even just a little bit like me you may have experimented with a few different weight loss products or programs, and realized they are not ALL created equal... (anyone can agree with this statement, whether they have a past or not) What I can tell you from personal experience about our program, is that I have personally lost _____ lbs in _____ days. My spouse (or whoever) has also lost _____ lbs in _____ days. (give 2 short, quick testimonials. 1 that is fairly bold, and 1 that is small, this gets them thinking about their goals, and opens them up more to share.)

"Was it "just you" in the house who is looking to shed a few (say with some fun in your voice, keep it light) or did you have a partner looking tone up a little as well ?" (This is an important question, couples or multiple people at the house will spend more, and have a chance of being more committed, and therefore are naturally more important to really put attention into the follow through.)

"If you don't mind NAME what type of products have you tried in the past?"

Ok, NAME, now that I know a little about you... & "some of the things that you have tried in the past" (you can only use the quoted phrase if they gave you something from the past, otherwise skip it.) So if you'll allow me, I can easily share with you a short online video demonstrating the specifics of how our weight loss program works, otherwise if you would prefer, I could just give you a few details over the phone quickly right now..... which is easier for you NAME ?

CALL TO ACTION:

(GET ONLINE: If they are willing to get online, take them to your site, and get them to watch a product video.)

(If neither, GO FOR EMAIL: I can simply send you an email, with a link to the video, let me confirm that, IS your email (THEIR EMAIL) ? Great. I will follow up with you in a few days, to make sure you received your sample, and look for an email FROM: Your First/Last name, and sound good (NAME) ? Great. The subject line will say... " INSERT YOUR SUBJECT." Any questions at all, just email me back, or feel free to call.

PHONE APPT. NEXT STEP

OPTIONAL PHRASE, if you prefer to talk to them, vs. sending them an email with info/links)
If they say now is **not a good** time, ask "when would be a good time to connect so that I can take a few minutes and share some specific information about YOUR PRODUCT and how easy it is to lose weight, and more importantly, keep it off?"

OPTIONAL MONEY QUALIFIER: NAME__ assuming you really enjoy the product, like I did, and you easily felt confident that you could meet your goals in a reasonably short time, would your current budget allow for a 3 month weight loss plan at say \$49 (insert monthly price here) per month? (do not use the words "auto-ship")



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