

NEXT DAY 3-WAY CALL

Example: The “**Prospect**” is **George**, the “**Associate**” is **Susan**, and the **Expert** is **Mr. Eduardo Benaim**.

Hi **George**, how is it going? This is **Susan**, Remember me? I met you at the Mall and gave you “**NOW More than Ever**” DVD. Do you have a quick minute?

Did you have a chance to watch the DVD?

If response is “**No**”, say “**No Problem, I understand**”

If response is “**Yes**”, say “**GREAT**”

I have on the line on stand by “**Mr. Eduardo Benaim**” who is a Top Executive in our Company. He knows all the facts and really likes to help people; I told him that I gave you the “**NOW More than Ever**”. (Introduce Expert)

George this is **Mr. Benaim**.

Mr. Benaim this is **George**,

Let the Expert, do the rest. Do not under any circumstances interrupt the conversation. Expert will do the invite for you.

(The **Expert** will play a 4 minute Sizzle call **(1-512-404-2330 option 1)** and/or invite your prospect to a One on One Sit-Down or to a Business Briefing.)

You are all invited to a Special Conference Call Sunday April 12th at 9PM EST where will do some Live Calls. The Number for this Call is: (712) 432-0600 pin 182575#

THE EXPERT'S SCRIPT

The expert's role is to move your "Prospect" to the Next exposure. Tell your **Expert** as much as you can about your "Prospect". Let your expert know what you wish. Example: **Mr. Expert**, we are calling **George**, I gave him the "**NOW More than Ever**", yesterday in the Mall, He is a young Male about 35, was walking with wife and a baby, etc.

"**Expert**" says... Hello **George**, This is **Eduardo Benaim**, how are you, Sir? I understand **Susan** gave you a copy of the "**NOW More than Ever**" yesterday. She told me that you impressed her as a very sharp individual, is that right? (Pause).

If they Did Not watch the DVD (90% of People):

Susan told me you haven't had a chance to see the DVD. **Is that Right? Ok!** Let me give you a short overview of what you will be seeing in that DVD, OK? To do this, I will play for you a short Pre-Recorded message that only takes 4 minutes. Hold on! **Play the Sizzle Call: 1-512-404-2330 option 1.**

After the Call: What did you like best about what you heard? (LISTEN) (Agree) ***That is one of the things I liked most myself...*** On Thursday we have a Company Event at _____. This is a One hour Event. It Starts at 7:00 PM. I would like to meet you there. Can you clear your calendar for one Hour? Great! The Location is "_____". If for any reason you can not come please call me at: "_____" so I can free up your seats. Will you be coming alone or with a guest? OK! Try to be there 10 minutes before the hour so I can have a chance to talk to you. If you can, watch the "**Justice for all DVD**" before the event.

If they did watch the DVD (10% of People):

What did you like best about what you saw in the "**NOW More than Ever**" (Pause) LISTEN to all he has to say. (**AGREE**) ... That is one of the things I liked most myself. On Thursday we have a Company Event at _____. This is a One hour Event. It Starts at 7:00 PM. I would like to meet you there. Can you clear your calendar for one Hour? Great! The Location is "_____". If for any reason you can not come please call me at: "_____" so I can free up your seats. Will you be coming alone or with a guest? OK! Try to be there 10 minutes before the hour so I can have a chance to talk to you.