

INITIAL CONTACT SCRIPT

Step 1: Greeting

Hi _____, (Pleasantries.)

Step 2: Question

_____ you recently told me you were having some challenges with _____
(health, job, finances or time), how are you doing with that?

Step 3: Let them talk, you listen! WAIT!

Use questions to get them to expand their pain.

Step 4: Ask for Interest.

I've come across something that may or may not be something for you...

If it could "possibly..." help you, would you want to take a look at it? (Yes, on to appointment)

Step 5: Appointment with

May I make a suggestion? (Yes) Let's set up a time to get together for about 45 minutes and I'll show you what I've found. If you like what you see, we'll talk about the next step then. If it's not for you, no problem, there will be no hard feelings. OK?