

Managing Your Contact List

The most valuable asset in building your Vemma business will always be managing your contact list. Your list is not a one time exercise...it is rather a constantly growing and changing "bank account" of names and contacts that you will share the Vemma product and/or opportunity with.



Research has shown that as you build and maintain your contact list, if you will divide your list into specific categories of people, then your effectiveness when you speak with them will improve

DRAMATICALLY! The reason for this is that with a categorized list, you'll be able to personalize your approach for each contact. You'll be amazed at the quality of your connections using this method.

Listed below are **eight categories** for helping building an effective contact list for your Vemma business. As you begin to build your list, start with **at least three but not more than five names** that apply to that group. Example: "Write down the names of three people but not more than five that may be facing a health challenge"...Repeat this exercise for each of the eight categories.

Beside each category is a sample approach dialogue to use as you begin your discussions. (**SPECIAL NOTE:** We try to start each phone conversation with the words: "The reason for my call...")

CATEGORY #1: PEOPLE THAT ARE FACING A HEALTH CHALLENGE... "The reason for my call is that I know you may be facing a health challenge and I've come across an amazing product that I think you are going to want to hear about. Now it may or may not interest you but if you will meet me at location for a cup of coffee, I would love to share it with you"...

CATEGORY #2: PEOPLE WHO HAVE OVERCOME A HEALTH CHALLENGE..."The reason for my call is that I know you have recently overcome a health challenge, and I would be willing to bet that your health today means more to you than ever before based on what you have been through. I've come across an amazing product that I think you are going to want to know about. Let's meet at location for a cup of coffee so I can share the great news with you!"

CATEGORY #3: PEOPLE THAT ARE FUN..."The reason for my call is that I have recently come across something that we are putting our heart and soul into and I want you to know all about it. It may or may not interest you, but I thought of you because I know you get excited about new opportunities! Let's get together tomorrow at location ...etc."



CATEGORY #4: PEOPLE WHO ARE SUCCESSFUL... "The reason for my call is that I know you have experienced business success and understand the power of residual income. I have recently come across a unique model that allows successful people to leverage their time and business experience. Let's get together at location ...etc."

CATEGORY #5: PEOPLE WHO WANT A SECOND STREAM OF INCOME WITHOUT A SECOND JOB... "The reason for my call is that recently we have implemented a unique system in our home that is generating a secondary income with no overhead, inventory or capital risk. We are doing all of this in a few hours per week. You need to see this...it is truly amazing! Let's meet tomorrow at location ...etc."

CATEGORY #6: ATHELETES OR PEOPLE WHO WORKOUT... "The reason for my call is that I consider you an athlete and I don't know what you use to supplement your workouts, but we have come across an amazing product that I truly believe you are going to want to learn more about. I wanted you to try it and see if your results change after taking this product. Let's meet at location ...etc."

CATEGORY #7: PEOPLE WITH DIRECT SALES BACKGROUNDS... "The reason for my call is that I am aware that you have experience in Direct Sales (or network marketing). What drew you to the industry? What did you like the most? What did you dislike? Recently I've come across a unique opportunity that you could capitalize on given your experience. Let's meet tomorrow for coffee and let me give you the big picture. If you are anything like me, you'll be totally amazed..."

CATEGORY #8: PEOPLE WITH INTERNATIONAL CONTACTS... "The reason for my call is that I know you have contacts in (country name). Recently, we have come across an amazing product that we would like to distribute in (country name) and if you can help me figure this out, we may have the opportunity to earn some great commissions! Let's get together tomorrow for a few minutes so I can share the details with you..."