



on

The Language of Success

“Ring Up” Rewards

“Our mission is to help you make your vision a reality.”

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Your Most Effective, Least Expensive Business Tool



The most effective, least expensive business tool you will ever own is already in your home...and probably in your purse! It's your telephone.

Business Uses for your Telephone

- Care for the business you already have
 - Ensure the success of every Show
 - Follow up with Hosts, future Hosts, recruit prospects and customers
- Create new business: customers, Hosts and Business Partners

Are You Phone-a-phobic?

- You can't "find the time."
- You're afraid to pick up the phone.
- You hate when no one answers.

Simple Techniques to Get Comfortable on the Phone

Practice is the Only Way to Recover from Phone-a-phobia

Make Telephone Time a Priority: Schedule your phone time and stick to your schedule!

Schedule Phone Time

Sun	Mon	Tues	Wed	Thurs	Fri	Sat

Write in your current commitments for the week ahead. Highlight blocks and pockets of time for the telephone.

- ⇒ **Schedule at least 15 minutes every day.**
- ⇒ **Commit to the time and stay disciplined.**
- ⇒ **Schedule “Power Hours”** – blocks of time that are self-contained. Have your list of names ready, keep any promises you made and critique your work. **If you don't have an hour, schedule ½ hours or ¼ hours several times a week!**
- ⇒ **Use waiting time productively.** Five or ten minutes can mean a lot!

Psych Yourself!

- ⇒ **Prepare a script** for the first few sentences. It won't be long until you are comfortable with the words.
- ⇒ Place a picture of your **“action motivator”** by the phone. *“My big WHY for making these calls is _____.”*
- ⇒ **Call a friend** and PRACTICE!
- ⇒ **Bribe Yourself!** *“If I contact at least 5 people today, I will treat myself to _____”*
- ⇒ **Smile!** Keep your energy high. If you need a mirror by the phone, put one there!

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Be Prepared to “Dial for Dollars”

Avoid S.L.S. S _____ L _____ S _____.

- ⇒ Make sure you have a BIG “Who Do You Know?” List. Include the names of _____ and _____.
- ⇒ Always ask for _____ and add them to your list.



Make every call a “warm call.”

- ⇒ **Make lots of notes** when you meet your prospect. Be specific so you remember **details!**
- ⇒ Always ask, “*What’s the best number and time to reach you?*”
- ⇒ **Be reliable** with your follow up!
- ⇒ **Qualify her time.** “*Are you _____?*” or “*Do you have _____?*”

Don’t fool yourself about the amount of business-building time you are spending on the phone.



Engage Your Prospect in Conversation

“*I’ve been thinking about you...*”

“*Can I ask you a question?*” Once she says, “*Yes,*” you can ask her anything!

“*Can you help me?*”

“*It would mean a lot to me...*”

Continue the Conversation Where You Left Off!

This is where having lots of notes really pays off! “*Hi! This is Lyn. We met at _____.* Do you have a few minutes to talk?” If the answer is “*Yes,*” continue with something specific, such as, “*I recall you really liked...*” Or, “*When we met, we were talking about...*”

Create a Sense of Urgency

Give her a reason to make an immediate decision. “*I have you on my list of people to call when _____.*” Tightly control the timeframe!

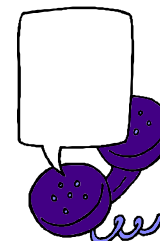
- ⇒ “*I’m sorry I didn’t get to call you sooner. This promotion has been so successful that I’ve had a hard time getting to the phone. I wanted to be sure I got to you before it’s over.*”
- ⇒ “*My company has a fabulous promotion going on and I’ve suddenly had a couple of rearrangements in my schedule.*”
- ⇒ “*I just have three more dates I need to fill to reach my goal and I thought of you.*”
- ⇒ “*We have a limited time offer. I only have a couple of dates left and I knew you would be interested in this special.*”

Voice Mail Facts

- ⇒ People are _____.
- ⇒ People are never offended by a _____.
- ⇒ People don’t return calls because _____.

Voice Mail Messages

It’s always a good idea to _____. “*Hi! This is Lyn from _____.* I’m sorry I missed you. I’ll keep trying until we connect. If you’d like to call me back, my number is...”



If you have tried several times and you still haven’t connected, try saying, “_____”

80% of the time, someone responds positively on the 5th through 12th contact!

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Approaches You Can Use

- ⇒ The **DIRECT** APPROACH: *“I have something I think you will be interested in...”*
- ⇒ The **OPINION** APPROACH: *“I was wondering if I could ask your opinion about...”*
- ⇒ The **THIRD PARTY** APPROACH: *“Who do you know that...”*
- ⇒ Approaching your **WARMEST OF WARM MARKET** : *“You know I have my own home-based business and I know you care about my success. I have to practice my presentation. _____?”*



If You Are a Little Embarrassed Because You Didn't Call

“I'm feeling a little awkward calling because I don't know if you will be interested, but _____.”

“I've been hesitant to call, but I realized that I wasn't doing you justice, _____.”

For a Promised Booking

“I'm calling you as I promised I would. You said _____.”

To a Referral

“Jane gave me your name. Did she mention I'd be calling? _____.”



Pre-Show Contacts with Your Host

“That's a GREAT START!” works in every situation.

Reminder Calls to Guests Who Said “Yes” or “Maybe”

This message works equally well if the possible guest answers the phone or if you get voice mail.

“Hi! This is Lyn. You don't know me yet, but I'm going to be the Consultant at _____'s Show tomorrow night. She told me you might (would) be able to come and I'm really looking forward to meeting you. I don't know if _____ mentioned that you are welcome to bring a friend she didn't invite. We'll be starting at 7:03. I can't wait to meet you!”

D.A.T.E. Time

No matter how great the Show was, there are always more sales, booking and recruit leads waiting for your call. Schedule 15-20 minutes the **Day After The Event** for fabulous follow up!

- ⇒ **To your Host:** Thank her and let her know she can still decide to join your team!
- ⇒ **To Guests:** Make it a priority to call everyone...
 - **Who took Business Information:** *“From what you know so far, _____.”*
 - **Who booked a party:** *“I want to thank you for booking and double-check the date.”*
 - **Who live where you would like to build your business:** *“I'm introducing my business in your area and I'd appreciate your help. Does anyone come to mind who _____. I'd be happy to give you a gift for referring me.”* A referral is _____.
 - **That you didn't get to talk to as much as you'd like:** *“Is there anything about being a Host or a Consultant that you didn't have a chance to ask me?”*
 - **Who placed an order:** *“I'm just calling to thank you for your order. You helped our Host _____ and helped me _____. We both appreciate it! If you'd ever like to _____, please give me a call!”*
 - **Who placed an outside order:** *“I'm sorry you couldn't make it to _____'s Show. I wanted to thank you for your order and let you know about _____.”*

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Was there anything that you liked that you didn't purchase?"

Other Great Times for Customer Care

It's always a great time to let a customer know that you appreciate their business. Be sure to schedule these calls.

When the Products Have Been Delivered

"I'm doing my 'out of the box" calls. I wanted to know _____."



To Alert People to Customer and Host Specials

"I'm doing my regular Customer Care Calls. I have a note to call you when ..."

When You Have News to Share

"I know you love _____ and I wanted to be sure to share with you..."

Take the 21-Day Challenge!

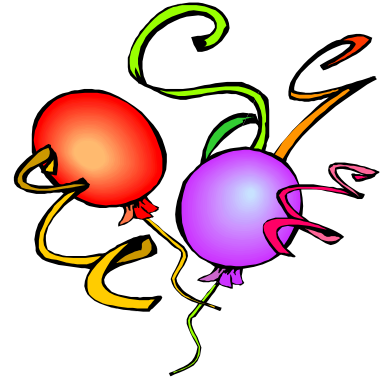
Contact at least five people each day for 21 days. The results of the “habit” will astound you! Industry data indicates that out of 100 people, 35 will probably want to purchase or book a Show and seven will want to explore the business opportunity.

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
1.	1.	1.	1.	1.	1.	1.
2.	2.	2.	2.	2.	2.	2.
3.	3.	3.	3.	3.	3.	3.
4.	4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.	5.
Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14
1.	1.	1.	1.	1.	1.	1.
2.	2.	2.	2.	2.	2.	2.
3.	3.	3.	3.	3.	3.	3.
4.	4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.	5.
Day 15	Day 16	Day 17	Day 18	Day 19	Day 20	Day 21
1.	1.	1.	1.	1.	1.	1.
2.	2.	2.	2.	2.	2.	2.
3.	3.	3.	3.	3.	3.	3.
4.	4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.	5.

Keep track of your contacts. Make at least five a day. If you get behind, you can make it up the following day until you get caught up. **You are not responsible for getting a “Yes.” You are only responsible for making the contacts!**

Fresh Ideas

You just heard lots of new ideas. You can't possibly try them all right away. Pick out just a few that you want to use right away. Then listen again later and pick out a few more.



- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.