

Narain Phone Scripts

SCHEDULING THE FIELD TRAINING APPT

"_____, this is (Shelly). Your (good friend) (Trainee's name) is going to start working with me. We need a big favor from you. (He/she) needs to do 3 in-house presentations where I come over with (Trainee's name) just do a 10 minute presentation and get your opinion, ask about her credibility, and show you what she's going to be doing. (Trainee's name) said you would be the first one to help her out. Can I stop by tomorrow at (time) with her?"

(TOP 25 calls take 30 seconds to 1 minute to make each call. The longer you're on the phone = trouble)

Q: What's this all about? What is it?

A: _____, didn't I tell you your friend (Trainee's name) is going to be working with me? And I need to do 3 in-house presentations for her, where I come over with her, just do a 10 minute presentation, and get your opinion, ask about her credibility and show you what she's going to be doing? She said you would be the first person to help her out. (Repeat as many times as you need to.)

Q: Do I have to buy anything?

Ask Q's like "How long have you known (Trainee's name)?" "Do you trust her?" "Does (Trainee's name) have enough credibility that you would help her out?" (always goes back to the trainee's credibility)

SCHEDULING F/T APPOINTMENT WITH BUSINESS OWNERS/SIX-FIGURE \$\$\$ FROM TOP 25 LIST

"_____, this is (Shelly). Your good friend (Trainee's name) is coming to work with us and is looking to help us open up a few offices. She wants me to come over and do a 10 minute interview with you. She will be with me. There's only a few people she picked and you're one of them."

CALLING FAMILY MEMBERS/CLOSE FRIENDS THAT HAVEN'T DONE AN APPOINTMENT WITH YOU

"_____, I know you know I'm working with Primerica. I don't want you to join me. I don't want you to buy anything from me. All I'm asking you for is 10 minutes of your time - I'm going for a big promotion and I need to bring one of my managers over and do a 10 minute presentation. They're going to ask you your opinion and ask about my credibility. Could you do that for me?"

GETTING THE TOP 25 LIST

* If you don't get the list you hurt that person. If you hire that person and you do not get that list, you should just give that person back their \$99. It's *our ability* to get the list from them that determines *their success*."

"_____, our business is not mortgages, it's not investments, it's not insurance - it's people. And this is what I want you to do... I want you to empty this cell phone you have here onto this piece of paper. Now you're not God, so you're not going to start judging anybody. It's the one that you think will not do it that may be the one to make it big in this business and you'd have missed out. (they will pick up phone and start scrolling). Oh _____, you must have been promoted, you're God now. Didn't I tell you not to skip anybody? Don't worry. Just write them down and we'll sort it out."

You schedule the first appointments, then they schedule them after they've been in the field. Ask people what they will do with their first \$500. Have a sense of urgency. Go on more appointments.