

GETTING YOUR 50 POINTS FOR YOUR RESIDUAL INCOME

USING THE CUSTOMER ACQUISITION SCRIPT WITH THE CUSTOMER SURVEY FORM

Hi _____, Do you have a minute?

Can you do me a HUGE FAVOR? (Wait for response----be quiet)

- *(If NEW to business)* I just started a new Telecom business, where we broker services. Right now, I am in TRAINING. I have no idea what I am doing & I need your help!
- *(If experienced:)* I own a Telecom Business & am currently doing some NEW Market Analysis & I really would love your help!

- Can we spend just about 3 minutes so I can ask you a few questions about the SERVICES that you are using & approximately how much you are spending?
This is really going to help me learn my new business!
(If experienced: This is really going to help me learn what people are currently paying for these services and how I can help them!)

- (Pull Out A Customer Acquisition Survey- Get as much of the information as possible!!)

- Do you have a Home phone? Who is your carrier? Approx. how much are you spending? *(If it's bundled with other services, get the total price for services bundled.)*
- Who do you have for Internet? How much are you spending?
- Who do you have for TV Service? How much are you spending?
 - How many TV's do you have? Do you have DVR's or TiVo's? HD? How many of each?
 - Any channels in particular you must have?

- Who is your cell phone carrier? Approx. how much are you paying? How many phones? Do you have a contract? If so, when does it expire? Are you open to other carriers?? Do you like your phone?

- Do you have Home Security? How much are you spending?

- Do you have home personal computers? How many?
 - Have you ever had one get a virus and lose data?
 - Do you do regular back-ups?

- Oh yeah, one last thing... How much (on average) are you paying for your Power Service?

- Thank you so much for your time... I really appreciate it! What I'm going to do is take this back to review with my trainer where they will show me how all of this comes together. You have no idea how much this is going to help me out! I can't thank you enough!
- By the way... If I do happen to find some sort of value, benefit or cost savings... *I'm sure you would want me to tell you about it, Right?* (nod your head in person)
- I can follow up with you & let you know what I found. How does (pick 2 times within next 24-48 hrs to follow up) _____ (time/day) or _____ (time/day) work for you. Which is better?

Follow up Call:

I'm so excited I definitely found some value & benefit for you...

I appreciate you helping me out like this....

As you know..... (Share your "WHY")

(Example: Our industry was hit by the economy and things have been tight for a lot of people... but we found a way to create a source of income so we aren't working so much & we are so excited about this!! We just need your help!! -must end on a POSITIVE NOTE!)

Write your why below:

I know I can help you to become a customer and the timing couldn't be any better, because I am actually working on a major promotion right now & you have NO idea how much this will really help us! I'm just a few customers away from receiving that promotion. And my deadline is tonight at midnight!

Let me show you what we can do and how easy this is... so I can help you save a little or even pay the same, AND we can create a win/ win by you becoming my customer. This is SO IMPORTANT to me! It will make a Huge difference for me and my family.

- If in person: Have your laptop and go to your Website and start the order process (Don't ASK them, LEAD them!)
- If on the phone: Ask them to go to your website & you can walk them thru process!!

If they hesitate:

Listen, I am not sure if you understand how Huge this is. See this is our circumstance... _____ (review your why) & I know you are already paying for this service and by supporting my business it won't cost you any more... in fact, you can see we've even been able to save you \$_____ over the next year by going thru my service. And more importantly, it is going to be Huge in helping us accomplish _____ (your why/goal) In fact, this is so BIG to us, what can I do for you to return the favor?? I'd love to come over tomorrow and wash your car, or I will MOW YOUR LAWN--- I'll EVEN watch your kids. Whatever makes it worth it to you to support us & help us "get home with our kids" (ex: why), we will do!!!

Advanced: Follow-up Questions for Future Customers

- I think I found (a benefit, a cost-savings, etc.) but I have a couple more questions... is this a good time? When's a good time we can meet for 10 minutes? We can do it in person or on the phone... When in Person: Have your Laptop and aircard or Hotspot & Video Phone to DEMO & DISPLAY!

Other Questions Commonly Asked-

How long have you had... (Carrier)?

When did you last purchase your cell phone?

Do You Have a Relationship with them that you care about?

Have you ever thought about getting home security (aircard, etc.)? Would you let me help you when you do...?

How old are your kids? I can hook you up!

That's a great question, let's call the expert! (3 way call with ACN wireless, TV, ADT, etc.)

The next time you go to upgrade your cell phone, can we at least look at my website... would it be ok with you if we got the credit rather the store?