

# How to Work the Phone Professionally and Profitably

As you will see, there are different approaches for different people. Be okay with the fact that, in the beginning, we all stumble and make some mistakes. One of the biggest mistakes a new Associate makes is they will get on the phone with someone and then talk way too long about things they don't quite understand yet.

**The purpose of the initial phone call is simply to get an agreement for your contact to check out information about the business and the products.**

There are no shortcuts, get on the phone or face to face, sending out e-mails, texting or leaving messages are OK, but for earning a six figure residual income in network marketing we need to gain trust in people and that primarily comes from Eye to Eye contact. Many people are good at becoming friends over the phone, but eventually, especially when you have 20 or so Essante' Associates in a given area, you'll need to go out there and train them and that experience will greatly enhance your ability to build a huge organization.

Getting back to the Phone Call... The goal of this call is to have a person agree to look at information. Don't dump the whole load on top of them on this call or you will most likely say way too much and a person can only absorb so much on an initial contact. Your approach must be duplicatable. Your prospect is asking themselves at minimally these 2 questions:

Am I willing to do to my contacts, what Mary or Joe is doing to me? and...

Do I have the time to do this?

Let's face it, if everyone knew about organics, weight loss, making money with Essante', etc. like we do, they'd fly in from China on their own dime and enroll with you tomorrow. So, although your goal is to understand as much as you can about Essante's products and compensation plan, you are basically a tour guide at this point. Use 3rd party credibility with people. Never make yourself the issue. Always show them how they will benefit and how this is a mutual benefit.

**The Magic is Always in the Follow- Up.**

1. **Be in a hurry:** The psychology of **"your time is limited"** is a very strong posturing tool and you not being on the phone long gives you just enough time to create some urgency so they want to take a look at what you're offering. Always appreciate their time as well.

"John, I am running out the door but I need to talk with you". DO NOT APOLOGY.

"Listen, I have a lot to do today but it is really important we talk for a few minutes."

**2. Compliment:** Your prospect with SINCERITY.

"You've always been really successful and I have always respected you for that".

"You've always been so supportive and I appreciate that about you".

"You are one of the most connected people I know and I've always admired that in you".

"You're one of the most trusted people in my life (close friend, significant partner, sibling, spouse) and I really trust your instincts".

"I was thinking about the sharpest people I know and I thought about you."

"You are the most positive and upbeat person I know."

"You're one of the most health conscious, fit people I know."

"You're one of the best people at what you do".

"You're one of the most understanding people I ever met on organic nutrition and personal care".

**Strangers who will become friends and partners with you in your Essante' business:**

"You're a sharp person can I ask what you do for a living?"

"You have an incredible attitude."

"You're as positive a person as I have ever met."

"You've got such a positive attitude have you ever considered being in your own business?"

**The Invitation:**

**Top Down Approach:** (leading with the business) "Have you ever looked at other ways of making money without taking away from your job?"

**Indirect Approach:** "This may not be for you... but I'd like you to check it out."

Some people need the indirect approach and this allows them to see what you do without feeling like they are being asked to join you.

This is a very effective approach with people that are the closest to you in life....you know they are dissatisfied in some area of their life.

“When you told me that you hated your job were you serious or were you just kidding around?”

“When you told me that you were concerned about finding a way to earn enough income to buy your first home were you serious or just kidding around?”

“When you told me you hated your job were you serious or just kidding around?”

**reply:**

“I think I have a way for you to solve that problem.”

“I found something you really need to see.”

“I just launched a new business and I’d like you to take a look at it.”

“When I thought of people who could make an absolute fortune in this business, I thought of you.”

“I have teamed up with a company that is expanding right here in (your city,town)”

“I found something that we can both make a lot of money in.”

“When I thought of quality people that I would really enjoy working with I thought of you.”

“Off the record, if there was a business that you could work part-time from home that can replace your fulltime income, would you be open?”

“As you know, I have worked for years as a teacher (banker, plumber, any job or career), and I have enjoyed this but with all of the issues, of budgets, lack of resources, etc. I have decided to reconsider my career options.”

“As you know, I’ve owned my own business for years but with all the concerns about the economy I have decided to add another source of income in my life.”

“As you know, the world is going green whether we like it or not, I’ve teamed up with a company that is on the forefront of organic nutrition and personal care.

Whenever you can be ahead of something before it becomes a way of life, like the computer, that's where the millionaires are made."

**This is the "shocking approach:** (you need to be respected by the person you are calling with both of these approaches)

"With your skills, you can make \$20K a week with my new business."

"Listen, this is the call you've been waiting for your whole life!"

### **Cold Market:**

Meeting new people, which you are doing every day, is a great source of FREE leads.

"Have you ever thought of diversifying your income?"

"Do you plan on doing what you're doing now for the rest of your career?"

"Do you plan on working retail for the rest of your career?"

"I have something that might be of interest to you... now may not be the best time to talk about it."

### **Play yourself down and up to others people's egos.**

**Friends...** "I just started a business and I'm a little green, can I practice on you?"

"I found a business I am really excited about and you have so much business experience, would you look at this for me and tell me what you think?"

"A friend told me the best thing I can do in starting a business is to make sure I get guidance from the smartest people I know. Would you check out my business for me?"

The **Indirect** approach to inviting is MAJOR especially with people that you believe will not agree to check out the business but might join and then go on to become big earners. It's also a great way to get quality referrals.

"I just started a new business and this may not be for you.... but maybe you can help me out, you may know people who this is for. Maybe you know people who are into health, want to earn money, etc. I get that you may be too busy, but unless you check out what I'm doing you will not give me those quality referrals..."

**A favorite indirect approach when you meet a stranger that appears to be a sharp person:**

"I am looking to expand my business here in Phoenix. I am looking to team up with a well connected local business partner that potentially will be making a lot of money with me... do you know anyone I can talk with?"  
(the only correct answer is " I might be interested. What is this?")

**A favorite direct approach when you meet a business owner/ professional**

"Do you limit your income only to what you earn as a (real estate broker, plumber, lawyer, retailer etc) or do you keep your options open to additional sources of income?"

**Lock down an agreement** that you will have a follow up appointment with your prospect.

"When do you think you can check out the powerpoint presentation, webinar, watch the video, take the tour on my website etc."

(Ask for a specific time commitment. If the person is vague tell them you appreciate their time is limited but you too have time commitments)

**Lock down and re-confirm your appointment.**

"So, if I call you Wed. morning, will you have seen it for sure?"

"Great, what is the best number to call you on?"

**Now you have a real appointment**

Get off the phone... remember you had to run and you did not have a lot of time and always be upbeat and positive. Mastery lives outside of your comfort zone. The more people you are willing to "expose" the easier and more effective these approaches become for you. Be enthusiastic and above all have fun!

**Your Essante' Worldwide Support Team**

PS: What about the person who insists you tell them everything over the phone? Here is my answer, " Telling you all about this business on the phone would be like me trying to give you a haircut over the phone, it works and looks best in person."