



# CALL TO ACTION



**= Customer Qualified**

**7 Customer Points with at least 3 Service**



**= Schedule PBR**

**Weekdays at 4:30PM, 6:30PM, or 8:30PM**

**Weekends after 1:00PM**



**= Register for National Convention**

**Reserve Your Seat at [ACNreg.com](http://ACNreg.com)**



### **CUSTOMER ACQUISITION SCRIPT:**

#### ***"FAVOR – HELP - TRY"***

"Can you do me a *HUGE* favor?!?! I am about to qualify for a promotion with the company that I represent and all that I need is to get a few more customers right away! (Share your "WHY") If I can offer you a service that you are already using, can you do me a huge personal favor, help me out and give the service a try? It would really mean a lot to me and would help feed a hungry child in the US! (Wait for response!)"

Use the survey document and call your Up-line ETT, ETL, TC, RD, or RVP, they all want to help YOU!

### **TEAM BUILDING INVITING SCRIPT:**

#### **1. Do you look at other ways of making money outside of what you are currently doing?**

*Hi \_\_\_\_\_. How are you doing? How is the family? Do you have a minute? I want to run something by you business related. (Wait for response) Do you look at other ways of making money outside of what you are currently doing?*

#### **2. Insert YOUR Why. WHY you are doing ACN. (To get out of debt, start a college fund; retire a parent/spouse, etc.)**

*I looked at my situation and I realized that doing what I'm doing right now is not going to get me/my family where I want us to be in the next 4-5 years. So I started looking for something to do around my already busy schedule...*

#### **3. New Technologies/Energy/Banking**

*I've found a company that deals with New Technology, Energy and Banking.*

#### **4. Edify Speaker**

*And I've met an individual named \_\_\_\_\_ who is expanding his/her business in our area and having tremendous financial success. It is the biggest thing I've ever seen. When I saw what they were doing, I thought about you... this person is going to be at my house at date/time to explain their expansion plans. Can I put you down as coming?*

#### **5. Confirmation Call**

*Someone from their office will be giving you a call just to confirm the details of the appointment.*

- Confirmation List (emailed to the presenter 24hrs prior to the PBR) Include: Home Address, Time of PBR, Guest info (Name, Cell Phone #, Occupation, Relation to you)

### **For Questions:**

**Answer:** "I'm brand new and this is too big for me to mess it up trying to explain it to you over the phone. It deals with Telecom, Energy deregulation & banking and the business is exploding. I really want you to meet this executive in person and see exactly what they are doing! They are having massive success and it's definitely worth 40 minutes of your time!" - **Other questions: 3 way call with your up-line leader**

Do not call your contacts without first role-playing with your up-line leader!  
For ALL "A" LIST contacts - read script, then 3-way them on with the presenter!