

Warm Market Referral Script

Hi, may I speak with _____?

Hi _____, we don't know each other, but my name is (Your Name) and we have a mutual friend in (who referred you.)

Listen _____, (your friend) told me a little about you and I was really impressed. We've just launched a new nationwide wireless technology, and I'm looking to expand our business. Usually what I do is just put my feelers out to see if I can locate a couple of professionals that can help us out, and (Your Friend) thought you would be dynamite.

My question is, if the money were right, and it fit into your schedule, would you be open to creating some additional cash flow outside of what you are already doing, as long as I promise to not take away from your family time or anything else you might be committed to?

If they say "no" –

"That's no problem, I understand you are busy and your time is valuable. Would you consider doing me favor? Can you take a look at some information I can send you, and help me out by letting me know who you think might be a good fit for what we do?"

If they say "no" again –

"No problem _____. It's been nice meeting you and I appreciate your time. I hope we can talk again sometime soon. Have a great day."

If they say “Yes” –

“Great. _____, do you prefer to get together personally, or would you rather I send you some info to evaluate on your own? Do you prefer looking at info online, or having some physical information sent to you?”

Or

“Since we don't live close enough to get together personally, is it OK if I send some info to you so you can evaluate it on your own?” Do you prefer looking at info online, or having some physical information sent to you?”

Email Package:

Subject Line: Business Information from (Your Name)

Hi _____,

Thanks again for taking the time to speak with me. Here's a link to our website:

Please visit www.TryLightyear.com (or other recorded web presentation of your choice). This is a fairly short video presentation of our company and program. It will give you a general idea of what we are doing and how people will benefit by being a part of our expansion.

For more detailed information, you can also visit our corporate site at www.MyWirelessRep.com/yourwebsitename to fill in the blanks.

Again, I just need you to help me identify some people that you know that you believe could really run with our company.

I look forward to speaking with you again on the day we agreed upon.

Have a wonderful day.

Physical Package:

Copy of Extraordinaire Magazine and Promotional DVD

At the Follow Up call or Appointment:

"Hi _____, this is (Your Name). Did you take a look at the information I sent you about our company?"

If "Yes" –

"Great. Are you interested in learning more?" If So...

"What did you like most about what you saw? Can I put you on the phone with someone that can answer your questions?"

If "No" –

That's no problem, I wasn't sure if you would be or not, but can I ask you to do me a favor? Can you tell me:

1. Who is a good realtor that you know who has good people skills?
2. Do you know anyone that owns a small business of any kind?
3. Do you know anyone that has experience in a business such as this?
4. Who are some people that you know that maybe work in customer service, marketing, sales, or just deal with people that you have a lot of respect for?

I really appreciate your help. Oh, by the way, if you are in the market for a cell phone, or you want to cut some of what you are spending off your services, let me know and I'd be glad to help. I really appreciate your time, and thanks again for your help.