



Success University Tour Taker Follow-up

For prospect's who have registered at your website.

Depending on your level of experience, these calls may be made as a 3-way call or by yourself. Prior to calling your prospects, be sure to coordinate with your sponsor whether the call should be a 3-way or not.

Goal of this call: Convert the **right people** from a prospect to a paying member.

This script covers the following points when talking to your prospect:

- 1) Let them know who you are, why are you calling, and get to the point.
- 2) Ask permission to talk and build rapport.
- 3) Give out the homework assignment.
- 4) Close with a call to action - an invitation to do more research and/or join.

General Call Guidelines and Etiquette

- 1) **Keep control of the conversation.** These calls should take 5 minutes and be no longer than 10 minutes. If your calls are running longer than this, you are presenting and selling the business.
- 2) **No selling or presenting!** Use the tools that are available to you (recorded calls & websites) to present the information to your prospect. This is the only thing that is duplicable.
- 3) **Ask for your prospect** - Never assume the person who answered the phone is your prospect.
- 4) **Always ask if it is a good time to talk** – Be respectful of people's time.
- 5) **Introduce your sponsor/running mate** – If you are making a 3-way call, be sure to introduce your sponsor/running mate as soon as you find out it's a good time to talk.
- 6) **Listen to your prospect** – Don't go through the motions; really listen to what your prospect has to say.
- 7) **Write everything down** – Questions your prospects ask, personal information, follow-up appointments
- 8) **Be yourself!** – Relax be who you are. People like to partner with others who are confident, fun, and comfortable with themselves.

Answering Machine/Voicemail Messages (Always leave your name and phone number.)

>> If you get an answering machine and are sure it is your prospect's machine, leave the following message, "This message is for _____ {First Name of Prospect Here}. This is _____ {Your **Full Name**} with Success University. We are calling because you registered at our website and requested more information. If you're interested in earning residual income from home, please call us right away at (xxx) xxx-xxxx. We have some very important information to share with you!"

>> If you get a generic answering machine (you are not sure it is your prospect's machine), leave the following message, "This message is for _____ {First Name of Prospect Here}. This is _____ {Your **Full Name**} with Success University. Please call us right away at (xxx) xxx-xxxx. We have some very important information to share with you!"



>> If you get a live person, "Hello, this is _____ {Your Full Name} from _____ {Your State/Country} may I speak with _____ {First Name of Prospect Here}?"

If your prospect is not in, "Can you please take a message for _____ {First Name of Prospect Here}? Great, do you have a pen and paper handy." (ALWAYS leave a message with your name and number ... the right people will call you back.) "By the way, when will he/she be available?" (write it down) Thank-you. Please have him/her call us back when he/she gets in.

If your prospect is available, "Hi _____ {First Name of Prospect Here}, this is _____ {Your Name} with Success University. I'm calling because you registered at our website and requested more information. Is this a good time to talk? Do you have a few minutes? "

(If not) "I'd be happy to call you back at a different time. Let me just ask you a quick question before we make an appointment ... are you **serious** about building residual income from home? (If not, give them your name and phone number and ask them to contact you when they are serious. Let them know you will continue to follow-up with them by email)

{If yes} "Great, because we're only looking for 10 serious people we can work with ... when is a good time for us to talk?" (**Posture yourself** by changing the time they give you by 15 minutes or so. Remember, you are the CEO and you're only looking for 10 members for your board of directors. You're conducting the interview on **YOUR** time.)

"Fantastic, we'll talk to you at _____.

{If it is a good time to talk and you have your sponsor on the line with you} "I have my business partner, _____ {Sponsor or Team Leader Name}, on the line with me, _____ {Prospect's Name}. He/she would like to share some important information with you and see if you have any questions about Success University."

{If it is a good time to talk and you are making the call by yourself} "I'd like to share some important information with you. Before I do that, do you have any questions about Success University?"

IMPORTANT - Write down any questions your prospect has!!

The following homework assignment will answer most of your questions about SUCCESS UNIVERSITY. Do you have a pen and paper handy? Great. There are 3 simple steps to get started:

- 1) Listen to our recorded information line at **1-212-461-2595**
- 2) Visit this website: _____ {Your Success University Website}.
- 3) While at _____ {Your Success University Website}, sign up for the Risk Free 14 day trial, so you can check everything out for yourself.



I'll send you an email shortly with the steps we've just given you. ([Verify your prospect's email address.](#)) We will receive an email from Success University, as soon as you've completed the 3 steps and started your risk free 14 day trial. We'll call you back then and see if it makes sense to take the next step.

Also, for a limited time, we are offering free leads to new members who show they are serious about building the business. Once you start your free trial, make sure to get back with me for all of the details.

Thanks for you interest in Success University, _____{Prospect's First Name}. We look forward to talking with you again. Bye for now.

Send out the Success University Tour Taker Homework Assignment Email and copy your sponsor.