

IDENTITY THEFT SERVICE LEAD

SCRIPTS

FOR CUSTOMER ACQUISITION

LeadPower
Lead Generation Since 1998

PHONE, TEXT, EMAIL, VOICEMAIL SCRIPTS
for calling IDENTITY THEFT SERVICE LEADS

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UNDERSTANDING THE FOLLOW UP PROCESS

Your most important goal in calling IDENTITY THEFT SERVICE LEADS is to have an actual CONVERSATION with your prospects as opposed to “pitching” them. That means you must sound like someone they want to speak with.

Begin by asking enough simple questions that they start to feel comfortable talking with you. Sound warm and friendly, but don't overdo it. WAIT for their answers to the questions you ask and genuinely listen to them. Take written notes to help you stay focused.

The underline (___) after the interview questions below indicates this is where you pause to get their responses.

Remember, not everyone is comfortable talking with strangers. Seek to create the feeling in them that you are genuinely there to help and not just to sell.

REALITY... and SUCCESSFULLY DEALING WITH IT

If you happen to reach somebody on your first call, the best way to begin your conversation is by using this opening:

***Hi (their first name),
My name is (your first name), I'm calling to follow up on your request
for information about getting protected against identity theft.***

(Do NOT stop and wait for a response. Go directly to question 1 below.)

INTERVIEW QUESTIONS TO START YOUR CONVERSATION

- 1. *Is this something you're interested in for yourself, or did you respond on behalf of someone else? ___***
- 2. *Have you ever been a victim of identity theft? ___***
- 3. *Have you ever used another service that was supposed to protect you against identity theft? ___***
- 4. *What caused you to reach out to us at this time? Has it affected someone you know? Did you read an article or hear a news story? Or is it something else? ___***
- 5. *I'll tell you exactly how we can help you in a moment, but before I do, what else would you like me to know about you and your goals? ___***

From here you can continue in whatever feels to be the most appropriate manner. For example, you might start by giving them YOUR TESTIMONIAL either about having your own identity stolen or how your service protected you and your family. Talk about your personal struggles and eventual success.

However, if they seem to be in more of a rush, then you might decide to go right to the identity theft prevention services you provide.

ALTERNATIVE WAYS TO MAKE CONTACT

The *majority* of people won't answer the phone when you call. That's because either they don't recognize your number, or they are busy doing something else.

At this point you need to leave a voicemail message (VM).

Whether or not your prospect responds back to you depends on the quality of the message you leave.

You must not only use the right words, but you must sound like someone they'd be willing to speak with.

Your voice mail message needs to be simple and to the point.

EXAMPLE:

Hi (their first name). This is (your first name). I'm calling to follow up on your request for information about getting protected against identity theft.

You recently filled out our form online and I just wanted to help you get all the information you need about our proven protection system. Could you please return my call? (Leave your phone number here.)

By the way, if I happen to be busy on another call, please leave your phone number and the best time for me to call you back.

Once again, this is (your first name) and my phone number is (leave your number slowly and clearly). Have a great day!

REMEMBER...

If you want people to call you back, they must first understand you. Speak clearly. Don't rush. Be articulate with your words. If you have a thick accent, do what you can to reduce it. Sound friendly, but don't go overboard.

SENDING A TEXT

Since it is becoming more and more common for people to ignore their voicemails, you should TEXT them. One of the biggest advantages of texting is they are read nearly 100% of the time, so you can be confident your message was seen.

Again, keep it brief. Mention that you are contacting them in regards to their interest in getting protected against identity theft.

You may also prefer to send a text even before calling. This purely is a matter of *personal preference*. Either calling first or texting first can work very well. Just be sure to follow the additional scripts, as mentioned above, once you make contact.

EXAMPLE:

Hi (their first name). This is (your first name). I'm following up on your request for information about getting protected against identity theft.

I want to help you get all the information you need about our proven protection system. Please call me back to set up a time to discuss it."

TEXT VOICE MESSAGING

You can also record and send the follow up message written above using TEXT VOICE MESSAGING if you are on an iPhone.

Within the **Messages app**, you can send and receive audio messages with other iPhone users. Sending and receiving audio messages is an easy and effective way communicate with your voice without actually being on the phone. You also don't need to use the talk-to-text iPhone feature.

Here's how to send and receive audio text messages.

1. Open the **Messages app** and start a new conversation.
2. Press and hold the **Audio icon** on the right side of the text box to record. (The icon looks like a collection of lines.)
3. Speak your message while still holding the icon. Lift your finger to end recording.
4. To hear your recorded message before you send it, tap the **Playback arrow**.
5. To send the message, tap the **Send arrow**

If you need to delete it and re-record it, tap the "X" icon.

The nice thing about using TEXT VOICE MESSAGING is you can send the same message to as many prospects as you want, without having to re-record it each time.

USE FACEBOOK MESSENGER

Another way to connect with your prospects is to use **Facebook Messenger**.

Messenger is a free mobile app used for instant messaging. (You can also use it for sharing photos, videos, audio recordings and for group chats.) Messenger can be used to reach out and follow up with your prospects on Facebook as well as with your other phone contacts.

Again, you'll be able to record your follow up message once, and then send it to your prospects without having to re-record it each time.

Use the script above. Record your message and send it to your prospects.

IF THEY DON'T RESPOND - SEND AN EMAIL

The sad fact is that there will still be some people who won't respond even after you leave a VM and send a TEXT. However, that doesn't mean they're not interested. It could be they just have other things going on that you're not aware of.

Sometimes you may even get a phone number that doesn't work. It occasionally happens. It usually means that the person doesn't want to be contacted by phone.

In either case, the next step is to send a simple email. (key word: 'simple')

Do NOT send them a bunch of information about your identity theft services or your company.

Instead, just let them know you left a VM and sent a TEXT. Ask for them to contact you back with the purpose of setting up a time to discuss their options.

EXAMPLE:

Hi (their first name). This is (your first name). I'm following up on your request for information about getting protected against identity theft.

I want to help you get all the information you need about our proven protection system.

Unfortunately, I haven't been able to reach you by phone.

I don't know whether or not you've ever been a victim, but I'd really like the opportunity to understand your situation and learn a bit more about you.

Could you do me a small favor, please? Would you mind responding to this email (or give me a return call) and let me know when is the best time for us to speak?

I'd really appreciate it.

If you are not still interested in protecting yourself against identity theft, no worries. Just drop me a quick email and let me know, so I can take you off my list. OK?

Thanks again (their first name), I hope we get to meet and talk soon.

Please drop me a quick email or leave me a phone message letting me know either way.

***Thanks in advance,
(Your first and last name)
(Put your phone number and email address here)***

'K.I.S.S.' YOUR PROSPECTS

K.I.S.S. = Keep It Short & Sweet.

Do NOT get long-winded during any of your first contacts, whether it's by phone, text, or email.

Get to the point. Do it politely. Keep your eye on the goal.

Your goal is getting to the next step, which is AN INTERVIEW with your prospect.



Ron Malezis