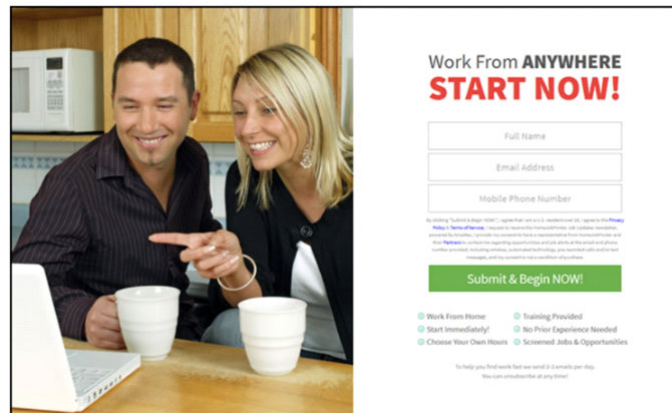




## Qualifying your JOB/CAREER SEEKER LEADS

In this short, but powerful, training manual, you will learn the best way to open telephone conversations with prospects who have responded to our **Job/Career Seeker** advertisement.



## REALITY... and SUCCESSFULLY DEALING WITH IT

Many people don't pick up the phone. They often screen their calls. However, 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 you because you recently responded to our online advertisement  
that said "Work From ANYWHERE. Start Now!"  
(Do not stop and wait for a response. Go directly to question 1.)***

***1. Tell me, are you more interested in a Part-Time or Full-Time option? \_\_\_\_***

Continue your interview using the questions and formats you will see below. We also strongly recommend reading our SCRIPTS BOOK for a more detailed understanding of the opening interview process.

Register for "Live Dials" Training here: <https://leadpower.net/livedials>

© Copyright 2021 HBI Publishing

[Click here for our free SCRIPTS BOOK](#)

## HOWEVER...

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 may depend 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) calling from (your city, state).***

***You recently responded to our online advertisement that said "Work From ANYWHERE. Start Now!"***

***I'm calling to follow up and help you get all the information you need, and also answer any questions. Could you please return my call? (leave your phone number here).***

***I really think you'll like what we have, and I'm looking forward to speaking with you for a few minutes.***

***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 again, 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. 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 earning additional income working from home and that you want to set up a time to discuss their options.

Some Reps 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). (Your first name) here. You recently responded to our online advertisement that said "Work From ANYWHERE. Start Now!"**

**I am following up as promised and have important information to give you. Please call me back to set up a time to discuss your options.**

## 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 you, your company and your product in the hopes they'll be interested.

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) from (your city, state).*

*I just wanted you to know that I've been trying to follow up as promised, but unfortunately, I haven't been able to reach you by phone.*

*The reason I called is that you recently responded to our online advertisement that said "Work From ANYWHERE. Start Now!"*

*I wanted to make sure you got any information you might need, and answer whatever questions you may have.*

*I don't know whether or not you'd be a good fit for our project yet. But I'd really like the opportunity to understand what you're looking for and learn a bit more about you. This could be a great fit for 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 if you're still looking?*

*I'd really appreciate it.*

*If you already found something else or are no longer interested, no worries. Just drop me a quick email and let me know.*

*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)*

## CONDUCT AN INTERVIEW

Once you have the prospect on the phone, you want to conduct an interview, just as if you were a big company looking to hire somebody.

This is NOT the time to deliver information. Rather, this is your time to collect as much information about your prospect as you can. This is your opportunity to qualify them.

In the interview format below you will see blank underlined spaces. That tells you to wait for an answer.

Remember, get an answer from them every time you see this: \_\_\_\_\_.

After your prospect gives you an answer to question #1, then immediately continue with the additional interview questions.

## THE INTERVIEW

***Hi (their first name),***

***My name is (your first name),***

***I'm calling you because you recently responded to our online advertisement that said "Work From ANYWHERE. Start Now!"***

*(Do not stop and wait for a response. Go directly to question 1.)*

**1. Tell me, are you more interested in a Part-Time or Full-Time option?**

\_\_\_\_\_

**2. Are you working now? \_\_\_\_\_ (YES/NO)**

**If YES: Tell me about your present job. \_\_\_\_\_**

**Why are you looking for something else? \_\_\_\_\_**

**If NO: What kind of work were you doing most recently, and how long have you been out of work? \_\_\_\_\_**

**3. The online ad you answered listed several benefits to what we offer:**

***Work from home, Choose your own hours, Training provided, No prior experience needed. Which of those is most important to you? \_\_\_\_\_***

**Why is that? \_\_\_\_\_**

**4. Have you ever considered using the skills and talents that you bring to the table and using them to create a new source of income through a business of your own? \_\_\_\_\_ (YES/NO) Tell me why. \_\_\_\_\_**

**5. OK. HERE'S WHAT THIS IS ALL ABOUT. Let me explain my role here.**  
**My job is to find people who have skills and talents that are not being properly rewarded or recognized.**

**My company offers *the right people* the ability to work a totally flexible schedule, from home, or anywhere you like – earn far more than any boss would pay you – and get the proper recognition for your work in a fair way, without the nonsense of office politics.**

**Suppose everything I just said was completely true. Would you be open to learning all the details? \_\_\_\_ Are you sure? \_\_\_\_ Why? \_\_\_\_**

**OK, Great!**

**I'm going to email you information that will give you the details on what this is all about. *How soon* can you look at it? \_\_\_\_**

**Alright. I'm going to follow up with you** (tell them day and time you'll follow up, based on their answer to the previous question.)

**The email address I have for you is** (state the email you have for them).  
**Is that the best place for me to send you this information? \_\_\_\_ (YES/ NO)**

**That's good!**

**I'm a person of my word. We're looking for others like that too.**

**So just as I said, I'll be following up with you on** (state day and time you intend to follow up).

**I'll speak with you then. Bye for now.**

**That's it.**

**Get off the phone. Update your notes. Send them the email.  
Then, go on to your next call.**



## 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.

## WE'VE GOT YOU COVERED...

We always provide an **additional 10%**, over and above the leads you ordered, to account for the possibility of any bad records.

**Always remember this is a *SORTING* business!**

(This is not one where you need to do a lot of convincing.)

**Do NOT waste time with uncooperative or disinterested prospects.**

**Instead, search for and focus on those prospects who are open to learning, and who genuinely seek an opportunity to earn money from home.**

# TAKE ACTION...

## **Register for our upcoming LIVE DIAL TRAINING CALLS.**

Learn the best strategies and techniques to be successful on the phone.  
Discover *exactly* how to call your prospects.

Listen-in as our head instructor dials and speaks with actual leads.

<https://leadpower.net/livedials>

## **Let your downline team members know they can get FREE LEADS.**

Click the following link to get 10 FREE Real-Time Leads: <https://leadpower.net>

## **Be sure to download and read our FREE SCRIPTS BOOK.**

[LINK TO SCRIPTS BOOK](#)