

Calling... REFERRALS



What to Say When Calling Referrals

A referral is someone that you were told may have an interest in our products or business. It's important that when you call them you are friendly & a great LISTENER!!! Your job is to get them to warm up to you within the first 2 minutes of the conversation. Always use your FIRST NAME when introducing yourself as if you are an old friend.

When you have an initial conversation with a prospect, we suggest you follow a format that reveals the true essence of a person quickly. If you answer the questions as they relate to yourself, AFTER you hear the prospect's answer, you will start to build trust and rapport quickly. F.O.R.M. stands for Family, Occupation, Recreation and Motivation (Money) – These four key things will help you meet people and easily find things to talk about. It's also important to say your prospect's name as often as you can.

F	Family (Where are they from, are they married, how many kids do they have etc.)
O	Occupation (What do they do for a living, how did they get started in their career, how long have they been working there, what would they tell someone just starting out in their profession etc.)
R	Recreation (What kind of things do they do for fun, where would they like to vacation if money was not required, what is their favorite type of food/restaurant, what's the most exciting thing they've ever done, etc.)
M	Motivation/Money (Ask what motivates THEM, aside from work and recreation, what is really important to them or what are they passionate about... money, time freedom, travel, kids, helping people, if they didn't have to work, what would they do with their time, if time and money were no object, what would they do etc.)

BUSINESS OPPORTUNITY

Script #1 –



"Hi (Name of referral) this is (your first name), how are you? (name of the person who referred you), asked me to give you a call (pause). He/She and I were discussing some business ideas and I asked him/her who were the three sharpest people he knew and he mentioned you as one of them! That's a great compliment to you and he/she obviously respects you a lot. How do you know _____? (Build rapport.) You know, he/she also mentioned that you may be open to taking a look at a new way to make money from home if it did not interfere with what you are currently doing. Is that true?"

Script #2 –



“Hi (Name of referral)! How’s it going? This is (your first name), your friend _____ asked me to give you a call, how are you? How do you know _____? (Let them talk and listen. Build rapport) (Use F.O.R.M.). You know what, it’s been so nice talking to you and you are everything (name of the person who referred you) said that you were. (Name of referral), our company is looking for a few sharp people that may be interested in a second stream of income and _____ said that you would possibly be interested in making extra money, is that true?”

Script #3 –



“Hi (Name of referral), how’s it going? This is (your name). Your name came up in conversation several times when I was talking with a friend of yours, _____. How do you know _____? (Let them talk and listen. Build rapport) (Use F.O.R.M.). That is really awesome. When I asked _____ if (he/she) knew of anyone who possessed a good attitude and personal skills, your name came up. So do you feel you have a good attitude and personal skills (chuckle)? Great, let me ask you a question. If the money were right and it could fit into your schedule, would you be open to looking at a new way to make money from home?”



If “YES,” “Okay, do you have about 6 minutes right now? What I’d like to do is show you WHY we are excited and what we are working on. At that point you will be able to determine if this will be a fit for you, okay? Can you get in front of a computer real quick?”

Send them to **www.BuildEpicWealth.com** and have them watch the BUSINESS OVERVIEW. Stay on the phone while they watch the video if possible. If not, schedule a time to follow up within 24 hours.



If “NO,” “Okay great!! I really enjoyed talking to you and I agree with you that this is probably not for you. Let me ask you a quick question. Who do you know that would like to make extra money, pay off their debts, erase their car or mortgage payment, etc.? Who do you know that wants to lose weight especially belly fat? Has a serious health challenge or has chronic pain? Drinks energy drinks or coffee? Suffers from joint pain (arthritis), inflammation, takes prescription drugs, needs more energy, wants to get rid of wrinkles etc.? (Ask for people they know that fit in at least two or three of those categories.)”

PRODUCT FOCUSED

Script #1 –



*“Hi (Name of referral). This is (your first name), how are you? Listen, your friend _____ asked me to give you a call. How do you know _____ (let them talk and listen)? Wow, that is really great. (Name of referral), the reason for my call is that _____ is a customer with our company and is very excited about the products that we offer. He/She asked me to give you a call because I asked him/her who he/she cared about that **(Fill in THEIR need: ex...could use some energy, has previously mentioned they would like to lose weight, weight, is experiencing pain, is into nutrition or wellness, wants more energy, is into healthy living etc.)** and you were on his/her list. **I PROMISED** him/her that I would at least get this information to you and get your feedback so (referral) what I would like to do is show you more information on our product line quickly.... is that okay? (Pause) We have an exclusive group of products in the areas of **weight loss, anti-aging skincare, pain management, fat elimination specifically in the waist area and energy**. Which one of those categories sounds most interesting to you (name of referral)?” (Pause. Wait for a response)*

**** Send them to the video link www.ProductsWithImpact.com AND add them to the 100% Epic Facebook Group. Ask if they can watch it right now quickly. If not set up a follow-up time for when they will watch it. Follow up and enroll them under the “referee’s” website via cell phone or computer.**

Script #2 –



*“Hi (Name of referral), this is (your first name), how are you? Your friend _____ asked me to give you a call (pause). I am working with _____ on a test market that we are doing in the (their city) area with an amazing new (type of product). It's in the weight loss/management (anti-aging, energy drink, arthritis/joint pain relief, etc.) arena and (name of the person who referred you) thought you would absolutely love this. So I **PROMISED** him that I would call you and find out if you would be willing to help (her/him/us) out and participate in our test market project so we can possibly add your testimonial to the hundreds of others? All I need to do is show you some information on what it does and hopefully you may decide to become one of (name of the person who referred you)’s first customers or you may know of someone that this could help. I know he would really appreciate it.”*

****Send them to www.ProductsWithImpact.com AND add them to the 100% Epic Facebook Group.**

Script #3 –



*“Hi (Name of referral), how are you? My name is (your first name) and (referrer’s name) asked me to give you a call. I work with a company that offers an amazing product that is helping a lot of people with (**Choose a Few:** weight loss, detoxification, decreasing belly fat, anti-aging, decreasing joint pain/arthritis, health enhancement increased energy, etc.). (Referrer’s name) thought this would be perfect for you and so I **PROMISED** him/her I would at least give you a call and share the information with you.”*

****Send them to www.ProductsWithImpact.com AND add them to the 100% Epic Facebook Group.**

IMPORTANT NOTES



It is extremely important to set up a time to follow up once they’ve seen or heard something within 24-48hrs.



Even if they are NOT interested, always ask them “who they know that.....” and make sure you are **SPECIFIC** about the categories you are looking for people in. (EXAMPLE: Needs more energy, needs to lose weight, wants to age backwards, get rid of wrinkles, self-starter, looking to make extra money, looking for more time with their kids etc.) If they are interested, do your best to get them to enroll as a customer and share so they can get FREE product.



Stay organized by using the Referral Sheet below to take notes and gather referrals. Remember... People do NOT care how much you know until they know how much you care. Be genuinely interested in their needs, wants and desires, LISTEN and you will have success.

REFERRAL SHEET



IMPORTANT NOTE

Please take a few minutes to review the questions below and write down the names of the people that you think would benefit from the B-Epic products or the business opportunity.

PRODUCT

- Who do you know that drinks coffee or energy drinks?
- Who do you know that takes health supplements or meal replacement shakes?
- Who do you know that is into skincare or hair care. Is into beauty products or makeup?
- Who do you know that takes an active interest in their health?
- Who do you know that takes pain medication?
- Who do you know that needs more energy?
- Who do you know that has mentioned that they want to lose weight, detox or lose belly fat?
- Who do you know that is into yoga or alternative health?
- Who do you know that has diabetes, cancer, crohn's disease, celiac disease, high blood pressure, high cholesterol, arthritis, lupus, fibromyalgia, sjogren's or hashimoto's (we make NO health claims)?
- Who do you know that works at a spa or salon?

BUSINESS

- Who do you know that is looking to pay off some bills or get out of debt?
- Who of you know that wants to spend more time with their children?
- Who do you know that is looking to supplement their income?
- Who do you know that knows a lot of people?
- Who do you know that has A LOT of instagram followers or Facebook friends? Who do you know that loves Tik Tok?
- Who do you know that owns a business, is entrepreneurial or is currently in a network marketing business?
- Who do you know that may be looking to save money on their taxes?
- Who do you know that's a chiropractor, barber or hair stylist, fitness coach/personal trainer, plastic surgeon, esthetician, realtor, sales professionals, stay-at-home mom, network marketer, waitress, bartender, or business owner?
- Who do you know that has a large influence? Ambitious? Sharp? Money motivated? Competitive? Hungry and has desire?
- Who do you know that has had financial success in the PAST and looking to win again?
- Who do you know that has the means to get started in a business?

Name: _____
 Phone Number: _____
 Email Address: _____
 Background: _____

What do you think they would be interested in and why?

Name: _____
 Phone Number: _____
 Email Address: _____
 Background: _____

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What do you think they would be interested in and why?
