

## How to make 1-2 minute calls for appointments – 10, 3, 2 or 3, 1, 2

Hello \_\_\_\_\_, you don't know me personally my name is \_\_\_\_\_. A good friend \_\_\_\_\_ referred you to me. Did I catch you at a good time?

Well the reason for the call is we're expanding a very successful business into the \_\_\_\_\_ area and we're looking for a couple of key people to help with the expansion. (The good friend's name) \_ tells me you are (Fill in blanks with positive attributes)???? Examples: outgoing, personable, well connected in the community, well connected, go-getter, business minded, etc...

This may not be for you (You may not be right for the business) but with my experience and your connections an opportunity exists for a lot of money to be made (or this could be mutually profitable.) (We may be able to form a mutually profitable relationship) Are you available on \_\_\_\_\_.?

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### What is it?

It's a unique business concept called the Unfranchise, have you ever heard of it? \_\_\_\_\_ Don't feel bad not many people have, I'm looking forward to showing it to you. When can we get together \_\_Monday or Tuesday\_?

### Then if they ask.....Can you tell me more?

#### You can say:

We're do 1:1 Marketing & Mass Customization. We customize products to individuals needs in 14 Vertical.

#### Or

We're changing the way people shop on the internet. We've Partnered with almost every major fortune 500 company and top names you probably already shop at like Nordstrom's, Wal-Mart, Dell Computer, E-Bay, . . . We are presently featured nationally in the September issue of Success at Home publication in Border Books. I'm really looking forward to meeting with you.

#### It will usually go no further than this.

#### Can you tell me more?

The truth is you may not even be right for the business but you may be able to help (new Distributor) and introduce us to the right people.

### Refer to Elizabeth's 10 Steps to Effective Duplication

#### Don't like selling?

You're going to love this. **Or** people don't like to be sold but they love to buy. We find out what people want and need and get it for them. **Go for the appointment.**

#### What kind of products do you sell?

What ever you want. There's a paradigm shift going on right now with the way people shop, the way people do business and the way people earn money. We are leading the way into Mass Customization and one-to-one marketing. I'll explain it when I see you.