

“Fast Track” Acquiring Your First **CUSTOMERS**

Sources of your 1st Customers:

- * Family * Friends * Co-workers
- * People you do business with
- * People who Love you and/or Owe you 😊

“Fast-Track” Customer Acquisition Script:

Step 1: GETTING THE SURVEY

Hey _____, It's __ (your name) __!!

- * Do you have a second, I need a **HUGE FAVOR!** *(wait)*
- * I just got started with a company called ACN so I can __ **(share your WHY)** __.
- * Basically, I'm just an authorized rep for about 20 different companies like Verizon, Comcast, DirecTV, AT&T, ones like that – and what we do is just save people money on all the same bills they're **ALREADY PAYING** every month around the house. *(brief response)*
- * Ok, so here's the deal... All I need is a **COUPLE** more customers to hit my next promotion, and I only have until **TONIGHT** to do it – so bottom line if I could save you some money on the **SAME** bills you're **ALREADY** paying, **could you do me a HUGE favor, help me out, and give my services a TRY, PLEASE?..** *(wait....)*
- * Great! Well, I'm still really new at this, so let me put you on the phone with the executive I'm working with to see what we can do for you. His/her name is _____!

(New IBO passes call to executive to collect the survey)

EXECUTIVE

Hi _____, my name is _____! *(response)* Hey, thanks so much for helping _____ out. I know it's real important for him to _____ (WHY) _____, and since **ALL** he needs is just a couple more customers, I promised I'd stay as late as it takes to help him get his promotion tonight – so again, I just want to say thanks!.. *(response)*

Now, I don't even know IF there's anything we can do to help you, but I **HAVE** been doing this for quite awhile, so let me just ask you a couple quick questions and we'll see what we can do!.. Sound fair?.. 😊

(Follow questions on Survey)

Ok, so is that all the big bills you're paying every month?.. *(response)* **GREAT.** Ok, listen, what I'm gonna do is sit down with _____ and work through all this to do an “apples to apples” comparison. Then we'll call you back here as soon as we know something – ok! *(response)* Great, hey thanks again for helping _____ out. I know it means a **LOT** to him! 😊

Step 2: THE CALL BACK

Hey _____, It's ___(your name)___! Well, we ran everything through the computer, and it actually looks REALLY good. Like I said, I'm still kinda new to this, so I asked ___(executive)___ to walk us BOTH through this a second. He/She's really THE expert on all the plans & services in your area, so this way he/she can kinda TEACH me at the same time he/she's HELPING you. *(no pause)* ___(Executive)___ can you hear me ok?...

(New IBO passes call to executive to sign up services.)

EXECUTIVE

(Yes, I'm here. ___(customer)_____, can you hear me?... *(Y/N response, no pause)*)

Ok great, well let's dive in. First off, based on your ADDRESS and everything _____ and I put in the computer, the good news is we can DEFINITELY help you out. In fact, the REALLY good news is, for the next DAY or so, there's still couple special promotions going on in your area – so we can ACTUALLY save you about \$_____ a year – and still get you the same – or BETTER – services than what you've already got. *(response)* Ya, and the best part is it's all REALLY simple to do, and like _____ said, I've been doing this a LONG time, so I can explain all this to you, and get you all taken care of here in just a few minutes!.. ☺

(Sign up services)

Ok, well that's about it! ☺ Hey, thanks again for helping _____ out. I know how important it is to him to ___(WHY)_____, and I just want to say "thanks" for being his customer. *(response)* Ok, well I'm gonna jump off the call and pass you back to _____. it's been fun talking with you, and I'm really GLAD we could help you out! ☺ *(response)*

(Immediately end call by saying:)

Hey _____, I know I've said this already, but SERIOUSLY.... Thank you SOOOO much. Every single customer I can get is really going to help me get closer to ___(WHY)_____; and I really, REALLY appreciate it. *(response)* Ok, well I'll be talking to you again here in a day or so just to follow up and make sure everything is going ok, and don't hesitate to give me a call in the meantime if you have any questions! Thanks again! ☺