

# THE PROFITABLE NETWORK MARKETER

The EASIEST WAY To Close Your  
Prospects – w/NO pressure



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# INTRODUCTION

Thank you for your interest in downloading our training book. You will find it to be very valuable.

The scripts and wording you'll see here have been proven to work for people like you, who took action. These powerful techniques have been shown to be extremely effective for many years.

But, don't feel 'locked-in' to what you read here. You may be more comfortable making some personal modifications based on how you communicate best. You can change some of the wording so that it sounds more natural coming from you.

The ideas and approaches you'll learn here are designed to be used as a guideline, and you can personalize the specific details about your particular business.

Using scripts is the most effective way to gain consistency and to learn the language skills necessary to be effective when talking to prospects on the phone. Working with proven scripts is also a great thing to teach the people on your team. This way, you are training them to use the same presentation method. This helps you build faster and more solidly.

Remember, being successful with your networking business is more about sorting than selling. These scripts will help you sort and qualify prospects so that you can present your business opportunity to the right people.

Personally, I have enjoyed more than 25 years of experience in network marketing and have built teams of over 100,000 distributors. I speak with the authority gained through my own experiences. The effective use of scripts is very powerful when qualifying your prospects. It gives you a clear track to run on without having to worry about what you're going to say next.

Remember, network marketing is a simple business that requires your activities are able to be duplicated by others.

In this short training book I have provided you with the initial calling script and how to handle some of the most basic objections.

I've also included scripts for voicemail drops, for when you can't reach a prospect. It is important to leave a compelling message that will help you create interest rather than 'winging it' and risk turning off a prospect.

In addition, I have included an effective email follow-up and text message for people you haven't been able to reach over the phone.

You will also discover some powerfully effective techniques for closing the deal. You'll get the right things to say; wording that has been proven successful over time, together with the psychology behind how it works. These time-tested and proven scripts will help get you going and boost your confidence so that you get the results you're looking for and become profitable.

One more thing; be sure to register for our free training calls. Those calls will provide you with an on-going support system. You'll see the link for it towards the end of this book.

Wishing you great success,

*Ron Malezis*

# THIS IS A PROVEN PROCESS

This is not an experiment. This is not a bunch of theory or mere philosophy. What you get in this book is a field-tested process that has been proven to work for many years.

Say the right thing to the right people and you'll get the right results.

Say the wrong things and watch out, because anything can happen.

This is why true professionals know what they are going to say in advance.

**“THE DIFFERENCE BETWEEN THE RIGHT WORD AND THE WRONG WORD  
IS THE DIFFERENCE BETWEEN LIGHTNING AND LIGHTNING BUG.”**

*~ Mark Twain*

# SOMETHING IMPORTANT WHEN WORKING WITH SCRIPTS

Most of the time, when you ask a question, WAIT for them to answer.

However, sometimes in these scripts there will be times you'll ask a question where you don't want a reply. You are actually just making a point... and no answer is required.

You'll see a blank line \_\_\_\_\_ in the script indicating where it is their turn to respond.

## INITIAL CALL SCRIPT:

Hi (their first name),

My name is (your first name), I'm calling you because you recently expressed an interest in making some additional income by working from home!

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

1. Are you more interested in a Part-Time or Full-Time option?  
\_\_\_\_\_
2. Would you be interested in just a job or in becoming an Independent Business Owner, where you can set your own hours and income?  
\_\_\_\_\_
3. Provided that you qualify, how much time would you be willing to invest in a business venture on a weekly basis? \_\_\_\_\_
4. Based on finding the right business how much income would it take to get you committed to working ( X ) hours? \_\_\_\_\_

## WRAP UP SCRIPT:

I think I have something that could fit what you're looking for!

I need 10 Minutes of your time to watch a video. It will explain everything we do! This should give you a really good idea of what's involved and will allow us, to go further in your search.... Would now be a good time to watch it? \_\_\_\_\_

If YES: Great. Here's the link.

If NO: That's OK. HOW SOON can you watch it? \_\_\_\_\_

# HANDLING BASIC OBJECTIONS

## 1. DON'T HAVE ANY MONEY!

**A).** I can appreciate that. Tell me how many years have you been in the workforce...15...20? So, you mean to tell me you have been in the workforce for (X) years and what you are saying is that you don't have (\$500-\$1,000) to invest in a business that could create true wealth in the next 3-6 months? How Does that FEEL? \_\_\_\_\_

**B).** Isn't that the EXACT reason you should be looking at doing something about it? Something unique, out-of-the-box, and that YOU own? \_\_\_\_\_

**C).** Let me ask you this. If your hot water heater (refrigerator, furnace, tires on car vandalized, etc.) were to give out and you required \$600 to replace it immediately, how long would it take you to FIND the money? \_\_\_\_\_

## 2. I DON'T HAVE THE TIME!

**A).** What's your short-term plan to overcome that situation? \_\_\_\_\_

And Your long-term plan? \_\_\_\_\_

**B).** If I could show you how you could begin leveraging your time with the efforts of a marketing team that I will assist you in building, would it be worth your TIME to take a serious look? \_\_\_\_\_

**C).** If you continue doing what you are doing, how long will it be for you to get your time back? \_\_\_\_\_



**D).** Do you like having no time? Do you enjoy what you are doing that leaves you with no time? \_\_\_\_\_

If I could show you an exit strategy to that situation would take a serious look? \_\_\_\_\_

**E).** Do you feel like your life is not your own? When will you be ready to take your life back? I can show you a way. \_\_\_\_\_

### 3. I'M LOOKING FOR A JOB!

**A).** How long have you been looking for a job? \_\_\_\_\_

Hmmmm. I see. (Go directly to the question or questions below that best fit the situation.)

**B).** Have you ever considered operating your own business where you can create the kind of income you would expect from a job, but have no ceiling on the level of income you can create? \_\_\_\_\_

**C).** Have you ever considered taking the skills and talents that you bring to the marketplace and utilizing them to create an income stream through your own business? \_\_\_\_\_

**D).** Have you ever considered having the freedom to create as much income as you want based on your effort in operating your own business (from home) rather than being confined to an income cap inside of a job? \_\_\_\_\_

**E).** Have you ever considered what it might be like if your commute was down the carpeted freeway from your bedroom to your home office, instead of the asphalt freeway to someone else's business that you work for 15, 30, or even 60 minutes away? \_\_\_\_\_

# SOME VERY IMPORTANT POINTS TO KEEP IN MIND

It is often better to ask an “Either/Or” question rather than a “Yes/No” question.

For example: “Are you looking for part-time OR full-time income?”

Don’t ASK if they signed up online. ASSUME they did, otherwise we wouldn’t have their information.

When handling their basic objections, sometimes a SIMPLE ANSWER can solve someone’s mental indecision.

Learn the responses to these objections. Commit them to memory. Make them a natural part of your conversation, and you can use them whenever appropriate.

# VOICE MAIL DROP MESSAGES

Leaving a good Voice Mail Drop is IMPORTANT!

People have call screening on their phones. If they don't recognize your phone number, they may let it go to voicemail. So, it's important that you have a brief concise message that has a clear call to action.

Your message needs to be short, clear, and to the point. It is NOT an opportunity meeting.

## (1ST MESSAGE)

Hi (their first name). This is (your first name) calling from (your city, state).

You asked us for information saying that you had an interest in learning more about our home-based income project.

I just wanted to follow up and help you get all the information you need, and 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 slowly and clearly). Have a great day!

# EMAIL MESSAGE

Sometimes you need to attempt reaching people using multiple media. Here is a “Tried To Reach You” letter.

## (EMAIL MESSAGE)

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 requested information from us about an exciting and profitable home-based income project. I wanted to make sure you got any information you might need, and answer whatever questions you’ll 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.

John, 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 for some extra income?

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, 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)

## 2ND AND FINAL MESSAGE

Fear of loss is a powerful motivator.

A final call voice mail drop is a great last-chance call to action. Leave this brief and concise message using a firm but FRIENDLY tone in your voice.

This will OFTEN get people to call you back. Many times, they will even apologize for not calling you back sooner.

### (2ND MESSAGE)

Hi (their first name). This is (your first name) calling again from (your city, state).

I'm leaving you a second and FINAL message as a reminder.

You requested information from us saying that you had an interest in learning more about our home-based income project.

I wanted to try you one last time so that I can get you all the information you need and answer any questions that you may have.

If you're still interested in a home-based income, please return my call. My number is (leave your phone number).

I really think you'll like what you see and I'm looking forward to speaking with you.

Once again, my phone number is (leave your number clearly). I hope we speak soon.

# TEXT MESSAGE

These days, many people are more likely to read and respond to a text message before email or voice mail. Be sure to PERSONALIZE it by using their first name, so they don't think it's spam.

## (TEXT MESSAGE)

Hi (their first name). You requested information about our home-based income project.

I want to make sure you get the information you need, & answer your questions. Could you please return my call?

Thanks, (your first name)

# CLOSING THE DEAL AFTER THEY'VE WATCHED A PRESENTATION

We've all been there... myself included. Picture this scenario. You've met with your prospect, shared your story, and presented your opportunity, and then the big question popped in your head:

How am I going to close and get the prospect to sign up?

It's a struggle everyone has had regardless of how long they've been in Network Marketing.

In a moment you're going to see a series of 6 questions to ask once you are ready to close the deal. This is the exact same system that has been used by all the people who have become top earners and industry leaders.

# THE PROVEN, TIME-TESTED, 6 QUESTION SYSTEM TO CLOSING THE DEAL

I have a simple closing methodology that works with every company and works in every country. It works with every age group and gender. Best of all, it consists of only 6 questions.

## 1. WHAT DID YOU LIKE BEST?

At the end of every exposure, the most effective question you can start with is “What Did You Like Best?”

The worst question you could ask is “What do you think?” Asking what your prospect thinks invites them to be a critic. They begin to think of how they could critique your presentation, and they come up with negative thoughts.

Instead, when you ask “What Did You Like Best?” you’ll get completely different answers.

This question invites positive thoughts. In fact, their answers will give you clues as to their level of interest.

If they really liked the product, that’ll guide you in a particular direction as you go forward. Or if they like the residual income, time flexibility, or the people, then you’ll know to focus on those points.

However, before we get to that 6 Question System, there are a few things to keep in mind.

Three points you must address to gain agreement from your prospect:

## 1. IS IT SIMPLE?

A confused mind says “NO”. Keep your presentation simple. Keep your explanation of the business simple. Don’t attempt to ‘teach’ the pay plan, as that tends to be confusing. Cover only the highlights of your compensation plan in general terms. The more simple your explanations are, the easier it is for your prospect to say “YES”.

## 2. DOES IT WORK?

Tell your personal story of how the product/service worked for you. Talk about how the business has helped you in your life. Show and talk about several real-life testimonials of people who are similar to your prospect. Always remember, “Facts tell. Stories SELL”.

## 3. CAN I DO IT?

No matter how good your company, your products/service, or your presentation is... your prospects will say “NO” if they can’t see themselves doing it. Help them visualize the benefits they have to gain. Have them imagine how this would solve their problems. Have them tell you how their lives would be improved by using your products/services and earning additional money. When THEY tell YOU, it allows them to visualize their own success.



## 2. ON A SCALE OF 1 TO 10...?

Ask your prospects, “On A Scale Of 1 To 10, with 1 being ‘Not At All’ and 10 being ‘Ready To Go’, how interested are you right now in this opportunity?”

This question takes their temperature. It will help you gauge their level of interest and how much more help they might need to make a decision. You will get a lot of 6, 7, and 8’s. And that’s great. You can follow up with “Why Did You Give Yourself That Number?” to gain more information and let them hear themselves talk about what they liked.

But what if someone says 2?

That’s still not bad! You will have a lot of work to build them up to a higher number, but a ‘2’ still indicates that they have some level of interest.

They might just need more than one exposure to get them ready. Simply ask them, “What can I do to help you get to a higher number?” Their answer will help you identify what’s the best follow-up to use in order to set up the next exposure.

Remember, anything over a ‘1’ is good.

## 3. HOW MUCH MONEY?

Now we start asking hypothetical questions. “Based on what you’ve just seen, if you were to get started with this company on a part-time basis, approximately How Much Money would you need to earn per month in order to make this worth your time?”

ASK what level of income would be interesting for them. Don’t TELL them what they could make. Listen to find out what they want, what their dreams are.

Be aware that some people will hit you with completely unrealistic pie-in-the-sky numbers. If that happens, you can help ground them by asking (or reminding them) how much they make on their full-time job now and how long they've worked there.

## 4. HOW MANY HOURS?

“Approximately How Many Hours could you commit each week to develop that kind of income?”

Again, be listening to see what they are willing to do, rather than what you would suggest.

Remember, in your initial conversation, you asked them this question earlier. “Provided that you qualify, how much time would you be willing to invest in a business venture on a weekly basis?”

Are they being consistent? If so that's great. If not listen for what may have changed. You may need to remind them of their initial response to that question.

## 5. HOW MANY MONTHS?

“How Many Months would you work X hours a week (use their previous answer) in order to develop that kind of income?”

Find out how much time they're willing to invest to get to the level they want to reach.

Once again, some people are not going to be realistic with you. It's good to compare what they are earning on their current full-time job, and how long it took them to get there.

## 6. READY TO GET STARTED?

After asking the previous 5 questions and listening closely to the answers you've been given, it is time to ask for the order.

Use this question.

“Based on what you've seen, are you Ready To Get Started?”

This direct approach takes all the pressure off you and your prospect. You've made it easy for them to say “YES”.

In the event your prospect has a concern that you haven't covered yet, this is where it will come out.

If you've done the other steps correctly, most of the time your prospect will simply say “YES”.

Open your company's enrollment form and begin filling it out with them on the phone. You might start by asking, something like “What Email Address Did You Want To Use?”

# ACT AS AN ADVISOR

As we discussed earlier, occasionally you'll get some crazy answers to some of these questions.

Suppose someone says they want to make \$20,000 a month, working only 5 hours a week, and they'll give you 2 months to accomplish that.

You have to remember that you are acting as an ADVISOR for your prospects. And as such, you'll have to be realistic with them. It's OK to compare it to what they're doing now and then guide them back to more realistic thinking.

You'll have to tell them that one of those three numbers will have to be adjusted. It will either take more hours per week, or more months, or less money. But something will have to change.

Don't be afraid to do this. You will gain credibility if you are honest and realistic with your prospects.

# CLOSING WITH CONFIDENCE

With this closing methodology, you will get more prospects to sign up because you are listening to what they want.

Do not TELL your prospects what to expect with Network Marketing. ASK them.

You may be pitching that they can earn \$10,000 a month, when all they want is \$1,000 to help put one kid through college or pay off a credit card debt.

The most successful people in network marketing LISTEN to what their prospects actually want, and then show them how those dreams can be fulfilled.

Use the 6 Question System when closing, and your confidence and results will improve. Don't worry about memorizing those exact words, just learn the general concept. Follow this format and you will become that much closer to becoming a TOP EARNER in network marketing!

# UNDERSTANDING REJECTION

Let's wrap up with something that EVERYONE has to deal with. Sometime your prospects say "NO".

It doesn't matter how good you are, or how experienced you may be. It even happens to the most successful people in the business.

You will never have 100% success, no matter how skilled you are.

A comparison to consider is that even the very best hitters in Major League Baseball have batting averages in the 300's. That means that the 'best of the best' FAIL to get a hit about 7 times out of every 10 attempts.

It's HOW YOU DEAL WITH IT that matters.

Being 'REJECTED' doesn't mean you aren't good enough. It also doesn't mean you have a bad product or service.

It means the other person FAILED to appreciate what YOU HAVE TO OFFER.

There are 2 types of 'Rejection':

## 1. "THANKS... BUT IT'S NOT FOR ME. IT DOESN'T FIT MY NEEDS."

While this can be disappointing, you really can't take it personally. Anytime something like that happens, it's not a big deal. Sometimes, it's just not a good fit... plain and simple.

However, if it's happening too often you need to go back and determine whether or not you're talking to the wrong people.

If you know that there are other people in your company who are calling leads and closing deals, then you can be pretty safe in assuming you are doing something wrong. Either you are talking to the wrong people, or you are saying the wrong things.

The good news is that by reviewing this book and staying connected with the other training resources we offer, (like our live weekly training calls), you can easily correct whatever problems you may be having and get yourself back on the right track.

## 2. THE DIRECT “NO!”

This one will commonly happen when you propose your solution BEFORE you identify the other person’s needs or wants.

If you haven’t clearly identified a problem they want to fix, then you will get a direct “NO”.

It is important to realize that YOU ARE CAUSING YOUR OWN REJECTION. That is because you are not being of service to other people... FIRST!

After asking the 4 questions in your Initial Call Script, it’s OK if you discover that the person you’re speaking with is not a good fit.

That is not the same thing as rejection. It is just a CONDITION.

Simply go on to your next call.

# CONDITIONS VS. OBJECTIONS

Frequently people confuse CONDITIONS with OBJECTIONS. When someone says “I can’t afford it”, is that an objection?

The answer is... IT DEPENDS.

Let me illustrate it this way. Suppose you were selling yachts that cost Ten Million Dollars. You make a sales presentation to someone who comes into your boat showroom who is working a normal 9 to 5 job and earning about \$50,000 a year.

When that person says they can’t afford it, are they giving you a sales objection, or are they making a statement of fact?

Well, unless they are big lottery winners, or inherited a fortune, they are stating a material fact. They CAN’T afford it. No amount of salesmanship or skill can change that.

It is important to keep this in mind as you pre-qualify people, before you launch into your presentation.

It’s NOT a ‘rejection’, or an ‘objection’, when you are dealing with a CONDITION.

Only through your skillful use of questions, and by paying close attention to their answers, can you know what you are really dealing with.

You may need to add that prospect to your list of people who don’t qualify at this time. You will always be able to follow up with them in the future to see if their condition has changed.



# DO NOT FOCUS ON MAKING A SALE

When attempting to decide if someone is a legitimate prospect for your business, products or service, your focus should NOT be on making a sale. Instead you should pay close attention to identifying their problems and determining whether or not you have a solution.

Your focus should always be on helping to solve a problem.

You may discover early on there's no match there. It's not a good fit. That's OK. It happens.

You saved valuable time and you maintained a good reputation because you were never perceived as being offensive or 'pushy'.

However, when you offer a believable solution to their problems, your prospects will be EAGER and HAPPY to get what you offer.

**"FIND THEIR PAIN. THEN, BE THEIR ASPIRIN."**

*~ Matt DiMaio*

# BE PREPARED & TAKE ACTION

Now that you've gone through this training book it's time to take action with what you've learned.

It is unrealistic to think that merely reading the scripts in this book once or twice will enable you to be effective on the phone.

To achieve maximum success, we strongly recommend that you rehearse these scripts multiple times before getting on the phone. This way you will sound more natural and won't stumble over your words.

You may want to practice by role playing with a member of your team. This will give you a practical ‘dress rehearsal’ for when it’s time to hit the phone.

Another good technique is to record yourself and listen back to the recording. This will allow you to judge how you sound and where you might need improvement.

## IN REVIEW

Remember, focus your energy on helping your prospects solve their problems.

The better you can do that, the easier it will be to make sales and enroll new recruits. There will be zero pressure because you are genuinely providing exactly what the other person needs and wants. The whole process will become EASY and FUN!

When you use the right words, you will get the right results.

When you use the wrong words, anything can happen.

Drill and rehearse with the scripts and the questions presented to you in this book. The better you know them, the more natural you’ll sound and the more effective you will be.

Utilize ALL the help that’s available to you. Be sure to take advantage of the resources listed below, in the next section.

Soon the discomfort of dealing with these new techniques will wear off, and this will all begin feeling perfectly normal to you.

Treat these ideas seriously and give the process the time it takes to work.

You are developing a skill set that can truly enable you to live the lifestyle of your dreams.

# RESOURCES

## FREE WEEKLY LIVE TRAINING CALLS

We provide you with ongoing free live training calls on a weekly basis.

During these training sessions, we call our own leads live, in real-time, and let the audience listen to the responses from the prospects.

Then we do an analysis on each lead and what they said.

Doing this gives you a real-world understanding and provides you with a clear insight.

To register for these calls visit:

<http://leadpower.net/livedials>

Training Website

You are invited to register and get the first 4 training modules absolutely FREE.

[MLMwealthtraining.com](http://MLMwealthtraining.com) is a network marketing training site that provides you with 21 modules that teach you exactly what it takes to be successful in our profession.

Register here for your first 4 training modules on the house!

<https://leadpower.net/MLMWealthTraining-Intro>

# LEAD SPECIALS

Having enough people to talk to is the key ingredient to network marketing success!

We have a very special package available.

You get 600 telephone interviewed leads for a truly amazing discounted price.

These are all prospects we actually spoke with over the phone who have said they are interested in hearing about a business opportunity to work from home.

You get 30 leads a day for 20 days.

This gives you enough contacts to sort through and find the most interested and best qualified prospects for your business at a very affordable cost.

The price is only \$135.

<https://leadpower.net/telephone-interviewed>

Got Questions?

If you have any questions, you can call our office between 10 AM and 5 PM Monday through Friday. The telephone number is 423-536-6302.

From Ron Malezis (Publisher) - Re: The course titled "The Profitable Network Marketer"  
For website <http://www.leadpower.net>

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# Ron Malezis

Author, trainer, and all-around network marketing authority, Ron Malezis is a pioneer in digital marketing. Ron founded LeadPower.net, the largest network marketing lead generation company in the industry, in 1999. Today, LeadPower generates over 5,000 leads weekly and has helped more than 180,000 clients find prospects, grow their teams and generate the best value for their business.

One of the top network marketers since 1980, Ron has built extensive teams, including three of over 100,000 distributors. He has a ceaseless passion for the industry and for taking new marketers under his wing to ensure they have all the tools and skills to make their own business a success.

Ron has a knack for distilling decades of network marketing wisdom into potent, easily digestible works, essential for anyone new to the field. To date, his eBooks and training guides have exceeded 200,000 downloads. Ron teaches marketers to present their businesses in ways that show their unique value and help prospects envision themselves as successful distributors and leaders in their own home-based business — because network marketers are not just selling a product; they're selling prospects on a business and a lifestyle.

Ron has been married to his wife, Jan, for 25 years. When he isn't writing or expanding his network, you can find him spending time with his five children and spoiling his three grandkids.

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