











- "Mirror" them. Watch your tonality, tempo and mannerisms while speaking.
- Remember the basics about most people:
 - ✓ They are quick to jump to conclusions
 - ✓ They're skeptical they suffer from the "shaft" syndrome
 - ✓ They procrastinate the spirit is willing but the flesh is weak
 - ✓ They dream of great wealth
 - √ They're curious
 - ✓ They don't think they can sell
 - ✓ They don't like salespeople
 - ✓ They would like to be their own boss
 - ✓ They would like to be in a business of their own, BUT...
 - ✓ ...they all doubt that they ever could or would







Friendship Farming

The system to turn strangers into friends

The F.O.R.M. Method

- **F** Stands for "**Family**". You might ask him (or her) if he is a family man, does he have kids, did he grow up here in town, etc.
- O Stands for "Occupation". What does he do for a living?
 How long? Does he like his job?
- R Stands for "Recreation". What do you do for fun? Perhaps there is a common interest
- M Stands for "Message". Tell the prospect what you do to spark his interest. Get the name/business card







Points to Remember When Making Contact

- Show enthusiasm but don't be over-bearing
- Don't get into extensive questions and answers. Sell the sizzle not the steak!
- Avoid name-dropping when possible (Hubert Humphrey, HGI, etc...)
- Do not hand out business cards when you have a hot prospect.
- Master the Invitation Scripts that you are going to use. Don't be caught not being able to answer a question.
- Don't go for "the kill" immediately. Relax, have a conversation and have fun with it!







Keep the Conversation Going

- The prospect should be talking more than you.
- Ask questions and listen.
- When you get an answer, dig deeper.
- Make it natural and conversational.
- Don't make the conversation all about you. Ask about them.
- Give a little bit, then reel it back.



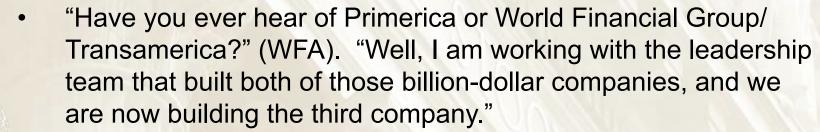


What To Say - Greenies





The Message



- "Have you ever heard of Transamerica? (WFA). The leadership team that built and sold that company is doing it again. I'm one of the company's recruiters."
- "Have you ever felt like you could succeed with your personal finances if you knew the rules of the wealthy? (WFA). I expose the secrets of the wealthy and teach regular people how to win the money game. Think of me as a Modern-Day Robin Hood."





What To Say – Affiliated Professionals



"What do you do?"

The Message - Know your audience!

- "I build successful financial services agencies."
- "I help realtors, insurance agents, attorneys and other professionals make more money by helping them diversify their current portfolio by adding additional revenue streams."
- "I help captive insurance agents offer additional products and services to increase their revenue. In fact, we have products that do not violate exclusivity agreements with most captive carriers!"



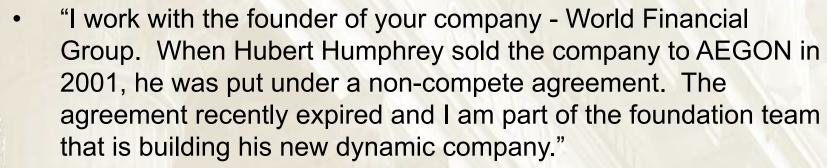


What To Say - WFG





The Message





"You know who Xuan Nguyen (Swan When) is, right? (WFA). I work with Xuan's mentor, Hubert Humphrey, the founder of your company, the Architect of the System. Hubert is starting a new company. It's like being in WFG during the startup years."



Good Questions



Search for the "Pain"

Do not assume money is their motivator!

- This must be a tough job! Do you like it?
- How long have you been doing this? Do you want to own your own ____ or manage it one day?
- It must be tough working here / working all of those hours with a family, huh?
- You've probably got it pretty good here, huh? I bet you're pretty happy with your job here?





Good Questions



Search for the "Pain" Dig Deeper!

When the prospect is talking, keep involved in the conversation.

- Why do you say that?
- Can you give me an example?
- Why do you feel that way?
- Has it always been like that?







Don't Assume

- DO NOT be on the defensive. Listen to the question!
- DO NOT assume that the question is an objection.
- DO NOT give quick, fast answers to make the objection go away.
- **DO NOT** dismiss their question/objection as trivial. You need to dig deeper to find out the reason they are asking the question.







"Is this Network Marketing / MLM?"

Response:

You're not interested in MLM, are you? (WFA)

If "NO", get to the root of the objection:

- Did you have a bad experience with MLM?
- 2. Tell me what happened?

Continue with:

"I am not a fan of MLM/Network Marketing. We are in the financial services business and we allow you to build your own Financial Services Agency within our brand. You don't need to recruit a thousand people to be able to make money here. In fact, you don't need to recruit anyone in order to make money."









Response:

Why do you ask? Are you interested in sales? (WFA)

If "NO", get to the root of the objection:

- 1. Did you have a bad experience with sales?
- 2. Tell me why you do not like sales?

Continue with:

"Most of the people that come on board with us are not sales people – they are typically not the kind of people that we are looking for. We have people from all walks of life joining us: Teachers, Coaches, Nurses, Single Moms, Health Care Workers. Personally, I'm not interested in being a salesman, but I love teaching people and helping them make educated decisions!"







"I've Seen Something Like This Before (PFS, WFG)"

Response:

Do you remember what is was? Tell me about it? Why didn't you join? (WFA)



- 1. Did you have a bad experience with sales?
- 2. Tell me why you do not like sales?

Continue with:

"That's a great company. Our opportunity is so much greater. You really should sit down with me and let me show you why."





Value Statements





- We are the only financial services marketing company that has the leadership team that built two billion-dollar companies.
- We have the "Architect of the System", the one who builds companies and makes thousands of people very successful!
- Imagine what your life would be like if you started at the beginning of WFG or Primerica? Well, this is that opportunity.
- You can never be a Xuan Nguyen in WFG.
- You can never be a Mike Sharpe or Jimmy Meyer in Primerica.
- All of the super-teams were built during the first 3-5 years of each of the previous companies.



Value Statements





- Who are you friends with on Facebook? My friends are millionaires.
- How many CEOs can you personally call up and ask for mentorship?
- As soon as you join us, all of your WFG/Primerica colleagues are now your prospect!
- You don't have to recruit a single person and you can make a ton of money helping people – all by yourself!
- We show people how to earn, save and accumulate more money