

# Example Word Choices

## Product or Business Prospects:

Hey (First Name), I want to get caught up with you and your life but I'm also calling for a specific reason. You keep coming up on my heart and I've wanted to share with you about what I've been up to lately.

I recently began a program called the 24-Day Challenge that includes an eating plan and nutritional products through a company called AdvoCare. I've lost 5 lb's and have more energy than I've ever had and I feel like I'm 17 again and I have made \$400 so far in my first month.... **Share 2 MIN Story (Give the preview not the movie)**. You are someone I thought of because (*state your reason as it applies to them*). Have you ever heard of AdvoCare? This may or may not be for you but this maybe for someone you know.

My friend, Mike/Janelle Friedrich designs programs for people based on their fitness goals and budget. When are you available to talk?

## Business Prospects:

Hey (First Name), I want to get caught up with you and your life but I'm also calling for a specific reason. I have a life changing opportunity and you are my friend and I want to get your opinion – **Share 2 MIN Story (Give the preview not the movie)** – When are you available to talk and hear more?

- *They will give you a time and/or day they are available*
- Then you say "Great I am going to have my friend Mike with me" (for a 2 on 1)
- or "Great I am going to have my friend Mike with me on the phone" (Conference Call)

## For Mixer and Event Inviting:

Hey (Name), what are you doing Thursday night at 7pm? (wait for response) I'm having some people over to my house that night and I'd love to share with you what I've been up to. **SHARE YOUR 2 MIN STORY**. You were someone I thought of because (*state your reason as it applies to them*) and I don't know whether or not the business side of AdvoCare is a good fit for you or not but I know at the very least you'll love the products, that's a given. But in the off chance it's not, that's perfectly fine, your friendship means more to me than anything and if nothing else, I would just love for you to check out what I'm doing so that if you run across someone who wants more energy or wants to lean up or wants a plan B income, then you might think of me.

## Sampling Spark- how to follow up:

Hey (Name), this is (Your Name) with AdvoCare, we met the other day and I was calling because I wanted to follow up with you. Did I get you at a good time? Great... (*this is your time to get caught up and bring back 3 points that you initially spoke about and that you learned about them\**).

As you may know at AdvoCare we specialize in nutrition and designing nutrition plans that fit your goals and budget and the reason I'm calling is 2 fold:

#1. I wanted to find out how you felt on the Spark I gave you

#2. I wanted to find out if you have any specific health and wellness goals

Share your product and business story and/or someone else's story as it applies to them and ask them if they see anything in it for themselves.

*\*Key insight...on your initial meeting with the person, listen intently on what they say and write down a few things you spoke about afterwards so that you can bring that back into the conversation when you follow up. This can be anything from how many children they have, what they do for work, where they went to school, etc. Remember, this is about how you can help them get what they want, not how much Spark you can sell them. **STORIES SELL, FACTS TELL. The more stories you tell the better.***