

# The BEST Phone Script

A proven and powerful script used regularly by many very successful AmeriPlan brokers! This script was written with the PERSONAL help of Zig Ziglar himself, who insisted to Steve Luxenberg (NSD) that IF the script were followed without variation, it would create incredible results. **It has!!**

Hello! Is \_\_\_\_\_{--FIRSTNAME--} there?

Hi, \_\_\_\_\_ my name is \_\_\_\_\_(your name). I don't know if my name is ringing a bell with you or not. (your name)??? YUP!!! From the emails! I wanted to call and meet you and let you know that I was a real person.

{--FIRSTNAME--}, you've indicated you're looking for information about making additional money from home. My call today is to ask you, if you could make an extra **\$250 - \$500** per week, starting **NOW**, would that still help you?? **GREAT!!**

Is this a good time to talk?

*(If not a good time...)* When would be a better time for us to talk? \_\_\_\_\_

*(If a good time, CONTINUE)*

SUPER! Listen, with our system you can make that kind of money NOW and build TRUE RESIDUAL INCOME! The name of our company is AmeriPlan. Have you ever heard of us?

Let me explain who we are and what we do. AmeriPlan is a HEALTH BENEFITS company. We have no products for you to purchase and try to resell to others. **NOTHING LIKE THAT!** What we market is a package of 4 HIGH DEMAND Health Benefits: Dental, Vision, Prescription, and Chiropractic. We save people up to 80% off these health benefits with no waiting period, no limits, no deductibles, and we cover all pre-existing conditions. What we have done is packaged all 4 benefits together and priced it right, and it **sells like crazy!**

It's only \$11.95 for a single person or \$19.95 for an entire household, even if some in the household aren't related.

{--FIRSTNAME--}, that's a **GREAT DEAL**, isn't it? That's why we have over 1 million people covered on



The Master Networker himself, Zig Ziglar, said:

*"The reason 90% of sales are NOT made is because nobody ever asked for the sale..."*

our plan, making us the nation's leading discount health benefits provider. That's a lot of people, isn't it?

{--FIRSTNAME--} I want to tell you that one of the best things you get when you start your AmeriPlan business, (BESIDES OUR PROVEN SYSTEM) - **is ME! (pause) (pause)** You see as your sponsor, I become your personal trainer and coach. I'm here to make sure you make money. I teach you how to build your business step-by-step and work with you everyday, shoulder to shoulder to help you make it happen. We work together! Not because you are a nice guy or because I am such a nice guy either... This is how I get paid extra bonus money - **ONLY when YOU are successful - profitable! I'm here to make sure you make money!**

"{--FIRSTNAME--}, do you see how this proven system and personal support can help you be successful building your business?" **GREAT!**

{--FIRSTNAME--}, you are a smart guy/gal, so you know it costs money to start any business. One man I know is in the hot dog business- he tows a hot dog cart up to Home Depot and roasts hot dogs and sausages.... That hot dog cart cost \$5,000 - plus his OVERHEAD is over \$1,000 per month. It doesn't cost that kind of money to do AmeriPlan!!! Would you mind if I shared with you how you could get started in AmeriPlan?

**{--FIRSTNAME--}, you can start your AmeriPlan business for just \$35... and the AmeriPlan monthly overhead is only \$35!!! This is Powerful: You submit ONLY ONE Broker application and you are already in a profit! {--FIRSTNAME--}, I have a question for you:** Does it make sense to you, to have all the best TOOLS, TRAINING and SUPPLIES that our company makes available to you so you can be as successful as possible -- does that make sense to you?

If that makes sense to you, then the **SMARTEST** way to get started is at our TOP level. We have 2 levels of enrollment. 2 different ways to get started in AmeriPlan: This is the TOP level:

This is what is called the AMERIPLAN POWER PARTNER ENROLLMENT, a \$695 value ON SPECIAL for just \$235. It will give you all the TOOLS the average broker needs for their first year in this business. Supplies include marketing and training videos, 4-color glossy brochures, applications, and prepaid envelopes to mail your applications in to the company, marketing DVD's, training CD's and much more... It also INCLUDES \$450 in Ameriplan Gift Certificates to buy any additional supplies you may need. I tell people very simply that if it doesn't take food off your table or keep your children from eating, the \$235.00 plan is the **smartest way** and **best value** to get started in your business.

FINALLY, (pause) for those folks just living paycheck to paycheck we have a \$35 enrollment. **For ONLY \$35 you become an AmeriPlan Broker!** You get a Basic Broker kit. This is a small starter kit -- enough to get you going and into profit! You do not get the free supplies and you do not get the \$450 in Ameriplan Gift Certificates. These are extras you can pay from your profits because you did not get them included when you signed up.

**\*\*\* MASTER ZIG'S ASSUMED CLOSE \*\*\***

**(FIRSTNAME) - Which plan makes the most sense to you? Starting on the \$295 plan where you get the AmeriPlan POWER PARTNER KIT, all the free supplies and gift certificates to buy additional supplies, or do you need to start with the lesser plan?**

**(LET THEM TELL YOU. BE QUIET until they answer.)**

***REPEAT this close over and over after each overcome objection or question  
REPEAT this close on EVERY FOLLOW UP CALL, 3-WAY CALL, PRESENTATION and***

**CONVERSATION**

GREAT! We can get your **application in** today and quickly get you started making money! AmeriPlan pays us on a DAILY basis. At the end of every business day they check the computer to see if we are owed any money. If we are a check is cut that night and mailed to us the next day!

All I need is your name as it appears on your drivers license:

Spell your last name please: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Home phone: \_\_\_\_\_

Cell phone: \_\_\_\_\_ (if not cell, any alternate phone #)

Your Date of Birth: \_\_\_\_\_

Your Best Email Address: \_\_\_\_\_

Married or Single: \_\_\_\_\_

I need the First and Last Names and the date of birth for everyone living at your house:

\_\_\_\_\_ / \_\_\_\_ / \_\_\_\_\_

\_\_\_\_\_ / \_\_\_\_ / \_\_\_\_\_

\_\_\_\_\_ / \_\_\_\_ / \_\_\_\_\_

\_\_\_\_\_ / \_\_\_\_ / \_\_\_\_\_

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\_\_\_\_\_ / \_\_\_\_ / \_\_\_\_\_

Are you putting this on your VISA? \_\_\_\_\_

.....(if none, as for checking or savings account info, see Note #2 below)

What is the Credit Card number? \_\_\_\_\_

Expiration date? \_\_\_\_\_

Name on the card? \_\_\_\_\_

Is your credit card billed to the same address as you gave me before? \_\_\_\_\_ (see note #1 below)

In order to PAY you we need your Social Security Number: \_\_\_\_\_

Great . I will send you an email today, and it will have all my contact information and details about our next NEW BROKER Training Call. Write down my phone # so you can call me ANYTIME!

**If no credit card.**

Do you have a checking or savings account? \_\_\_\_\_

What is the name of your bank or credit union? \_\_\_\_\_

What is your bank account number? \_\_\_\_\_

Is this a checking or savings account? \_\_\_\_\_

How does your name appear on this account? \_\_\_\_\_

What is the 9 digit routing number for the bank or credit union? \_\_\_\_\_  
(If they don't know ask if you can CALL their bank to get it.)  
What is your Driver's License Number? \_\_\_\_\_ State it was issued?  
\_\_\_\_\_

**If they do not sign up, do not pressure them.**

{--FIRSTNAME--} Look over my AmeriPlan (iboplus) website and watch our 6 minute "Creating Millionaires" video online OK? I'll send you the link to my site. What's your BEST email address? Ever heard of Morley Safer? Yup, the guy from 60 MINUTES... He did a BIG special on AmeriPlan on TV. We captured it, cut out the commercials and have it on our video page. That is the best way to check us out... You know Morley Safer! When do you plan on being back online? When is it best to get back with you? Tonight or tomorrow? \_\_\_\_\_

Super! I'm here to help you! Let's plan on talking again on \_\_\_\_\_ (DATE and TIME) after you and your wife have a chance to look this over.

When you do decide to do this I want you to know that I will help you!!! Look forward to talking with you \_\_\_\_\_ (date and time).

(SEND A FOLLOW UP EMAIL WITH YOUR IBOPLUS SITE AND DIRECTIONS TO WATCH THE VIDEOS. TELL THEM WHEN YOU ARE CALLING BACK TO SEE WHAT THEY LIKED BEST ABOUT THE VIDEO).

**NOT EVERY PROSPECT WILL BECOME A BROKER... HOWEVER, EVERY PROSPECT HAS TEETH AND EYEBALLS. Before you completely let them go as a Broker Prospect - be sure to ask them: "How do you like your Dental Plan?" They are now your Member Prospect!!!**

{ --FIRSTNAME--} , It seems like the timing is not right for you to become a Broker. Let's do this. I'll help you get started as a MEMBER. Use the benefits to save money on your Dental, Vision, Prescription and Chiropractic. It's only \$11.95 for you or \$19.95 for your entire household. Once you see how fantastic AmeriPlan is we can revisit and discuss upgrading you to a broker when the timing is better for you.

All I need is your name as it appears on your drivers license:  
\_\_\_\_\_

TAKE THE APPLICATION...

OK, Look over my GREAT HEALTH CARE PLAN Site:  
[www.mybenefitsplus.com/username](http://www.mybenefitsplus.com/username)

TAKE THE APPLICATION...

## Voice Mail/Answering Machine Message

Hi, { --FIRSTNAME--}, this is (your name) calling, regarding Ameriplan.

You were looking at my website today regarding the Ameriplan business opportunity and I just wanted to

see if you could earn an extra \$250 to \$500 per week starting right now, if that could help you?

Give me a call, (your name) at (your phone number), and I will return the call at my expense. That is (your name and phone number). We are expanding in the (cities or states name) area if you're still looking for an additional source of income. Call me right away!

Bye now...