

New Surveyed Prospects Script

Hello! Is _____{--FIRSTNAME--} there?

Hi, _____ my name is _____. I am calling regarding your survey, and interest in starting a home business. I don't know if my name is ringing a bell with you or not. (*your name*)??? YUP!!! Yes, I sent an email. I wanted to call and meet you and let you know that I'm real person.

Is this a good time to talk?

{--FIRSTNAME--}, you've indicated you're looking for information about making additional money from home. Regarding your survey, what are your expectations about a home business?

(These questions are icebreakers to establish rapport and to get a commitment from the prospect.)

How much money do you need to make to meet those expectations?

How many hours a week can you work to make that happen?

How much money do you expect to invest to meet your expectations?

I can show you how you can make that kind of money, however I need to know that you are serious so it is worth both our time. How serious are you about building a Home Business? (**Wait for their answer**)

I can show you a proven system where you can do this, the company, the industry, the product, the team you will be training with. I just have a brief overview of these items and we can see if this is something that you think you might be interested in. Okay?

Company

SUPER! Listen, {--FIRSTNAME--}, with our system you can make \$100 to \$900 per week NOW and build TRUE RESIDUAL INCOME, and guess what, with an investment as low as \$95. The name of our company is Ameriplan®. Have you ever heard of us?

Ameriplan® is a HEALTH BENEFITS company. We operate out of a beautiful new national headquarters located in Plano, Texas, just north of Dallas. Ameriplan® has been in business since 1992. Ameriplan® is a very solid company, has no debt, is a member of the Better Business Bureau, and was recently featured on Morley Safer's television show, American Business Review, as one of the best home business opportunities available today.

We have no products or inventory for you to purchase and try to resell to others. NOTHING LIKE THAT! What we market is a card that 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. Did you know that there are over 60 million people in the US who have no kind of medical coverage at all?

So this card sells like crazy, because 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 close to 2 million people are covered on our plan, making us the nation's leading discount health benefits provider. That's a lot of people, don't you think.

So {First name}, First Let's Talk About The Training and Support system that we use

Our team is one of the **FASTEST** growing teams in the entire company! The way we've done this is through the Internet, responding to the millions of people that are searching for home businesses, and by teaching them to use the internet like we do, and also teaching them to introduce this opportunity to people that you know or meet in person. We have put together some **FANTASTIC** support tools, because we have found by experience that a great support and training system really helps average people succeed.

(This next section in red is optional; use it if you think they need more information about exactly what they will be doing to make money immediately.)

As soon as you are a broker and we have your Ameriplan® websites live, I immediately get on the phone with you, using my best leads and start calling people who have requested information this very day about a home business, or about the benefits, so that you can start making money immediately. The first few calls that we make together, I do the talking and you listen as I present to your prospect, it's called on-the-job training. If we enroll these prospects while we are doing these training calls, they become your first brokers or customers. We can do these types of calls with your own network of people too, we can help explain this to them too.

We will also plug you into our professional, easy to navigate **team** website. On this site there are online videos, and many excellent and informative resources. This website is very effective and really helps sell the business for you.

Training

{First name}, our team website and our proven marketing system are two of the most powerful tools in this business.

We will train you exactly how to use your support tools.

1. We offer team training conference calls each week, which are listed on our team website, and as a member of the team you will receive email reminders for the calls. All members of the team participate, sharing their successes and experiences, so you can learn from them.
2. So, from the comfort of your home, you can hear LIVE or pre-recorded training calls and learn from some of the top income earners how to build your business more effectively.
3. You will get all the support you need to get your business rolling because, remember, you're in business for yourself... but not by yourself.

You get Me

{--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 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, do I make money!** **So you can bet I'm here to make sure you make money!**

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

Pre-Close

{--FIRSTNAME--}, you are a smart person, so you know it costs money to start any business, especially one like this where you stand to make a 6-figure income within a couple of years. I just want to give you a typical example of what working for yourself can cost. 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 cart cost him \$5000, plus his overhead is over \$1000 a month, and he works incredibly long hours, 7 days a week.

It doesn't cost that kind of money to do Ameriplan®, and most successful Ameriplan® brokers start part time, just a few hours a week. Would you mind if I shared with you how you can get started in Ameriplan®?

Close

{--FIRSTNAME--} You can start your Ameriplan® business for as little as \$95, and the Ameriplan® monthly overhead is as little as \$35 per month. You submit only one broker application and you are already in a profit.

The first type of enrollment is called the **Basic Broker Kit**, for \$95. It is a small starter kit, enough to get you going and into a profit, a few DVDs and a few brochures. You will have to buy additional supplies that you will need from your profits because you did not get them when you signed up. You also have your monthly overhead of only \$35 for the benefit card.

{--FIRSTNAME--} The enrollment that I recommend to people is our top enrollment, called the **AMERIPLAN® POWER PARTNER ENROLLMENT**, which is \$295. The reason I recommend this plan is because you get all the TOOLS the **serious** broker needs for their first year in this business. Supplies includes things like:

- Marketing and training videos, color glossy brochures, applications, marketing DVD's, training CD's
- It also INCLUDES \$450 in Ameriplan® Gift Certificates to buy any additional supplies you need throughout the year.
- I tell people very simply that if it doesn't take food off your table or keep your children from eating, the \$295.00 plan is the smartest way and best value to get started in your business.

***** 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 lessor enrollment, the Basic plan? Which works best for you?

(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**

IF YES,

GREAT! We can get your websites set up right away 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!

How do you spell your name as it appears on your driver's license? (Continue with their application, take down all the information on the form we sent you, and then go to your website and sign them up)

They may want to sign up themselves online, take them to the website and instruct them through the sign-up process.

IF NO, Do not pressure them.

What I'd like to do is give you some websites to look over, so you can make an educated decision about this business. Do you have a pen?

Get them to go to the following web page:

(Give them your team website address)

Watch these videos

- **What If?**
Find out how **Ameriplan®** is **Creating Millionaires**. You can work from home and earn what your worth while you help others get the coverage they need with this unique, HIGH DEMAND benefit system for the entire household.
- **Introduction to AmeriPlan® Benefits** to learn how families all over the US are saving a lot of money every month with their discount card.
- (your own website address here) This is our Ameriplan® website where you can learn more about the company and the benefits offered.

Now repeat those addresses back to me. Great!!

What's your BEST email address? I will send you an email with those links too. 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 spouse) 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 all the above information and directions to watch the videos. Tell them you will call back to see what they liked best about the video.

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 driver's license:

TAKE THE APPLICATION...

IF NO, Do not pressure them.

OK, Look over my Members Site: www.mybenefitsplus.com/_____ (insert your Ameriplan® benefits site here) write that down. Did you get it, repeat it back to me.

Great, when would be a good time for me to call you back to answer any more questions you may have?

(Set an appointment to call back.)

Voice Mail/Answering Machine Message

Hi, { --FIRSTNAME-- }, this is (your name) calling, regarding your survey and interest in starting a Home Business.

I just wanted to see if you could earn an extra few hundred dollars per week starting right now, part time, if that could help you?

Give me a call, (your name) at (your phone number). That is (your name and phone number). I will send an email with some websites to visit and the subject will say, _____
Check it out and then call me right away!

Have a great day! Bye now....

AmeriPlan® BENEFITS ARE NOT INSURANCE

This is a Discount Medical Plan Organization NOT a Health Insurance Policy. The Plan provides discounts at certain health care providers for medical services. The Plan does NOT make payments directly to the providers of medical services. The Plan member is obligated to pay all health care services but will receive a discount from those health care providers who have contracted with the Discount Medical Plan Organization. AmeriPlan® Corporation 5700 Democracy Drive Plano, TX 75024.

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