

## Recruiting Pet Professionals

Following are two scripts, which you can use to contact professionals by telephone. For the best results, practice a script out loud several times before making your first call.

### COLD CALLING PET PROFESSIONALS

*Hi, my name is (your name) and I represent Life's Abundance.*

*Do you have a quick minute?*

*Thank you. I'm sure you are busy and I want to respect your time, so I'll be brief.*

*We specialize in helping pet professionals generate an additional income.*

*I believe (name of the business) can benefit from our program and I have just two questions.*

1. *Do you recommend pet products to your clients now?*
2. *Since you're already recommending products to your clients, how would you like to get paid for your recommendations without significantly adding to your workload?*

If the pet professional does not have time to speak with you, ask if there is a more convenient date and time to talk and then call back.

If the pet professional answers yes to the questions, you have two choices:

- a) Explain the opportunity and attempt to sign up the prospect. (Please note: Only choose this option if you are a Field Rep with experience signing up pet professionals.)
- or -
- b) Schedule a three-party conference call with your sponsor, prospect and yourself using the script outlined in point #3 below.

3. *Let's set up another call with my associate. We'll review our program and answer your questions. It should take about 10 or 15 minutes. Then you can decide if it's right for you. Do you have your calendar handy? (Ask for a few dates.) What days are good for you? Are mornings or afternoons better? I will call you back tomorrow with a firm date and time. I look forward to speaking with you. Thanks.*

### **YOUR SPONSOR'S ASSISTANCE**

Call your sponsor and choose a convenient date and time for the conference call. Then call your prospect and confirm the appointment. If you do not know how to set up a three-party conference call, ask your sponsor how to do this. At the time of the call, remember to introduce yourself and your sponsor. Take a few moments during the introduction to praise your sponsor. This will elevate your sponsor in the eyes of your prospect. And then let your sponsor take control of the conversation and close the sale. It is just that easy. If you are unsuccessful getting your sponsor's help, call Field Support for assistance.

## **COLD CALLING DOG AND CAT BREEDERS**

*Hi, my name is (your name) and I represent Life's Abundance.*

*Do you have a quick minute?*

*Thank you. I'm sure you are busy and I want to respect your time, so I'll be brief.*

*We specialize in helping pet professionals generate an additional income.*

*I believe (name of the business) can benefit from our program and I have just three questions.*

- 1. Do you currently pay for your pet food?*
- 2. Do you recommend pet products to your clients now?*
- 3. Since you're already recommending products to your clients, how would you like to get paid for your recommendations without significantly adding to your workload and get your pet food for free?*

If the pet professional does not have time to speak with you, ask if there is a more convenient date and time to talk and then call back.

If the pet professional answers yes to the questions, you have two choices:

- a) Explain the opportunity and attempt to sign up the prospect. (Please note: Choose this option if you are a Field Rep with experience signing up pet professionals.)  
  
- or -
- b) Schedule a three-party conference call with your sponsor, prospect and yourself using the script outlined in point #4 below.

- 4. Let's set up another call with my associate. We'll review our program and answer your questions. It should take about 10 or 15 minutes. Then you can decide if it's right for you. Do you have your calendar handy? (Ask for a few dates.) What days are good for you? Are mornings or afternoons better? I will call you back tomorrow with a firm date and time. I look forward to speaking with you. Thanks.*

### **YOUR SPONSOR'S ASSISTANCE**

Call your sponsor and choose a convenient date and time for the conference call. Then call your prospect and confirm the appointment. If you do not know how to set up a three-party conference call, ask your sponsor how to do this. At the time of the call, remember to introduce yourself and your sponsor. Take a few moments during the introduction to praise your sponsor. This will elevate your sponsor in the eyes of your prospect. And then let your sponsor take control of the conversation and close the sale. It is just that easy. If you are unsuccessful getting your sponsor's help, call Field Support for assistance.