

### 3-WAY OUTLINE FOR EVENT COORDINATORS

*(This approach is designed to invite the prospects who want to learn more about the financial opportunity)*

1. **Greeting**-- "Hello... Yes, I have a few seconds."
2. **Ice Breaker**-- "Hello (*PROSPECT*), it's a pleasure to meet you by phone! As (*Associate*) probably told you, our company is expanding and we're looking for those who may be a good fit for our company or can refer us to someone who is. Tell me about yourself. (Where are you from? What do you do for a living?)"
3. **Goals**-- "What's most important to you at this point in your life? Where do you see yourself in the next 5-10 years... Where do you want to be?"
4. **Reverse Edification**-- "Well, I can see why (*ASSOCIATE*) thinks so highly of you -- and that means a lot to us because (*ASSOCIATE*) is one of our rising stars."
5. **Qualify**-- "So, I understand that you just finished viewing our (3rd party tool)? What about it makes the most sense to you?"
6. **Your Story**-- "I hear that all the time, I actually heard about LegalShield and Team Platinum... (Take 15-30 seconds to tell them, When and why you looked? How much success & how fast, 15-30 seconds) -- So, of course I have only good things to say about LegalShield & the support team that we have working with us."
7. **Invite**-- "(*PROSPECT*), you sound like a potential candidate for what we are doing and I'd love to put you on the guest list for our Opportunity Showcase.... it's (date/time/ of event). We are going to break down exactly what we do and how we get paid. You'll be introduced to other prospective team members, like yourself and get a chance to network with other successful people in your area. Are you able to clear your schedule on (date/time)?"  
[Pause] "Great! It's a professional event, so most people will be dressed sharp and it's at the (location) in (city/state). (*ASSOCIATE*) will give you the directions. (hopefully, you can come together.) May I have the correct spelling of your first and last name?"
8. **Next Exposure**-- "Have you had the opportunity to hear our (tool they haven't seen) corporate telephone overview? Great, grab a pen and I'll give you access to that. Let me know when you are ready... {GIVE NUMBER}." "What this is - is a 10-minute orientation. It details exactly why over a million families are already using this service and why LegalShield paid out over \$120 million dollars to folks like us last year alone. Make sure you jot down anything that stands out to you and any questions you have -- because we're going to pick up on (date of event) exactly where the phone overview left off! So, (*PROSPECT*), obviously it's very important that you listen to it PRIOR to attending the event. It's a 24-hr recording. You can listen in anytime tonight. Sound good?"
9. **Posture**-- "Is there anyone else you would like to bring with you? Seating is very limited for this event so please keep your appointment otherwise we may not be able to fill your seat in time. If there's an emergency however, please let me know as soon as possible so we can make new arrangements for you. (GIVE THEM YOUR NAME AND NUMBER)."
10. **Confirm**-- "Ok, (*PROSPECT*) we have you scheduled for (location/day/date) at (time) sharp ready to network. Remember to bring a notepad and pen You're gonna have a great time! It's been a pleasure meeting you. It's been a pleasure speaking with you... (*ASSOCIATE*), I'll pass it back to you."

Last Updated 10/7/13