Step 1-Your Story

Remember

Facts Tell, Stories SELL

Tell your story about what the program is doing for you. If you are not eligible for the program, tell a story about someone you may know who IS on the program.

Generate curiosity about what the program can do for them, with a Story:

Sample Script

(What to Say):

Quick Statement:
I work with a company that helps people payoff all of their debt, including their mortgage in as little as ½ to 1/3rd the regular time, without refinancing, and without having to change your budget.

Tell yours or another users story:
(Customer Name), my (wife/husband) and I have been on this program, and it has really changing our lives financially! We're paying off our 30 year mortgage and all of our other debts in 11.8 Years. It is also helping us to save up a cushion or an emergency fund for hard times which we can use any time we choose to! This really creates a different world than paycheck to paycheck. You really NEED to check it out.

Step 2-The Solution

Client: What is it?
It's a financial service called the Worth Account. It's a service that uses banking strategies to pay down debt in as little as ½ to 1/3rd the regular time, and builds up cash in your bank account.

Clients from across the US, Canada and Australia are paying off all of their debt, including their 30 year mortgage, in as little as 7 to 10 years, and are now building up significant cash reserves in their bank account.

I would highly recommend that you have an analysis run, to see how much time and money the Worth Account will put back in your pocket.

The company works by invitation **ONLY** and with people who are serious about saving interest, paying off their debt and building up savings in their bank account.

Step 3-The Invitation

(Get your prospect on a call with the Analysis Department asap):

(Customer Name) when is a good time to get you on a call with them, to see what they can do for you? (Always drive to get them on the call asap. Dial the number with them, introduce them to the Analysis Agent at the Home Office, and be sure to offer to get off the call once they are started with the Analysis Agent).

Analysis Department: 1-800-224-1053

Questions that may come up in this Step

Client: So how much is the service?

Well, it's actually really cool how they do it. They don't charge you for your analysis, and they only charge you a percentage of your projected savings under the program. The percentage ranges between ½ a percent to 3% of the amount you're projected to save. So, if you're not projected to save anything under the program, you don't pay anything. And, the higher amount you save, the lower percentage they charge to take advantage of the program. This program will open your eyes and show you your true financial potential no matter how much or little you make and spend. And one of the best things about it is you do NOT have to change your current budget.

Client: So how does it work?
You're familiar with a GPS or navigation system right? Yes
You get in your car and type in the address and it maps out the shortest most effective way for you to get to your destination, right? Yes
And if along the way you miss a turn or take a wrong exit, what happens?... The GPS recalculates and guides you how to get back on track, correct? Yes

Well The Worth Account is an intuitive online system that works the exact same way a GPS does, only financially. The Worth Account is programmed with a considerable number of financial strategies that the banking industry has used for years to quickly eliminate their debt and build wealth. 24 hours a day, 7 days a week, the Worth Account is analyzing every aspect of your personal financial situation, to maximize your cash flow, pay off your debt in record time, and build up significant cash reserves in your bank account. All without having to refinance, and with no change to your current budget. And, the best part of it is, the Worth Account runs all of the financial strategies for you, behind the scenes. So all you do is log in for 10 minutes a month, and follow the simple prompts of the program. In other words, it takes you by the hand to eliminate your debt in as little as ½ to 1/3rd the time, save the most interest, and build up substantial cash reserves.

Client: Can you tell me more about how it works?
Well, I can definitely tell you that it's easier to use, than it is for me to explain. But, I can put you on the phone with someone that can give you a crystal clear explanation of exactly how it works. And they can answer any questions you may have.

<u>Repeat Step 3-The Invitation</u> (If Needed)

(Get your prospect on a call with the Analysis Department asap):

(Customer Name) when is a good time to get you on a call with them? 1-800-224-1053

(Get your prospect on a call with the Analysis Department asap):

So when is a good time to get on a call with them? (Pause for response) The analysis is quick and easy and it's free. Once we get them on the phone, I can jump off and you can take it from there. Does that sound good?

<u>Objection:</u> Why don't you just give me their phone number and I will call them?

Well, they work by invitation only. So I have to call in for you and confirm that your someone that is serious about looking further into saving interest and building a cash reserve. So I can call them with you, and then get off the phone once your connected to the Analysis Department. Or if you're serious about getting your free analysis, I can set up a time to have them call you, but you have to truly plan on taking their call. Again, there is no obligation, and it really will open your eyes to your financial possibilities.

Step 4-Analysis & Worth Coach Appointment

Client: All right, that sounds good. Let's call them.

(Make sure that you are aware of when the Worth Coach call is set. Work with your client to make sure that they are ready and make the appointment with the Worth Coach. Call them in advance of the call. You want to make sure that 24 hours in advance of the coaching session, they are still ready to have the call).

Make sure customer shows up for the appointment by following up.

Type of customer were looking for?

- Home owners
- Our service is for the Capable not the Incapable. Example: (Our customer is someone who wants to be in control of who gets their money, NOT someone who cannot make their min PMT's) THEY MUST BE SAVEY ENOUGH TO USE THE INTERNET.

Requirements to set an Appointment:

- ☐ This customer has a home with a mortgage or is looking to purchase a home and is open to us showing him a better way to save money.
- ☐ Has seen the Video? (**Video is coming**)
- ☐ This customer to the best of your knowledge has the ability to purchase the program.