

After you place your craglist add. Let the phone ring and let the prospect leave a voicemail. If they leave a clear and appropriate message, call them back. Here is the script:

Hello _____, this is _____ from the mortgage protection center. I am calling you back about the craglist add that you responded to. Do you remember?

**Just looking for yes or no. As soon as they say yes.
(Immediately ask them what they are doing for a living right now?)**

How long have you been doing that?

Why are you looking for a new career right now?

How much do you make a year?

We may have a fit here but I am about to pop into a meeting right now but let me tell you briefly what we are doing. We have put these contracts together with these billion dollar companies and they have built these products for us to

market. You may have heard of some of them: Mutual of Omaha, ING, Transamerica. These companies are great at marketing their names but not real good at marketing their products. That's why they pay us very handsomely to do it for them.

_____ We expect all our field underwriters to make a minimum of \$100K this year. I am running very late for this meeting so here is what you need to do for me. Text me your email address and I will email you a power point presentation that will go into more detail about our products, how the commissions are paid and how you get promoted up into our company. I need you to watch the entire presentation and write down 2 or 3 questions and call me back tomorrow at 10am.

Is that a deal?

Talk with you tomorrow.

1 out of 20 will call you back so don't wait by the phone. Let them leave you a voicemail. When you get the voicemail, text me or your manager what is the best time to do a 3 way with

them. Then text your new prospect that you will be calling them at that time.

Call them at that time and ask them if they watched the entire power point. If they have, say I think I can get my manager on the line with us, hold on. Then immediately dial to me or your manager. At that point simply introduce your prospect to me or your manager and set back and listen.