

PROSPECTING: ROLE-PLAY EXERCISE

Phone and Zoom calls are the best way to move a prospect into enrollment or as a new Customer. 4-Star Crown Sonia Magruder and Crown Melissa Hanson created this role-playing messaging to show how prospecting should be personal, thoughtful, and authentic.

* Remember, every one of your prospects is unique and that's why it's important to listen.



The Gym Owner



Purium BP: "I wanted to check in with you! How are you doing during this crazy time? I heard about the gym being closed. Are you doing online classes?"

Gym Owner: "I'm trying to transition to online, but it hasn't gotten a lot of traction. To be honest, I'm not sure I can renew my lease."

Purium BP: "I can't imagine the anxiety you're feeling. I wanted to run something by you that may be right up your alley... It's an opportunity where you can continue to make an income that's residual. It's a nutrition line that's entirely organic. I thought of you because you already have the credibility. People respect your health opinion. These are the cleanest products on the planet! You know I'm a stickler and wouldn't just recommend anything."

Gym Owner: "Is it MLM?"

Purium BP: "Yes! And that's one of the things I love about it. See I only got into this 2 years ago and I didn't get Direct Sales then. But, that's how it's highly leveraged and creates residual income. It's completely transformed my income and business."

Gym Owner: "It's sounds amazing. To be honest, money is super tight right now and I don't have a lot to invest."

Purium BP: "I totally get it. The company is offering complimentary enrollment with a 30-day nutrition reset. You buy that and then you get your own codes to give to others. What do you think?"

Gym Owner: "It sounds too good to be true."

Purium BP: "Are you by your computer right now? I'd love to show it to you. Type in puriumenrollment.com."

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The Real Estate Agent



Purium BP: “I was just talking to my friend the other day and she isn’t showing a lot of houses right now. I wanted to see how your business is doing?”

Real Estate Agent: “It’s so crazy right now. No one is allowed to do open houses. And all the showings require waivers. I’m really not sure when or how this is going to change any time soon.”

Purium BP: “That’s so rough. I can’t even imagine. Well, I thought of you because you are the hardest working person I know, you always listen and you always deliver. I’ve been working with this nutrition line for the last 2 years, and I love everything about it. It’s all organic, the income is residual, the company is going plastic-free and they are the cleanest products.”

Real Estate Agent: “Wow. That sounds amazing. As you know, I’m commission only and I don’t have a lot in the pipeline. I’ve actually been looking to diversify to get some income coming in because of the current market.”

Purium BP: “Coincidentally, one of my friend’s is crushing it. She actually replaced her multiple 6-figure income from real estate with this business. I would love to introduce you to her.”

Real Estate Agent: “I’d love that!”

Purium BP: “Great! Can I show you the program? Are you by a computer? Type in puriumenrollment.com”

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Objection/Delay

Here is what you can do with objections.

Real Estate Agent: “Well, it sounds amazing, but I really need to talk to my partner first.”

Purium BP: “Sure, I totally get it. I’m going to send more info and my favorite products. When’s a good time to follow up with you? I don’t know about you but if I don’t put it in my calendar it’s out of sight, out of mind forever. Feel free to invite your partner to join too!”

Key Points to Remember

“Whether you think you can or can’t, you’re right.” - Henry Ford

Purium has something for everyone. Why do YOU want to be a part of Purium? Reflect on what you love about Purium. Write it down. Then, when you share it, your passion and enthusiasm will be enticing!

- Listen for the pain points
- Validate their feelings
- Be empathetic
- Never stop being open to bringing someone in



Lead with Product

“What I love about this program is that...”

“...it supports gut health.”

“...it floods the body with nutrient-dense superfoods.”

“...it allows you to still eat and lose weight.”



Lead with Business

“What I love about this company is that...”

“...it offers residual income.”

“...it is eco-friendly.”

“...it is a family-owned business.”

“...it manufactures the products.”

“...it stands for integrity and quality.”

“...it is surrounded in a supportive community that are all working to improve the world.”