

Jeff Fieldsted - Getting to a 30x30 base quickly!

Prospecting

Goal is 60 directs in 6 months

Face to Face Prospecting, 15-20 #'s a day

Can I ask you a question? Are you from around here? The reason I ask, is I have a business and I'm looking for some sharp people. What do you do for work? WFA. Really do you plan on doing that for the rest of your life? (Or if the money was right do you keep your options open?)

Two options. Yeah I keep my options open or what do you do? **You know all the financial stuff happening in America today we help fix it**, obviously you can see why were growing so fast. So what was your name? Introduce myself & change direction in the conversation. Hey where's a number I can get a hold of you in the next 15-20 mins we can set up a time. I'll get in front of my schedule well get together and see if we have a mutual interest.

I'll get the name and the number and I'll get 15-20 names or whatever.

"Hey John, this is Jeff, how's it going? I met you wherever earlier today **I just wanted to set up a time to get together with you to sit down and show you what I'm doing** real quick. I have Tuesday or would Wednesday be better. And I just set up a time. Hey John let me ask you, who other than yourself would be involved in making a career decision? Myself or my spouse and me or nobody. Great do you have a pen to take down the address to my office, If you say my wife would be involved. Id say great what area of town do you live in? Awesome I'll be in that area Wednesday what's your address?

Go get 15-20 a day. In the first 2 weeks nothing happened.

Then I recruited 1 direct a day for 7 straight days. I wrote 10k in last 2 weeks of the month.

RI What do you do? What do you like about it? What don't you like about it? What would you change? What are your goals and dreams? What's your dream life? What's your dream income? Where's your dream home? What do you want to give to? Highlight Primerica has what you want and not what you don't want. Quick presentation. Before and after. A & B example. Compensation from that example Track records in our organization. 1st year P/T then 2nd year F/T.

Hey as you see all of this stuff, **if you could hit all of your goals and dreams, doing what we do with no risk of leaving your career is there any reason you wouldn't get started PT?**

Great then here's what's going to happen. I'm going to get your application started, ask you some background questions. Well get you background started today OK?

RIs are all questions. It's not about you talking them into submission.

I came to Primerica because... I was frustrated, I had my pay cut and I wanted something different. I didn't come here for the Rule of 72 or BTID, now that's all good. People see this as a vehicle that can achieve their goals and dreams. What keeps people here is what we do for the consumer. We don't learn the crusade for a while.

Tony Narain Appointment Setting in the Warm Market

Pull out your cell phone and go from A-Z. Our inventory here is names and numbers. If you owned a shoe store its shoes, If you owned a restaurant its food, if you owned a Starbucks its coffee.

Without shoes are you going to have a successful shoe store? Without food are you going to have a successful restaurant? Without coffee are you going to have a successful Starbucks?

Just like you can't have a successful Shoe store, Restaurant or Starbucks without inventory our inventory is names and numbers. We have to have the most names for the most success. So let's say you get 100 on your list my goal is to get 10 referrals from each one so if I did that how many people would you have to call? 1000. So I'm going to turn that 100 name list into a 1000 people. So John you're going to have an unlimited number of people to call. The more names you have on that list originally the more success you're going to have.

I don't want you to leave anybody off, because that person might give us referrals, that person might want to join us they may want our services. I don't want you to leave anybody off because they can't help you then. I start qualifying the list. I put stars next to the ones we want to go see the 5 Pters. They don't know why I'm putting the stars. So now I want you to rate the ones I've starred for credibility. Put a 1 next to the one we're you can walk into the house and help yourself to the drinks in the fridge and are totally at home. Rank it down 1 you know the best and the last one you know the least.

You send them the text that they will forward out to everybody. "Hey I just got started with a company, I'm really excited about it, I put you down as a reference, Jeff Fieldstad is going to be giving you a call, please take his call it's very important to me. Thanks." Text goes out.

Reference Check Script!

Hey Christian this is Jeff how are you doing. John has come to work with my company and he has to get a license with the state of PA, but before he can get that license, he has to do 3 training presentations. He told me he had enough credibility with you that you would give him 30mins of your time to help him with one of these training presentations. Does he have credibility with you that you would give him 30mins of your time? Ok great I have Mon or would Tue be better?

(98% of the time they set the apt)

Teach the new recruit this script so that when their friends call to ask questions they can answer!

" Hey I just got started I have to get my license with the state, I have to do 3 training presentations, so I can get my license, there's no obligation, we'll come by for 30mins and we'll explain it when we get there. Thanks."

If they're ready to go I recruit them right then.

3 commitments I get from everybody I recruit! There's a few things you're going to have to commit to, too be successful here. First thing you're going to have to show up to all trainings. Our trainings are Thursday night 7:30-9 and Sat morning 9-11:30. Is that something you can do or at least re-arrange your schedule to do in the near future. The 2nd thing I need you to do is get me in front of 10-15 people that are married with kids and have a job. Is that something you can do no problem right? The third thing I'm going to need you to do is submit an independent business application with \$99 for your background check and your licensing.

Is that \$99 something you can do? Great so I'm guessing there would be nothing to prevent you from getting started today? Great so here's what's going to happen. I'm going to get your application started; ask you some background questions and start your background check today.

Here comes an objection 50% of the time. Let's say they want to think about it. What is it you want to think about making more money in less time? Is it helping people?

It looks great I just want more information. Great is there anything you can't get out of Thursday night at 7:30 for about an hour?