

Customer Acquisition:
FAVOR-WHY-HELP-TRY

Hi _____

(FAVOR)

I need a huge HUUUUGE, Huge favor.... *(Wait for response)*

I just started working with a company part time that offers services that you use every day...

(WHY)

I'm doing this because.....

*(Your real reason WHY...**be authentic!**)*

I am up for an important promotion TODAY that will help me get that done... (your reason why).

(HELP-TRY)

So I really need your help....

If I could meet or beat what you are already paying for your current services, could you do me a *HUGE* favor, *HELP* me out, and *TRY* one of my services TODAY please!...It would really mean so much to me.

[If they have questions:](#)

Answer the question briefly and reply:

“...But more importantly, can I have your support? It would really mean a lot to me.”

****NOTE: Be Humble- people will enroll in your cause if you are humble and authentic. Make sure it's a cause (reason why) that people can rally around and be emotionally connected to.*

Using Project Feeding Kids:

“We also have a campaign called Project Feeding Kids and every time someone becomes our customer, a child gets fed in the local community. This is also going to help me feed ____ (number - i.e. 10, 20, etc.) kids today.”

TIPS:

- **Be URGENT!!** – Urgency lets them know how important it is.
- **If they say they have to check with a spouse** – *(Tip -make your first calls people who are single and pay their own bills, greater chance for success.)...* But offer to call the spouse on the spot with them and/or schedule a time same day to get both on the phone. Re-emphasize how important this is to you.
- **If they say they don't have their bill** – say “I'll wait” or Call the company on the spot to get the info (i.e. call the utility for account numbers).
- **If they say they are in a contract** – see if they are willing to cancel! Use “BustMyContract.com” to show how it's worth it to cancel. Or sometimes they can get out of a contract.
- **Don't just send customers to your website** – you walk them through the order or do a 3way call! The easier you make it for them, the more likely they will do it for you. *(Also, it ensures you know it's done right away.)*
- **Use the Customer Survey-** If you are in an energy state, get energy right away and focus on other “low hanging fruit” services that are obvious. Use the survey to help find other possibilities.
- **Note:** You will get
 - Red Apples:** Will do it right away
 - Green Apples:** Will have questions, but will eventually do it.
 - Brown Apples:** Will Say NO. Love them anyway, but move on. (Ask them again periodically, people change, their hearts change and the more you get good at your reason why and the more they see your commitment, many will eventually change to support. But spend very little time with Brown Apples!