

**Ziprecruiter, Indeed, CareerBuilder is all dirt compared to good people’s GOLD warm market.**

**– Nate Afford**

*“How hard is it go fill a 10 pack when you have 7 people trying to fill it. Recruit to invite, get people to get their people!”*

**INITIAL CALL:** (After greetings and some rapport…)

You’re probably doing amazing at what you’re doing right now. I know it’s been a while & I’m calling for a reason. I work in the financial services industry, we have ads out on all kinds of platforms but we aren’t finding the quality people that were looking for to work from home. I know we have a history (talk about how hard working they were at whatever point you knew them at compliment them and make them feel good) Look, I know you probably aren’t going to be interested in this but I have quick video I want to send you, tells you all about what we’re doing and what we’re looking for. I don’t know if you will have an interest or not but what I do know is that quality people surround themselves with quality people. Could you take a look at this with that in mind and let me know if you know anyone that might be a good fit for what I do? Perhaps someone looking to just make some extra income, part time or full time, being able to build up a residual income and potential passive income. Could you do that favor for me?

**Follow Up Call** *(Goal, find out what they are dissatisfied with or if they know people that are a good fit)*

* Hey \_\_\_ did you get a chance to watch the video?
* What did you like most about it?
* Is this something you would ever consider doing? Or is this totally out of question for me but I do know some people that might be interested in this but I might know some people that would be great?

🡪 **no matter the answer**, continue on with rapport and not talking about business. Relationship build. *Talk about what’s happening with them and let your upline you are tee’ing up the interview for the details. (example: if “Joe” is unhappy with his current job because he has no time for family, equip your manager with that information so that when they chat the upline can tailor the conversation to them specifically)*

*Schedule three way call/interview with upline/agency owner & tee up the city closest to them to invite to a blitz!*

**GETTING WARM MARKET TO EVENTS**

*“Everyone wants to pitch their idea, I was always taught to ask questions”*

(Name) ya know… here’s the thing about this business. I’m doing okay with it, I’m getting things going here. But let me ask you, if we were playing golf, would you want to learn from someone like Tiger Woods or me? You can be honest (giggle)

* Ok great, so we have the same opportunity here. You can either come to me which I’m happy to help but still just getting started. Or I can connect you with the top agents and managers like (name names) so if you want to learn this business, would you rather learn from me, who’s still new to this or from these guys who are netting millions?
* This doesn’t happen very often, especially with covid it’s been like two years. I’m not sure when this is going to happen again, You can’t afford to miss this, it’s the one opportunity you will have to meet these people that I was just taking about that are making millions each year. They are in our back yard (date) and (time) I can get you registered now.”

*“I always relate it to them, the reason I used golf is because I know john likes golf.” You will want to make it relatable to them and let them close themselves.” You want to tailor that part to their personal life, kids, hobbies, sports, etc)*

**Shoot text after registering:**  I just got off the phone with (manager that will be at the event), they are excited to meet you. I really look up to (manager name) so please make sure to represent me well!’