



# CruiseMasters

## **\$300,000 3-Step Marketing Director Sales Scripts**

### **INVITATION SCRIPT**

Hi \_\_\_\_\_, this is \_\_\_\_\_. I only have a minute but I wanted to pass something on to you that was shared with me. Could you benefit from another stream of income that is totally separate from what you do for a living? If so, I'll send you an excellent short video that you might profit from.

Good.... What's your email and I'll send the video right over to you?

Thanks, \_\_\_\_\_. I will follow up with you in a day or two to get your feedback. Talk soon.

### **EMAIL CONTENT**

Hi \_\_\_\_\_, sorry I was in a hurry today, but it was nice speaking with you. Here is the link to the video I mentioned. It isn't very long at all.

<http://Simple44.com>

By the way, I mentioned your name to one of the company leaders and he would love to meet you and get your feedback.

Enjoy the video and I'll follow up with you in the next day or two to answer any questions you might have and to get your feedback.

Talk soon, Your name and cellphone number

### **FOLLOW UP SCRIPT**

Hi \_\_\_\_\_, this is \_\_\_\_\_. I wanted you to meet \_\_\_\_\_. He is one of the company leaders. (Team Captain's Name), say hello to (Prospects' name).

THE TEAM CAPTAIN WILL TAKE OVER FROM THERE. SAY AS LITTLE AS POSSIBLE FROM THAT POINT.

SPECIAL NOTE: Depending on what presentation or presentations we are using at the time it might be necessary to slightly adjust the script.

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## BONUS MARKETING TIP

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### REVERSE MARKETING SCRIPT - credit to Captain Jon Bautsch

We are constantly receiving sales flyers, mailers and postcards in our mail box. The script below can be sent via email to everyone of them that includes their email address in their ad.

#### EMAIL SCRIPT

Hello **PROSPECTS FIRST NAME**,

I've been receiving your [POSTCARD OR MAILER OR FLYER]. Thank you for that information.

I didn't want to call you and put you on the spot, but in case you know of someone that could benefit from the info below, please feel free to share.

Sadly, the heartache, pain, and suffering caused by COVID-19 is affecting millions of people. Truly, we all feel for anyone who has been affected. At the same time, the bills keep coming in, expenses don't go away, and we all have responsibilities to take care of ourselves and our loved ones.

**While the pandemic is shaking up the world, could most people benefit from *another stream* of reliable income for their households, that is *totally separate* from what they do for a living? Is that possible, even while the pandemic continues?**

**Yes it is possible!** Watch this vital information presented by a veteran Chartered Financial Consultant: <http://Simple44.com>

Feel free to contact me with your questions. I can even get you on the phone with the Chartered Financial Consultant personally. He would love to meet you.

You will also need this website for additional information, or to get started: **YOUR INCRUISES WEB ADDRESS.**

Sincerely,

**YOUR NAME YOUR PHONE NUMBER - CITY, STATE**

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If the sales piece only includes a phone number send them this text: **REVERSE MARKETING TEXT SCRIPT**

Hi **PROSPECTS FIRST NAME**. I received your **POSTCARD OR MAILER OR FLYER**. I didn't want to call you and put you on the spot, but in case you know someone who could benefit from another stream of income coming into their household that is totally separate from what they do for a living the information at the link below could be of interest to them: <http://Simple44.com> Thanks - **YOUR FULL NAME**

### **LEADERSHIP HABITS FOR SUCCESS**

1. Reach out to your personally enrolled to invite them to attend every Monday night webinar. This can be done by phone, text or email.
2. Read and encourage your personally enrolled to read a motivation or leadership book every month or two.
3. As a Partner approaches Marketing Director allow them to do more and more of their 3-way calls so they will be prepared to do for others what you did for them by the time they reach Marketing Director.

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