

Simple Success Shortcut *System*

The Project 2021 Sales Engine

For Captains and 3-Way Call Leaders

Simple Success Shortcut System

Captain's Call Process

Five Parts

- 1) Greet and ask for questions**
- 2) Answer questions**
- 3) Ask for permission to ask questions**
- 4) Ask two questions**
- 5) Simple Close**

GUIDELINES:

- 1) PERSONAL CONTACTS: Closest Upline Captain Calls Prospect
- 2) PERSONAL CONTACTS: Closest Upline Captain - Partner calls prospect with you on the phone.
- 2) LEADS, ADS, STRANGERS & PERSONAL CONTACTS: All Captains - Partner calls us with prospect on the phone.

Text before Call Script: Hi [first name], [partners full name] wanted me to to call. My name is [your full name]. I will be calling you from this number shortly.

Part 1: Simple Success Shortcut System

Hi Bill, this is Jack Jones.

I wanted you to meet Jon Bautsch.

Jon is one of the company leaders.

Jon Bautsch, say hello to Bill Smith.

“Hi Bill. It is very nice to meet you. What did you think of the presentation and what questions can I answer for you?”

Part 2: Simple Success Shortcut System

“That is a very good question, Bill. As you can imagine we get that question often.”

Answer Question then say.....

“Did that cover it for you?”

If yes, say.....

“What other question can I answer for you?”

Repeat until they have no more questions

Part 3: Simple Success Shortcut System

**“Bill, if you don’t have any more questions,
can I ask you a couple of questions?”**

NOTE: The purpose for this step is to establish a relationship with the prospect. We do that three ways:

- 1) By taking the time to listen to them we are doing something very few have ever done for them. This demonstrates a level of care they aren’t use to.**
- 2) Our two questions are designed to get them to share PERSONAL information. I learned in doing estate planning once I could get a potential client to share some of their personal information my chances for success were greatly multiplied.**
- 3) Our two questions are designed to provide use with enough information to honestly suggest inCruises is a good fit for them.**

Part 4: Simple Success Shortcut System

QUESTION 1

“Bill, if you owned a successful inCruises business how would that improve your life?”

NOTE: You don't want to leave this question until they describe the “human” Condition that will be improved. Telling you how much money they want stops short of what we want them to reveal. When they connect success to people (wife, husband, children, some mission, etc.) that taps into passion and it reveals something private and personal.

“That's very helpful, Bill. Thanks for sharing that.”

Part 4: Simple Success Shortcut System

QUESTION 2

“Bill, have you ever owned a similar business and if so why do you think it didn’t turn out as well as you would like?”

NOTE: This question is intended to get them to reveal any personal weaknesses they are aware of. That greatly increases your chances of closing them for two reasons. 1) They have now shared even more personal and private information which creates a natural connection with you. 2) Because you have taken the time to actually “size them up” when you tell them you believe inCruises will be a good fit for them they KNOW you have a reason to say that beyond just wanted to sign them up.

“Bill, thank you very much for sharing your information with us. Based on what we have learned from you, inCruises will very likely fit you well. I have one last question.”

Part 5: Simple Success Shortcut System

THE SIMPLE CLOSE

“Bill, your opinion is what really matters today. On a scale of 1 to 10 how high would you rate the likelihood of you joining with us in Cruisemasters and inCruises today?”

If they answer 9 or 10 say this.....

“Wonderful. It takes about 3 minutes to join. Would you like us to stay on the line with you in case you have any questions?”

If they answer 8 or less say this.....

“I appreciate that.... Tell me what we need to do to get you to a nine or ten?”

Just keep addressing concerns until they are comfortable to join.

Part 5: Simple Success Shortcut System

THE SIMPLE CLOSE FINAL STEP

“Bill, would you mind if I make a suggestion”

“Thank you, but before I do let me make sure I haven’t misread anything. Based on your questions and comments it appears to me that you have a real interest in joining inCruises with us. Have I read that correctly?”

“I thought so, but I wanted to make sure first. So, here is my suggestion. Go ahead and join right now. Take advantage of the 14-day free look. As long as you are on the outside you are being marketed to, but once you join you are part of the family. It is like getting to see what your sister looks like without her makeup 1st thing in the morning. I promise you once you join, inCruises looks will look even better to you than we have tried to describe.”

“DOES THAT MAKE GOOD SENSE TO YOU?”

“Great - it will take less than 3 minutes to get you setup. I’ll be happy to stay on the line with you. Let’s do this!”