

Approaches

This is a part of your "Core 4" and needs to be memorized word for word. Remember: Slow down and relax. Talk to them like you're talking to a friend



First Approach: Hey! How's it going? (Brief Rapport- if applicable)

I'm (name) with Family Heritage, and you are? Nice to meet you. I'm the one in charge of catching up with all the businesses in (town) this week. I was just sitting down with (name/business) and (name/business) and (name/business) and wanted to make sure to catch you for a minute just to introduce myself, and show you what we do for about 20-30 other businesses in the area. I just get a couple of minutes, do you have a place that we could sit?

(while pointing toward chair and gesturing to sit)

Second Attempt:

Yeah, what we do is a unique program where if you got hurt or sick and couldn't work, you'd still want a paycheck right? *(while nodding head)*

We do a program that pays cash directly to you in case of an emergency; and if you don't use it we just give you your money back. Do you have a place we can sit. *(while pointing toward chair and gesturing to sit- ask assumptively)*

Third Attempt: Yeah, no big deal. I'll just give you the quick version so you at least know what you're saying no to. (Their name), I'll just show you right here. *(pull out iPad, show them where you stand)*

(Fourth Attempt – Book an appt if you keep getting the busy objection)

(Their name), I completely understand. I usually work off of appointments anyway, I just happened to have a few minutes free, and wanted to try and catch you. Would it be okay if I got on your calendar in the next couple of days, that way we can meet when you are expecting me. *(pull out calander)*

What does (day) or (day) look like for you? *(break eye contact & put pen to paper)*

Great, I will pencil you in at (time) on (date) and I look forward to meeting with you then.

(At any point when they let you sit, go to Rapport:)

(Ask general Rapport questions. Here are some starting points:)

- How long have you worked here? (acknowledge response)
- What did you do before this? (acknowledge response)
- Are you originally from here? (conversational response)