

Script for Builders School/Gala/Fast Starts

REP – Hey _____ how are things going? (short chat) Hey, can I ask you a question? Looking back on 200_, how do you feel about your current financial situation? **Don't Pause** What I'm mean is did you make and save all the money you wanted for the year or could it have been better?

CLIENT – It could always be better.

REP - So do you think that this year will be any different than last year unless something dramatically changes? **Probably Not** So what are you plans for _____ at ___am/pm?

CLIENT – I'm not sure that's far away/I don't know/Why?

REP – Are you serious about changing the new year to be better than 200_? **WFA** So, would it be worth an investment of a day and \$__ to learn about handling your finances, understanding money matters and building a business?

CLIENT - I don't know I have to think about it.

REP - Can you help me understand something, I just asked you if you were happy with your finances and financial situation and you said **No**, I asked you if you were serious about changing it and you said **YES**. Then what's the hold up? **Don't Pause** Have you ever gone out to see a movie? **Yes** You spent more than \$20 right? **Right** After the movie did your financial situation improve? **No** So do you want to get entertained or do you want to feel more secure about your financial situation?

CLIENT – Feel secure about my financial situation.
(if they say anything else they aren't what your looking for)

REP- Great, I'll be by in the next couple of days to drop off your tickets to the event. What's the earliest I can drop by during the week? What's the latest? Great, I'll see you in a couple of day.

IF YOU STILL FEEL HESITATION –

Look if you don't get anything out of the event what so ever and you feel it was a complete waste of your time, I will reimburse you your \$__ ticket investment. So really the only thing you can lose is a few hours on a ___day, isn't that right? But on the other hand if you come out of the event learning something about money that you didn't know or even get a little excited about the opportunity to increase your income all I ask is that before you leave the event you set up a time in those next few days for me to sit down with you one on one and answer any more questions that you may have. Fair enough?