

Recommendation Script

Use this script:

- *In the Second Appointment in the Advocate Process.*
- *Modify to use at the start of every meeting with a client.*
- *When you are with a client/customer.*

Preamble:

- As promised, I said I would outline the steps for you to introduce others to our services once you became a client.
- I am not asking you to think of someone right now.

Qualifier:

- Remember, the service we provide is exclusive to those who qualify.
- They must have the right attitude and desire the actions to make it worthwhile and, of course, there has to be a fit.
- In other words, they have the opportunity to determine if I am right for them, and I have the opportunity to determine if they are the right type of client for me.

Steps:

- When you are speaking with someone whom you feel would be appropriate, share with them what you like about what I provide.
- If they express an interest, ask them if they would like to receive additional information on our services.
- With their approval, call us with their name and address, phone number, and some background information.
- We will first send an introductory kit, as we did with you, and follow this up with a phone call to arrange a meeting.

Positioning:

- Be re-assured that we will treat them with the same respect we treat of all our clients.
- And I hope you will understand if we determine that there isn't a fit and that we can't do business with them.