

The 4 “G” Method

Cold Market Game Plan & Scripts

Recruiting/ Exposure is a 4-step process (3 Pages)

Step 1: “GET IN”

The “GET IN” step is all about your approach. This step is critical toward the end result because if you can “GET IN” effectively, it makes the other steps easier. If you can make your prospect feel comfortable and like you, they will be more than happy to move forward in this process.

The best situation to recruit or expose someone to your service or opportunity is when you can have at least 3 – 4 minutes to go through this process. Otherwise, you can always result to the “GIVE AND GO” method. You can find more information about the “GIVE AND GO” method at the end of this document.

Build Rapport by using the formula – F.O.R.M.

You should start the conversation with subjects surrounding their **FAMILY**, their **OCCUPATION**, something they like for **RECREATION**, and/or how they make or want to make **MONEY** or what their **MOTIVATION** is. Visually look for things that could make the conversation normal.

Example Situation – You’re at the grocery store and you’re standing behind a man who has diapers in his shopping cart. This represents an opening to talk about **FAMILY**. More than likely he has a child or children. If you do too, this will help you relate with them, allowing you to build some type of rapport before you recruit/expose them. *(This is just ONE situation, you should practice other situations with this same structure to help you to be effective in multiple situations.)*

Example Dialogue

YOU - “Oh man, I remember those days of buying diapers, glad my kids are teens now. How old are yours?
(FAMILY)

PROSPECT – They answer...

YOU – “Wow, yep, they grow up really fast... Gotta keep working to feed them. (Small chuckle/ laugh) Speaking of working, what do you do for a living?” **(OCCUPATION)**

PROSPECT – They answer...

YOU – “How long have you been doing that?” “How do you like it?”

PROSPECT – They answer...

YOU – ““Yeah, I know what you mean... Well I have a full-time job too (OR DID) and I was looking for something to help me get more time with my kids. Like I said, they grow up so fast. My kids play sports a lot and we love to travel. You guys get to do much together now? **(RECREATION)**

PROSPECT – They answer...

YOU – “Let me ask you a question, Do you keep your options open for making more money?” OR “Let me ask you a question, where do you see yourself in the next 5 – 10 years?” **(MONEY or MOTIVATION)**

If they say yes or give a favorable answer, proceed to step 2

If they say no, you should say: “Well I was asking because I’m working with a company that helps people improve their credit and finances. Do you happen to know anyone who could use better credit or more income?”

If they say yes, proceed to step 2

If they say no, change the subject and start talking about something else. If they are interested, they will go back to that conversation.

Step 2: “GIVE INFO”

In this step you want to give just enough information to get them interested in taking a closer look at what you have going on. You don't want to use this step and give a presentation. If you start talking too much here, you may lose them and they may not be interested. The goal here is to simply PIQUE their interest.

Example Dialogue #1 – with your Novae Money Postcard Flyer (Blue)

YOU - “Have you heard about Novae?”

PROSPECT – “No.”

YOU – “Really? Let me tell you...(pull out your [postcard flyer]) This company Novae is helping thousands of people get better credit and finances! I know people (insert a testimonial that is relative to them here...) then say “**I don't have a lot of time right now**, but here's a card with information on it. There's a website you can take a look at and it will tell you all about it. Go to the website and click through the information and there is a short video explaining a little about what we do and offer. It would help if you watched the before we speak. Can you do that? *(Remember you said you don't have a lot of time so immediately go to the next step and get ready to GET OUT!)*

Example Dialogue #2 – with your “THOUSANDS” Affiliate Prospecting Postcard flyer (Charcoal)

If the prospect said he or she knew someone looking to earn more income or needed better credit, you say...

YOU - “Have you heard of Novae?” (as you are pulling out the postcard flyer)

PROSPECT – “No”

YOU – “Wow, ok, let me tell you about this really quickly, because **I don't have a lot of time right now**. Novae is a debt free company based out of GA that are training people like me and you all across America how to be successful in life and business and people are literally making hundreds to thousands of dollars part-time and some even on a full-time basis. While we are being trained by people who've already done it, you also enjoy the benefits of a membership that helps you achieve great credit and eliminate your debt, help you start a business or advance on your job! As I said, **I don't have a lot of time right now**, but my information including the website I want you to check out is on this card. The website will tell you all about the movement and also introduce you to the company behind the movement. There is also a short video explaining a little about what we do and offer. It would help if you watched that before we speak. Can you do that?”

(Remember you said you don't have a lot of time so immediately go to the next step and get ready to GET OUT!)

Example Dialogue #3 – with your Novae Money product brochures (Green)

If the prospect said he or she knew someone looking to earn more income or needed better credit, you say...

YOU - “Have you heard of Novae?” (as you are pulling out the brochure)

PROSPECT – “No”

YOU – “Well Novae helps people improve their credit in the fastest way LEGALLY possible. The company is also the most AFFORDABLE in the market as well. They are able to help people leverage their rights through the Fair Credit Reporting Act and helps get negative items removed from individuals' credit reports and/or have items updated to reflect “paid as agreed”. This helps individuals' credit score go up significantly. In addition to that, they help people get out of debt and provides tools for budgeting as well. They have literally helped more than 50,000 clients and many of them have become home owners, approved for their dream cars, and even received promotions at work or better jobs because of their better credit. **I don't have a lot of time right now**, but here's the brochure and my business card. Here is a website you can take a look at and it will tell you all about it.”

NOTE: It is recommended that you use your “NovaeMoney.com” replicated website here if the only thing they are interested in is the financial services or credit education.

(Remember you said you don't have a lot of time so immediately go to the next step and get ready to GET OUT!)

Immediately go to step 3 after you hand them your business card, postcard, or brochure.

Step 3: “GET INFO”

In this step you want to get their contact information. It is important to get their contact information so you can follow up with them. It would be great if everyone would just call us back when we gave them our card, but it doesn't always happen that way.

After you give them your business card, you should ask **“Do you have card?”**

You ask if they have a card to ensure they know you're asking for their information regarding business. Most people won't have a card so you should be prepared to get their information from them.

Getting their information:

Get them to write their information down by providing them with a card and pen. After you get their information, repeat the phone number back to them.

OR

Put the information in your phone. Don't place in your address book, place it in the notes section of your phone so you can keep track of your list. You can consistently add to this list and always email yourself an updated list of your prospects to follow up with.

NOTE: Be careful not to talk much outside of what you see here because you told them you don't have much time.

Immediately go to step 4 after you get their info.

Step 4: “GET OUT”

This step is simply confirming that you will follow up with them within a certain amount of time and you leaving. You don't want to hang around much longer after you've said you don't have a lot of time now.

In a case where you can't leave right away or you will be around them a while after this process, you may have to try another approach. Instead of saying, “I don't have a lot of time right now” you could say something like “I don't want to go into this in depth right now, because it wouldn't be the right time”.

After you get their information, just say, “Thanks, me or one of my business partners will be contacting you within 48 hours.”

PLEASE NOTE:

The “GIVE AND GO” method: This is the method you use when you only have a short window to hand off your flyer or brochure. This method can also be used if you are a bit nervous at first to do the 4 “G” Method.

Walk up to the prospect handing them your card as you begin to speak, (with Affiliate Prospecting card)
“Hi, our company is looking for people that are interested in getting paid to help people improve their credit and finances with our services. If you or someone you know is interested, give me a call.” And then just walk away.

In a similar way, walking up to them with the customer postcard flyer or brochure, say,
“Hi, our company helps people improve their credit in the fastest way LEGALLY possible. If you or someone you know is interested, give me a call.”