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# **BUILDING A SALES TEAM**

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**“Step by Step Guide to  
Working the Leads”**

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# Building a Sales Team:

## Step by Step Guide to Working the Leads

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# Building a Sales Team: Step by Step Guide to Working the Leads

## The **AdCalls** Lead System

### **Introduction**

Welcome to the only manual you'll ever need to learn how to build a sales team utilizing our incredible lead system. Through our unique partnerships with **Monster.com, CareerBuilder.com, and HotJobs.com**, our system attracts a targeted pre-qualified internet savvy sales professional enthusiastically seeking a part-time or full-time sales or business opportunity with AdCalls.

Many of these people have never been exposed to a direct sales network marketing opportunity in the past; therefore they are 'fresh' and open-minded.

Explode your sales and business within the next 30 days! If you have not been getting the results you want from your business, it's probably because you have been missing a few of the puzzle pieces that are CRUCIAL to building a successful business.

Fortunately, there is an answer. Our team has tested and perfected the most powerful sales lead generation formula. This is not an autoresponder program where you get useless leads. This is a powerful, one-of-a-kind system that puts you in touch with qualified people.

**Always remember:** the leads are only as good as how well you work them. This manual is to aid you in your approach.

Many of these people have never been exposed to a direct sales network marketing opportunity in the past; therefore they are 'fresh' and open-minded.

Over the next few pages you are going to learn from A - Z the steps necessary to recruit and build a sales team.

***“Continuous effort, not strength or intelligence,  
is the key to unlocking our potential.”***

*- Winston Churchill*

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### Overview

1. The first action step is to make sure you have purchased a lead package and are actively on the lead system. Visit [www.adcallstraining.com](http://www.adcallstraining.com) and click on “lead packages.” Then, each month you will receive new leads in your email box, depending on what package you have purchased.
2. These are people just like you: they either have an interest in marketing new products and services or marketing the business opportunity. **They have responded to an ad and want to learn more about AdCalls.**
3. Initially contact each of your leads using our proven response letter. (See page 5 for response letter example.)
4. Those that are interested right away will call YOU. Those you notice have a background you can immediately relate with or seem very suited for our opportunity, you may choose to **be proactive and follow up** the response letter with an introductory phone call.
5. There are three “types” of people that will show interest from the lead system. They are:
  - **The Customer:** The person who wants to buy the products and or services and use them in their existing business, e-marketing or internet advertising plans.
  - **The Sales Professional:** The person who wants to sell and market the AdCalls ad packages to businesses.
  - **The Sales Management Professional/Recruiter/Business Builder:** The person who enjoys managing a sales team and wants to market the opportunity *and* build a sales organization in their selected geographical area, nationally, or even globally.

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### Overview Continued...

6. You will screen and interview each person, gauging which one of the three people they are and how they might be a good fit to work with you and our team.
7. For third party validation and credibility, we highly recommend you invite your prospects to the **AdCalls Sales Opportunity Overview Call (conference call) in one of the two time slots – 10:30am or 5:30pm PST, 641-985-0900, pin 6463#.**
8. Follow up, 3-way them to a team leader, sign them up, get them started and involved in marketing AdCalls and using the Lead System.

### Keep Your Inbox Empty!

Make sure you have the storage unit available to handle the volume of leads that are included in your lead package. The leads will come in the form of an attachment, either an attached email inquiry or an attached email inquiry with resume.

A lot of time and money is invested in these leads on your behalf. We want to make sure you have all the tools and resources you need to be successful and build a business quickly.

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### **Step 1:** Responding to the Prospects Inquiry and/or Resume Via Email

#### **The Response Email/Letter**

For each lead you receive, that reasonably meets the criteria of someone you might enjoy working with, send out the very simple response letter (see next page).

Each person you send this to will click on your website URL address in the signature line. Often they forget what ad they inquired about, so before they call you, they want to know more about our company and our products.

Any and all links that promote your opportunity well should be in this response letter

The key to this system is the simplicity. Anyone can do it. Everyone who keeps it simple is in a great position to make money. Those who are willing to roll up their sleeves and work hard, make a substantial weekly and monthly income.

#### **The “Purpose” of the Response Letter**

The purpose of the response letter is to generate interest and curiosity so they call you. NOT to sell them on AdCalls or the opportunity. You only want to initiate contact with them right away, encouraging them to call you and/or letting them know to expect your call. KEEP IT SIMPLE.

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## Sample Response Email/Letter

-----Cut and paste below and customize it to your information -----

Dear [name],

Thanks for responding to our Sales Opportunity posted online. After reviewing your resume and background I'd like to speak with you and discuss a possible fit with our dynamic organization.

AdCalls is a leader in ad supported VoIP technology and permission-based email marketing.

I invite you to visit our site at <http://YourAdcalls.comWebsite> to learn more about our company and our opportunity.

I can be reached at [your number], M-F between the hours of 9 a.m. and 6 p.m. CDT to discuss this opportunity further.

Regards,

Your Name

Phone:

Email:

Website: [www.yourAdCallswebsite.com](http://www.yourAdCallswebsite.com)

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### Response Letter Success Tips:

- Use this response letter to email an interested candidate once you've reviewed their resume. **Follow up with them by phone after you email them the response letter for the best results (see step 2!).**
- **Remember, less is more.** Don't add detail to the response letter, or try and sell a candidate with an email. Resist this urge. You only want to initiate interest and get them to call you or be excited when you follow up and call them.
- You may want to add a sentence or two mentioning something in their background that you can relate with. "Your background selling xyz are of great interest to us." Or "Your background managing a national sales force is one of the reasons I'm contacting you."
- Make sure you use your unique, replicated website URL/Link so it's your rep site they visit.\*
- **We strongly recommend** never respond to the leads with a Hotmail, Yahoo, MSN, AOL, or any other generic unprofessional email account. If you are employed by another company, do not send from your employer's email address either.\*

#### \* Solution:

Visit [Godaddy.com](http://Godaddy.com) and purchase a domain of your choosing for \$8.95/yr. You can buy multiple email accounts for under \$20/yr. as well when you do this. It's very easy to set this up. And GoDaddy has great customer service to walk you through it if you have difficulty of any kind. This entire process to set it up, takes less than 30 min.



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### **Step 2: Follow Up with a Phone Call Invitation to an Opportunity Overview Call**

**Invite Prospects to the AdCalls Sales Opportunity Overview Conference Call. You must do this step each day, each week if you expect to be successful.**

Third party validation is powerful in our business. People want to hear from others who are a part of the AdCalls team, and having them listen in on a daily conference call, hearing from different leaders with AdCalls will heighten the believability of the opportunity.

Each day we are going to hold Overview Conference Calls explaining the AdCalls opportunity to those interested in being a part of the AdCalls team, on your behalf. These conference calls are designed to help you grow your business on a daily basis and to help you build your sales organization very quickly.

When you are new, there is a learning curve. We are here to help you succeed. **The conference calls will add credibility and validation to the AdCalls opportunity** as new prospect will hear not only from the team leaders, but also from people just like you who have started recently and are earning substantial income with AdCalls.

Your **goal** is to have as many prospects listen to this conference call each day as possible.

It's great training ground for you as well, so make sure you also support the team by listening in during at least one time slot each day as well.

**CONFERENCE CALL # is 641-985-0900 Pin # is: 6463#**

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Scheduled Company/Sales Opportunity Overview Calls		
Days	Times	Topic
Monday	10:25am & 5:25pm (PST)	Sales Opportunity Overview
Tuesday	10:25am & 5:25pm (PST)	Sales Opportunity Overview
Wednesday	10:25am & 5:25pm (PST)	Sales Opportunity Overview
Thursday	10:25am & 5:25pm (PST)	Sales Opportunity Overview
Friday	10:25am (PST) ONLY	Sales Opportunity Overview
Saturday	10:55am (PST)	Team Success Stories

### Invitation Script Example 1:

The "Michael Curtis" CONFERENCE CALL INVITATION  
(speak with minimal pauses)

*Hello \_\_\_\_\_,*

*This is \_\_\_\_\_ from Adcalls.*

*You recently submitted your resume to one of my associates Joe Soto (Bob Warren, whoever is mentioned in the ad), in response to a career ad we ran on (Careerbuilder, Monster, HotJobs) for Adcalls.*

*[insert your upline's name here] and I would like to speak to you tomorrow in greater detail, but in preparation for that discussion, we want to invite you to a brief company conference call this evening at 8:30 Eastern, and I want to give you those call-in numbers.*

*The number is 641-985-0900, and your pin code is 6463#. As far as tomorrow, is this number I called a good number to reach you and are there any times you won't be available?*

*Okay, I look forward to talking to you then. Bye.*

**NOTE: DON'T GET DRAGGED INTO QUESTIONS, simply say:** "I don't mean to be rude, but there's another call waiting. All your questions should be addressed tonight or certainly tomorrow during our one-on-one conversation", and then quickly pick up where you left off.

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### Invitation Script Example 2:

*“Tom, because we’ve had an overwhelming response to our national advertising, with literally hundreds of people a day calling and sending in their resumes, we have arranged to have a couple of conference calls set up to explain the AdCalls sales opportunity to several people at once. I want to invite you to listen in on one of the two calls coming up because we’re going to discuss who we are, our products and services, what we are looking for, and how you can benefit from being a part of our national sales team. It won’t be very long, about 20 minutes. Many of the initial details you are looking for will be discussed on this overview call.*

*Do you have a pen and paper? Write this number down. (Take charge, be authoritative and wait for them to get one, then give them the number and pin)*

*We’re holding the call today at 10:30 am PST and at 5:30 pm PST. Which of these two time sets can I count on you attending?*

*Great. I’m going to schedule you for that time slot. We have a limit on the amount of incoming lines we can use so make sure you are on the call a couple of minutes early and all you have to do is announce your name and the city/state you are in. Ok?*

*Lastly, when following the call can I call you to discuss further and learn more about you and discuss whether there is an opportunity for us to work together?”*

**Want more examples?** To read more scripts, visit [www.adcallstraining.com](http://www.adcallstraining.com). Click on “recruiting”, then “scripts.”

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### **Step 3:** Follow Up After the Opportunity Overview Conference Call & Interview Them

*It's a fact: The fortune in this business is in the follow up.*

When inviting your prospect to the Opportunity Overview Call, you must let them know to expect your follow up call at a time determined between you and them. This is the most important step in your business.

Strike while the iron is hot.

The sooner you can follow up and speak to your prospect after they've heard an opportunity overview call, the better. Why? Because their emotions run high right after the call.

Remember, they came to us. They came to you. We have what they want; an opportunity.

Take the time to learn a little more about their current situation and/or background. **Get to know them.** Show some genuine interest. This is first and foremost a people business. Share with them a little about your background. Establish rapport and move on to the next objective. This is where you will begin to determine which type of person they are, a buyer, a sales professional, or a leader/management professional.



Question to Ask:

*“Susan, I already have your information, but can you please share with me a little about your background and your current situation?”*

Then let them talk...while YOU listen...

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### How much do they understand?

Once you've established some rapport and have gotten to know them, determine if they have gone through our website and how much do they know so far since having listened to the conference call. What did they like most? **What piqued their interest?**

Your time is money. There is no need to go through all the specifics of the company, products, etc., as the website will cover that for you. If they haven't gone through the website, (unless they have a great understanding from the conference call) we recommend you send them back to it and schedule a follow up call within the HOUR. This is how you can make the most efficient use of your time and speak to them when the opportunity is still fresh in their mind.



Questions to ask:

*"Jim, have you had a chance to first view our website and learn about our company?"*

*If they say "yes"...*

*"Jim, what intrigued you the most and what did you like best about what you saw?"*

Find out if they understood everything they heard on the overview call. Address any remaining questions they have based on what they reviewed on the website or heard on the call.



Questions to ask:

*"Did you understand everything you heard on the call? Can you tell me what we do?"*

*"What questions do you have based on what you reviewed? I want to first answer those before getting into any specifics."*

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### What are their hot buttons and decision making criteria?

Determine their hot buttons, criteria and areas of most interest. **Why waste you time explaining what you think is important to say to someone on the phone?**

Who cares what you think.

What you think they want to hear about our company or what you believe are important facts to cover, may not be what's important to THEM. This is a very important key to your success.



Question to ask:

*"Jim, what's most important to you when evaluating a new sales opportunity?"*

*Their answers will range from "growth potential", "working with the right people", "being able to work independently", "security", "money and compensation structure", "company stability", "marketing cutting-edge technology and internet products", etc.*

### What's the learning lesson here?

**Expand on what is important to them.** Their answers will guide your conversation in the direction that is most important to them. If they answer "company stability", talk about our company, and the history of it and our management team. If they answer "working with the right people", tell them about our support team, and those they will be working with. Introduce them to these people via 3-way calling. If they answer "money", explain in more detail how our compensation plan works, and how people are making high commission checks in their first 1-2 weeks with our company.

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### **Step 4:** 3-Way Call to a Team Leader

Step 3 is to get them on the phone with an upline team leader for a 3 way conference call. **Third party validation is powerful** in our business. People want to hear from others who are a part of the AdCalls team, and having them listen in on a daily conference call and, hearing from different leaders with Adcalls will heighten the believability of the opportunity.

If you do not have 3-way calling on your phone – call your phone company and get it. Chances are you also have it as a feature on your cell phone as well.

#### **How To Do a 3 Way Call:**

*“Mr. Jones, we have incredible team support and leadership. I want to quickly introduce you to one of the top leaders in our company. Hang on the line for 30 seconds while I reach them as I’m sure they’ll eager to speak with you.”*

**Once you have your upline leader on the call, make a quick introduction and remain quiet. Let your upline leader do the talking. This is your training ground.**

The next step is to get them up and running so they can benefit immediately from our service and our system. This is the most important step. Understandably, those you speak with for the first time will have a lot to digest after you’ve gone through the program with them, clarified their points of confusion, and answer their questions to their satisfaction.

Before people commit to working with us, we want them to realize their own potential selling our BusinessTalk360 advertising program and/or building a sales team.

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### **Step 5:** Closing & Getting Commitment to Join the AdCalls Team

The next step is to get them up and running so they can benefit immediately from our service and our system.

This is the most important step. Understandably, those you speak with for the first time will have a lot to digest after you've gone through the program with them, clarified their points of confusion, and answer their questions to their satisfaction.

#### **Getting Them to Commit**

Before people commit to working with us, we want them to realize their own potential selling our products and services and/or building a sales team.

The following pages show you how to get people to visualize the income potential and commit to getting started.

The new few steps help you **inoculate the objection of the start up costs** of becoming an independent representative.

**Question 1:** *"Sue, based on a scale from 1 – 10, how would you rate your own sales ability?"*

Most will answer 7-10.

**Question 2:** *"Great, and based on what you have learned briefly about our company, products and our opportunity, how many sales do you think you could make of the \$500 advertising package each week?"*

Most will answer 3-5

**Question 3:** *"Ok, how many of our private label packages do you think you could sell a month?"*

Most will answer 1-4.



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At this point, you can develop an income scenario surrounded around whatever they answer. They are now committing to how much money they could potentially earn in a month.

For example, if they answer “5” you may say something like:

*“Sue, 5 a week is \$1,125.000 in commissions, paid weekly, plus \$125 in residual paid to you the following month. That comes out to \$4,500 for the month, and \$500 in residual total for the month. If you only averaged just 2 sales of our private label package a month, you would be an extra \$4k in commission monthly, and earning you over 8,500k/month based this scenario.”*

They have openly told you how confident they are in their own sales ability, and you have illustrated how that would translate into earning their investment back and a lucrative monthly income. Even if the scenario was ½ of what is stated above, that would still be more than most available sales opportunities out there.

### Explain How to Get Started:

You may want to say something like:

*“John, there are two types of people I’m looking to work with. First, people who have ability to professionally market our advertising and BusinessTalk360 program to their vertical markets of expertise. The second type of person, and this sounds like the type you are, is the person who not only can take our product to market, but who can lead and develop a sales team they can leverage off of. **And we have the lead system to make that happen.”***

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**Explain the Agency Owner Opportunity** – They are able to sell both the advertiser and private label advertiser accounts at this level. This is also the leadership position and if they plan on building a sales team, it's essential they come in at this level.

Explain to them what they get:

- Authorization to sell both the advertiser and private label packages to businesses with no territorial restrictions.
- They receive two marketing websites of their own to use; tailored and customized with their contact information on them.
- Their own branded AdCalls VoIP dialer; customized with their name and info on the dialer itself.
- An administrative back office support where they can track sales and commissions, team sales, as well as customize their own dialer (and track downloads as well) and learn the Ad Builder and Site Builder programs.
- Access to ongoing training and support as well as instantly downloadable training and presentation materials.

**Ask closing questions/statements** such as:

*“Mary, based on the information we’ve discussed, are you prepared to get started today and start earning the income we discussed?”*

*“Jim, let’s go ahead and get you into our system so you can start earning commissions tomorrow. Do you have any last questions before I take down your information?” (walk them through the sign up process on the phone)*

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### **The Most Common Reason People Say “No,” and How to Overcome It**

The reason that word “no” comes out of their mouths is because it is an instant reaction. They did this or something like this before (a business opportunity), and they determined quickly that it was a bad decision. About 90% of all “no’s” come from this background.

In order to understand how to influence, you need to understand how people make decisions, how they remember the past, and how they see the future. This is what has been missing for hundreds of salespeople and making persuasion a numbers game instead of essentially selling everyone.

#### **Most people:**

- Remember peak experiences (especially the really bad experiences). So if they are relating us to a recent or past business opportunity decision that turned sour, they are unfortunately grouping us into that same category.
- Remember how things end – meaning, if it ended badly, that’s what stuck with them and what they carry with them when deciding to join adcalls. People remember how an experience ends and generalize the ending back to the rest of the experience.
- Do not see the future clearly. They do not know how they will feel when certain events transpire, even if they want them to.

#### **What’s the strategy?**

People do not operate with video cameras in their mind. They operate on their memories, regardless of whether the memories are accurate. Therefore you need to clearly show how not acting (even though they recall the action as being painful in the past) will have dire consequences. What do they have to lose from not joining our team?

Then you must show them how both decisions could play out, along with the probabilities of both. For people who lost money investing in a previous business opportunity that went bad, you can understand their interest in staying where it’s “safe” or perceptually “predictable” – a salaried or regular employment position.

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You simple can't tell them to ignore their past. You must point out that it could happen again, though it's unlikely if they are willing to be coachable and follow our system for being successful here with adcalls.

You must point out both possible futures for you to be successful. Otherwise, the person will be destined to go with what they feel, instead of what makes sense. The phobia of losing is tough to get past without at least acknowledging and examining those possible outcomes.

You then want to finish with a very clear picture of a very likely future. If you paint a too-rosy future, you will both lose. They will feel manipulated. If you paint a likely future realistically, there is an excellent chance that people will respond appropriately.

### **Use this metaphor when speaking with resistant people who have had a bad experience:**

Ultimately the stock market crashed, the Titanic sank, and the Twin Towers went down. But those are not reasons to avoid the stock market, boating, or tall buildings. In fact, having failed in the first two quarters of the game is all the more reason to try harder in the second half.

That is the message that needs to be made clear to your Agency Owner prospect, they will get if it you use that metaphor. Never let a bad result in the past phobically turn your prospect into a new Agency Owner.

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## **How to Build Credibility :** **The 6 Critical Factors**

Credibility matters. Unfortunately, it doesn't initially matter whether you have credibility (or are credible); it matters whether you are perceived that way.

The perception of your credibility is critical to your being recognized as a person of influence. Credibility is an emergence of six component factors of which the first is most crucial to success in persuasion.

### **What are the 6 critical factors that make up credibility?**

1. *Competence*  
Building your true competence level and building the perception of your competence are two separate projects: You must be the expert, and you must be perceived as the expert.
2. *Trustworthiness*  
Be who you say you are, do what you say you are going to do, call when you say you are going to call, email when you say you are going to email. Keep your word and build rapport and you ultimately will build trust with the prospect.
3. *Expertise*  
Immerse yourself in training – dive into the [www.adcallstraining.com](http://www.adcallstraining.com) website and digest as much information as possible about our company. Share your past education and/or experience.
4. *Likeability*  
Could you recruit you? Would you WANT to be recruited by you?
5. *Composure*  
Never lose your composure when speaking to someone who has more experience than you, has more education than you, or who fusses about a \$495 initial investment to get started. Always, always stand strong and hold your ground.
6. *Sociability*  
Your ability to be social – to comment and connect on a social level in addition to a professional level will add to your credibility.

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### Additional **Success** Tips

- ◆ Read the “Building a Sales Team – Overcoming Objections” training document on [www.adcallstraining.com](http://www.adcallstraining.com).
- ◆ Emphasize how just using the VoIP service they can potentially save money on cell phone, etc. – making up the difference in the investment over the year.
- ◆ Explain how **just 2 Agency Owner sales** (at \$495) earn them **\$700** - \$1,000 in commission **and/or** 2 Advertiser sales (at \$495) earns them \$450 + \$50/mo. residual; earning back their investment very quickly! Remember, many of these people have extensive sales experience...and should have no problem making 5 sales minimum a week!
- ◆ Emphasize our **Weekly pay!** Checks are cut and mailed each week!
- ◆ Emphasize the lead system. There isn't a lead system like it, and we are investing thousands in each month in support of our leaders in the field.
- ◆ Emphasize our business model, our market, and our leveraged team concept.
- ◆ Emphasize the Ground Floor Opportunity this is, and the ability to earn a substantial full-time income with the right amount of the effort and following of our system.
- ◆ Emphasize the strength of our management team and company support.
- ◆ Master the fundamentals – conference calls, 3-way calling, using the websites!
- ◆ Respect people's decision-making time frame. Few people make a decision on their first call with you. Scheduling a follow up call is critical to your ongoing success. Fill your pipeline with as many people as possible.
- ◆ **The fortune is in the follow up!**