

CONQUER Phone Fear

By
Tim Sales



How to Get You
& Your Team over

Call Reluctance

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INTRODUCTION



Hi, I'm Tim Sales and I love network marketing. In fact, I've made millions of dollars in this industry. I've lead organizations of over 56,000 people. I've been interviewed by Larry King about the legitimacy of the MLM industry. I've talked to hundreds of thousands of prospects, and in doing so, have mastered communication techniques to easily and comfortably talk with prospects. I'm excited to share some of those with you in this special report.

But I wasn't always a terrific communicator. Prior to my networking career, I was with the US Navy Underwater Bomb Squad Team. And I can promise you, I had ZERO communication skills. But, I did have perseverance and a fierce desire to be successful. That was my driving factor.

Learning to be a good communicator was a painful process for me. I interviewed successful leaders and would ask them questions like, "What do you say to invite a successful business person to learn about the business?" I would record the response, and go home and write it down, word for word, on paper. Then, I would practice delivering those lines over and over and over again, until I could say them smoothly, without stuttering or hesitating.

Then, I would hit the phones (or the streets) and practice delivering my lines on strangers, on leads, on customers...anyone I could talk to. I would keep track of what words or phrases would trigger objections or questions. I kept track of what words or phrases worked well and eventually I had a list of scripts that I could get consistent results with every time.

INTRODUCTION

I perfected those lines and practiced them so much that they just became a part of my natural vocabulary. Then, I taught those lines to my team, and boy did we practice those lines until the team could also deliver with confidence.

That's what I'm sharing with you in this report. Some of my key lines, and how to train your team so they can speak with confidence and not avoid making phone calls.

Now that you have access to this knowledge, my hope is that you will put this training to work immediately. I am certain my years of learning and developing and practicing can help you and your team get over the fear of that big black snake that you sometimes sit and stare at....trying to decide if you have the confidence to make those phone calls. Don't procrastinate. Don't avoid learning this. Don't fill your daily schedule doing everything BUT making phone calls and talking to people. Learn this training, and then master it. I promise, it will be worth it.

Hope this report helps,



Founder

FirstClassMLMTools.com

ABOUT TIM SALES



When Tim started in Network Marketing, his situation probably wasn't much different from where yours is right now. He had a full-time career with the US Navy and his Network Marketing was part-time. His full-time job was as an underwater bomb squad technician for the U.S. Navy.

As you can probably imagine, he worked a demanding job, with unbelievably high stress levels. Imagine working in a position where every day you go to work knowing it could be your last. Yet, still looking ahead to your future.

When Tim started building his business there were very few resources available to help a struggling Network Marketer succeed. His training went something like this:

He was simply told to make a list of all his friends and relatives and then go sell them on the idea. Sadly, that ill-conceived and unworkable strategy is still used by nearly everyone today. In fact, it is one of the major causes of a high attrition rate in the industry overall.

Tim, on the road to earning millions, made every mistake imaginable. He did daily affirmations in an attempt to build up his emotional armor. But, he will tell you, he still felt the pain of rejection over and over again. He spent good money for training that proved useless because they didn't address the unique needs of the Network Marketer.

ABOUT TIM SALES

Despite the trials and tribulations, the lack of training, and the absence of real resources for the unique needs of this industry, he persevered and he succeeded. By the time Tim retired he was a multi-millionaire with a downline of 56,000 people spanning many countries around the world. In addition, he's made significant contributions to the MLM industry. Tim was interviewed by Larry King about the legitimacy of the industry. He taught Network Marketing at a major University. He has traveled all over the world speaking and training leaders how to achieve success.

Tim also founded First Class MLM Tools - a company designed to produce and export all that he learned and used to succeed to all the network marketers who, like Tim, have a strong desire to succeed, and only need the resources to do so. The flagship product that Tim and First Class MLM Tools are most well known for is, **Brilliant Compensation**. This presentation has now been responsible for the sponsoring of more than a million people into the Network Marketing industry. It has been used in courts of law to help educate judges on the real information about Network Marketing. Every product Tim produces is just as effective as **Brilliant Compensation**.

It's just Tim's way. As you will see in anything you learn from Tim, he is thorough, fundamental, effective and successful. He teaches you the same things he had to learn the hard way. His goal is to make your route to success easier, faster and even more profitable than his route. But he will be the first to tell you. You have to use his materials and resources and you have to practice to master the skill.

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Tim will also remind you it is ultimately your attitude that propels your success. Those who know and work with Tim or have purchased his training products will tell you that he is an exacting task master who strives for perfection, but always respects and admires those whom are in his life, just as they respect and admire him.



“I love Network Marketing, both as an industry and as a way of making an honest living through multiple streams of passive income. FirstClassMLMTools.com is yours. Use it to your advantage. I have developed tools such as Brilliant Compensation and Professional Inviter that you can use to successfully invite prospects to learn more about your business and to quickly build your downline. Both are a product of my own personal triumphs.

“My crusade to increase the professionalism of the entire network marketing industry marches on, and I believe it begins at the most basic level – teaching network marketers how to be a professional in every aspect of their business.”

-Tim Sales

Conquer Phone Fear

How to Get You & Your Team over Call Reluctance

If the fear of picking up the phone and calling leads and prospects stops you or the people in your organization from making calls, then none of you will make much money.

What I Learned in the Navy

Prior to becoming involved in network marketing, I was a member of the U.S. Navy's Underwater Explosive Ordinance Disposal Team (the Navy's bomb squad). I learned many great lessons there that helped me with my network marketing business years later, one of which was overcoming fear.

In the Navy, what allowed a person to overcome their fear of defusing bombs underwater was simple: Drill, drill, drill – and when you're sick of drilling, drill some more. Overcoming fear did not mean read, read and when you're sick of reading, read some more; that doesn't make someone skilled at defusing bombs. By the way, "drill" means repetitiously going over something to learn it well.

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It's the same with getting appointments. Not that reading and learning the way bombs go "boom" and phones go "ringing" isn't important, it is. Reading or studying is only one part of knowing something and becoming effective at it.

In the Navy, what allowed a person to overcome their fear of defusing bombs under water was simple: Drill, drill, drill.

Why Some Distributors Quit

Just think what would have happened if the bomb squad trainers ever told the bomb squad to go home and read about the most common ways a bomb blows up, and then sent them out by themselves to defuse a bomb. Yet that's what Network Marketing leaders are often guilty of – asking their new distributors to go home and make their list of prospects. They're given a sheet (sometimes) of objections they "might" encounter, and are then told to call their prospects and invite them to take a look at a great business....BOOM! Ever wonder why that new distributor disappears within 30 days?

Start With A Script

Very often I've heard people say they don't/can't use scripts. That's fine. Write down what you plan to say anyway, because you need to be able to say it with ease, and get

comfortable with making your call. You'll need to repeat it several times. It's very helpful to "invite yourself" by recording what you want to say. Listen to the recording and ask yourself, "Would I accept that invitation?"

One of my scripts went something like this:

You: "Hi, John, this is Sue. Do you have a minute or did I catch you at a bad time?"

Them: "No, I have a minute. What's up?"

You: "Great, are you open to a business outside of _____ (what they currently do for a living)?"

Now, here are some likely responses you'll hear. These are the common objections and questions:

- What is it?
- Is this a pyramid?
- Is it Network Marketing or multi-level marketing?
- Is this sales?
- What would I be doing?
- I'm too busy, I don't have time.
- What is the investment?

These are the questions and objections!

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You know what they are, so don't make any excuses. Learn how to respond to these common questions and objections and then drill what your responses will be. Then you are prepared and never caught off guard when someone asks you one of these questions.

You: *(This was already stated, but I put it here again so you get the whole sequence.)* “Great, are you open to a business outside of _____ (what they currently do for a living)?”

The most common response is:

Them: “What is it?” *This is exactly what you want them to ask.*

You: “Do You Have Internet Access?” *(If not, send them the Brilliant Compensation DVD.)*

Them: “Yes”

You: “Do you have something to write with?”

Them: “Yes”

You: Give the web address of your Brilliant Compensation website and say, “This is a purely educational online movie that explains our marketing strategy – watch this and then we can have an intelligent conversation about the target market, product lines and things like that.

Read me back the address (make sure it's correct).” Confirm when they will have the time to review the information. Set the appointment for when you will talk again and conclude the conversation.

Now, that script is one I've used successfully for years. The reason it works is because it was designed to PREVENT the objections mentioned above. It took me a long time to develop that script. In the example below there are several phrases I identified that actually CREATED common objections.

For example, I found that when I would say, “I recently became involved with....” that it would trigger objections. After tweaking it many times, I finally settled on this script, which would not trigger any objections. The magic words were, “I'm working on a project...” I would get better results with this phrase!

Invite Prospects to Watch Brilliant Compensation.

This is my proven script:

“This is a purely educational online movie that explains our marketing strategy – watch this and then we can have an intelligent conversation about the target market, product lines and things like that.

Words That Create Objections

Here's a list of all of the phrases I recommend you stop saying, and instead use one of my proven scripts. I hope

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you realize how valuable these scripts are! These proven scripts came about because of hundreds of conversations I had with leads and prospects. I kept track of little word changes and the results they produced, and I would do this for months, until I could come up with a script that prevented objections. **These are powerful.**

Avoid These Phrases

I recently became involved with
I'd like to get you involved
I want you to...
I think you would love this
You would be good at this
New business opportunity
Are you interested?
Are you looking for a new business opportunity?

Instead Use These

I'm working on a project...
I'm looking for the right person that
You might want to...
It may or may not be for you...
This might be lucrative for us...
Business idea or project
You might want to see this...
Do you keep your eyes open for expansion/diversion?

Additionally if you're interested, I have an eight-hour training series wherein I give you all my best and proven scripts and you **hear me call live leads...**so you can hear for yourself how they are used and that they are proven to work. You'll get all of this training in the **Professional Inviter Course**, which is available as a CD set or through a streaming online delivery system.

Professional Inviter

Master The One
Critical Skill
That Sponsors People
With Ease

[Learn More](#)

www.FirstClassMLMTools.com/ProInviter

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In conclusion, my point is, to overcome any type of fear, you must have both knowledge and practice. Therefore you must get with your distributors and practice what to say to prospects and drill how to handle questions and objections. And I've not seen or heard of a better way of overcoming telephone fears, training your distributors on what to say and how to have a lot of guests at your business meetings than TEAM CALLING.

Team Calling

I put together a program called Assault Team Training - an event to teach people how to get past the fear of the phone, as well as talking to strangers (in person). Eight distributors were invited to my house (because I had four phone lines and wanted two people per phone). To attend, each distributor had to bring 250 names with phone numbers.

Everyone spent the first hour around a table writing a script of what they would say on the telephone to invite contacts to a business briefing we scheduled three days later. Then each person read their script back to the group and the group critiqued the script with one major emphasis: prevent the objection. We all agreed that in the invitation call, it's much easier to prevent objections than to have to handle them.

Assault Team Training

An event to teach people how to get past the fear of the phone, as well as talking to strangers

The Best Way to Overcome Most Objections

With good communication skills and using the proven phrases I shared with you on page X, we still heard the, "Is this one of those pyramids?" objection 50% of the time. It was this objection that constantly stopped or severely slowed down my organization's growth. That is the reason I produced the "**Brilliant Compensation**" presentation.

Now, a few years later, Brilliant Compensation is being used all over the world to explain network marketing. It's been used by regulators to prove the legitimacy or illegitimacy of MLM companies. In one court case in Europe, it was looking like one company wasn't going to survive the legal challenge. Some of the distributors convinced the attorneys to show the Brilliant Compensation video in court. What they told me was that the video saved the company. It's also been used at universities to explain MLM. The video really works! It completely handles all the network marketing objections. I can't tell you how many hundreds of people have emailed me, told my staff or told me that.

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People have told me they are NOW in the industry because of it. I tell you this because for YOUR reasons and YOUR interest you should be using it. Prospects

rarely say “No” because of your company or products - it’s their misunderstandings about the industry. The presentation is available as a DVD or online video.

This Coupon Entitles You To 30-Days of Full Access To “The Incredible ‘YES’ Machine.”

Send your prospects to this amazing **BRILLIANT COMPENSATION** website and let it get the ‘YES’ for you. Melt their resistance to your business before you even talk to them.

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MLM Brilliance 2.0 is a complete sales machine for your network marketing business.

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PLUS! It Features the #1 MLM Recruiting Video in History

“Brilliant Compensation”

Over 1 Million Sponsored and Growing

“It works plain and simple and no network marketer should be without it.”

— Les Martin



Also included...

- What the Wealthy Buy on Payday Video.
- The Top 11 MLM Objections Handled for You.
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Role Play

At the Team Calling event, divide people into pairs and have them role play with each other. Person A reads the script. Person B asks the most common questions or objections. Start slow and easy and get tougher as your partner gets better. It's very important that your partner feels successful. Compliment his/her efforts ALL THE TIME. Then switch: Person B invites and Person A asks the questions.

Because during the role playing, one person is constantly reading the invite script, this serves as a drilling of the invitation. Once you, as the leader, are satisfied that everyone attending team calling is able to handle the above objections...hit the phones!

Hit the Phones

Two people on each phone line. One is prospecting – the other coaching. After 15 minutes, switch. The person that was coaching switches to prospecting. The one that was prospecting is now the coach. **Do this for one uninterrupted hour.**

The rules are: No getting up. No bathroom breaks, no food, no getting up to find a drink of water, no answering cell phones. Nothing! It's so important to play by the rules. We all know the feeling of searching for any excuse not to dial the phone. **Believe me; this is fear-facing at its best.** By the way, people who show up late are not allowed in "the pit" until after the hour is up. I can't stress enough the importance of this SOLID HOUR of no interruptions.

Use Monday – it's the start of the week and the best day to invite to your weekly business briefing without a weekend interfering. Charge \$5.00 per person to cover the cost of the phone calls if you don't have an unlimited long-distance calling plan.

Your job as the leader is to help keep the calls under three minutes and to ensure that the person making the call *wants to continue making calls*. As a coach, resist the urge to correct "everything" you see a new person doing wrong. You don't want to unintentionally invalidate the person or make him/her feel that they're messing everything up. It's much better for the coach to consider the whole exercise as a gradual learning process. For some people, it can be a huge success just to dial 10 numbers in an hour.

The rules are: No getting up. No bathroom breaks, no food, no getting up to find a drink of water, no answering cell phones. Nothing! It's so important to play by the rules. We all know the feeling of searching for any excuse not to dial the phone. Believe me; this is fear-facing at its best.

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Keep Accurate Records

Keep a Daily Marketing Worksheet of dials, contacts and appointments similar to this:

Activity	Goal	Actual
Dials	50	30
Contacts	40	18
Appointments	10	8

It's very important for everyone to keep statistics while doing team calling. This is the basis for coaching and measuring progress. If anyone complains about their results, you can go straight to the Daily Marketing Worksheet and tell exactly where

someone needs help. Maybe they need help with their actual phone skills, or maybe they're just not dialing enough numbers!

It was this method of using the Daily Marketing Worksheet that inspired a more complete tool to help my organization keep better track of daily activity *so that I coached them better*. **"Pocket Tracker"** is a highly recommended tool that lists the only 13 activities that make you money in network marketing. These are the activities you want to focus on every day, and they are also the activities you want your team to be focused on as well.

Use The "Secret" Tool I Use To Keep My Downline On Track!

Get Organized and Stay On Track With The Pocket Tracker™ And Training CD From Tim Sales.

[Get your copy now](#)

FirstClassMLMTools.com/Tracker

The advertisement features a blue background with white and orange text. On the right, there is an image of the 'Pocket Tracker' tool, which consists of a spiral-bound notebook and a CD case. Both the notebook and the CD case feature an orange stick figure with arms raised in a celebratory gesture. The notebook cover has the text 'Making You Effective in Network Marketing' and 'POCKET TRACKER'. The CD case has the text 'Making You Effective in Network Marketing', 'TIM SALES', and 'POCKET TRACKER AUDIO CD'. The URL 'FirstClassMLMTools.com/Tracker' is displayed at the bottom right of the advertisement.

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You'll Love the Results

After two one-hour sessions in which everyone kept their statistics, the least number of confirmed appointments we've seen was eight. The most was 64. That's right!

The most impressive are those eight. What this represents is the minimum result of eight confirmed guests! What this means for you is that if someone spent two hours per week inviting through team calling, they would have a minimum of eight confirmed appointments at the weekly meeting!

The next time you or your distributors come to a business meeting without a guest, ask yourself and them, "How much actual time did you spend making calls?"

Making phone calls isn't as hazardous as bomb squad work, but it really can be just as scary. But the way to handle any fear is learn how to do it and do it over and over. Confront what you fear most enough times and you won't fear it any more.

**Confront what you fear most enough times and
you won't fear it any more.**

RAVE REVIEWS FOR TIM SALES

William “Buck” Cox

Your invaluable tools for building a successful home business have made a dramatic difference for me. As you suggested, it has changed the playing field. Thank you so much for helping both me and those I love to help!



Mark Alberstein

The knowledge and information that I have learned in just a few short hours is priceless. Thank you so much for your help and info

Amber Wick

Thank you very much for all the great stuff that you kindly, generously, and willingly share with me and thousands of other people. May God bless you richly and I wish you the very best for all your awesome works!

Marty L Ward

Tim Sales is truly a revolutionary when it comes to MLM marketing and is one of my Go-to-guys for products and advice on generating leads and customers. Whenever I think my marketing strategy needs an adjustment I go to his blog for inspiration and I usually find the niche or thing to read just my marketing strategy.

RAVE REVIEWS FOR TIM SALES

Rye

I've learned almost everything about network marketing from Tim Sales and his tools. His instruction covers from the basic know how to much more complicated things, but made simplified. Even a newbie like me can follow the steps and can easily understand each level.



Robe Fore

Tim Sales is the epitome of what it means to “build a business, not just a downline” in the network marketing arena. Not only has Tim made millions as a MLM distributor, he went on to create the best-selling “Brilliant Compensation” online presentation as well as a number of other mlm training tools and resources.

Dr. David Colburn

What I like best about Tim’s approach is that he puts things in simple terms for the common person to understand. Understanding his background and how quickly he was able to build his business also gave us hope and encouragement to get our business going. His methods are proven and easy to follow.