

Sample Scripts - *Eniva Automatic Marketing Program*

## #1 THE “HEADS-UP” CALL



### IF LEAVING A MESSAGE:

Dave: Hey John, it's Dave. Sure was nice \_\_\_\_\_ (seeing you the other day). Just wanted to let you know I was recently ordering a nutritional supplement that I really like, and the company offered a courtesy sample to be sent to anyone I wanted, so I picked you! Just a heads up... they said the samples should be arriving in a couple of days... thought you would enjoy'em. Anyway, I'll call you in a couple days to see how you liked it. Have a good one. Bye.

(FYI: John's probably thinking: "Wow! That was nice of Dave to have the company send a courtesy sample to me. I can't wait to try it because Dave said he really likes it.")

### IF LIVE PERSON:

John: Hello.

Dave: Hey John, it's Dave.

John: Oh, hi Dave.

Dave: Sure was nice seeing you the other day...(brief small talk).  
By the way, wanted to let you know I was recently ordering a nutritional supplement that I really like, and the company offered a courtesy sample to be sent to anyone I wanted, so I picked you! Just a heads up... They said the samples should be arriving in a couple of days.

John: Thanks, Dave! That was nice of you.

Dave: No problem... thought you would enjoy them. Since I've been taking VIBE every day I feel great! Anyway, I should probably get going, but I'll call you in a couple days to see how you liked'em.

John: Sounds great!

Dave: Have a good one. Bye.

(FYI: Again, John's probably thinking: Wow! That was nice of Dave to have the company send a courtesy sample to me. I can't wait to try it because Dave said he really likes it.)



## #2 FOLLOW-UP CALL:

\*The goal is to speak to them live and assist them with purchasing the product.

### LIVE ANSWER:

John: Hello.

Dave: Hi John, it's Dave. (*Wait. Allow individual TIME to respond. If they received samples/information, they will likely inform you and will tell you about it... then proceed*)

John: Oh, hey Dave. Say, those samples of that product VIBE you mentioned the other day came to the house. They also came with some really nice information. Looks like good stuff. I tried one of those packets—seems like maybe I got a little more energy after taking it.

Dave: That's great! I know since I've been taking VIBE everyday \_\_\_\_\_ (health benefit), and the best part is \_\_\_\_\_ (life benefit). I sure feel great. The biggest thing is that I take it every day.

John: So, I was thinking about maybe ordering some. Do I just call the number on the sheet?

Dave: Yeah, or you can go to the website. Just be sure to use the Courtesy Code listed. With it, you will save money, and I earn points that I can redeem for product or even cash.

John: Wow, that's cool.

Dave: Yeah, I guess it's how the company says "thanks" back to its customers. Oh, you may want to ask them about the Wholesale Club when you order. You can save even more money that way. If you have any questions on ordering or the product, just let me know. If you want, I can three-way us into the company, and I could help you place your first order.

John: That sounds great!  
(*Three way them into company order line – 1-866-999-9191.*)

OR:

John: No, I'll order on my own.

Dave: Great! (Then, go about your normal conversation...  
So, what else is going on?)



## OTHER NOTES:

After individuals have tried and reviewed the E-AMP information and samples, as well as heard the personal product experiences of the person who sent them the sample packet, they most often desire to try/order the product. When making your follow-up call, be sure to offer assistance in ordering (see sample script).

- Offer to 3-way them into the company order line.
- If they want to place the order online, get in front of your computer and help them do it right then and there... offer to walk them through it.
- Offer to answer any questions.
- Recommend they join the Eniva Wholesale Club to get the best pricing on products.
- Be sure to remind them to use the promotional Courtesy Code... “because it will save you money and help me earn reward points I can use for my product or even earn cash rewards.”
- After they have said “yes,” do not leave the order to chance.
- Go for it!