

Overview

Success on the phone is about consistency. You will find over time that you hear the same objections over and over – so mastering your phoning language is absolutely critical to your ability to move your referrals into set appointments.



This module is focused on Phoning and includes content that is purposefully repeated in the one-year Launch curriculum.

**Facilitator Pre-Work****Facilitator Pre-Work**

It is critically important that you carve out 20-30 min. of time prior to leading a Launch session to do the following:

- 1) Review the Guide below.
- 2) Watch the videos from the PRIOR MODULE (so you are prepared to lead the Homework Debrief), as well as the videos from THIS MODULE.

**Review****Review Homework from Previous Module**

In addition to watching the videos, homework from Module 1 was to be prepared to role play phoning language. Ask for a volunteer or choose an advisor to go for first. Ideally, every advisor comes forward to role play. Provide feedback as they go.

**Watch****Watch the Module 2 Videos** (approx. 8 min. total)

- 1) Overcoming Objections
- 2) The Second Most Common Objection
- 3) The Third Most Common Objection
- 4) Most Common Phoning Questions

**Discuss****Questions/Topics to Create Discussion/Dialogue**

- Remind the group that the best advisors are always working to get better. For those who have seen this content in a previous module, ask them to share their perspective on their level of language mastery today vs. in initial training.
- Explain why it is so important to handle 3 objections EVERY TIME.
- Brainstorm a list of objections you will hear on the phone. Reassure them that this is a very finite list – once they've mastered their responses to these, their confidence will dramatically increase and they will feel ready to conquer anything on the phone!

**Role Play****Role Play**

Role play your response to each objection on the list.

Then, put it all together and ask for one or two volunteers to role play their phoning language and give them one or more objections.

**Assign****Assign Homework**

Use the Member Progress tab to review which advisors have watched last week's videos. Call out those who are investing in their growth by watching this content outside of your sessions.

- 1) Watch these 4 videos at least 3 times in the coming week.
- 2) Role play your phoning objection language and be prepared to demonstrate next week.



Attention Trainers: We need your feedback!
Let us know if this was a ***** module, or if you found discussion harder to generate than other modules.
If you find an error, or if you have any ideas to make this module better – please reach out! Info@JimEffner.com