



# SUPER SCRIPT

FOR

## BOOKING AN IMA

during door-to-door prospecting

### **THE CAPTAIN SAYS:**

In this document, we'll talk about BOOKING AN IMA when you're out selling door-to-door and finally face-to-face with a Prospect. (The PROSPECTING phase of your job is covered in a separate document).

It gives you "super" steps that quickly lead to success:

- Getting attention: we offer FREE web consulting<sup>1</sup>
- Explaining who we are and why we can help
- Getting the info we need for a good IMA
- Booking the Prospect on an IMA to be delivered asap

Good luck out there—I'm counting on you!

*- Captain Marketing*

### **7 QUICK STEPS TO BOOKING AN IMA**


It takes just 5 minutes. All you need to do just follow my steps to book an IMA, overcoming objections as you go:



<sup>1</sup> The FREE consulting is actually the IMA we'll do, which has a \$295 regular value. It helps a Prospect identify weaknesses in his internet marketing program, and suggests ways to fix those problems.

**HERE'S HOW TO DO IT:**

We're assuming here that you've gotten past the Gate Keeper and that you have the Prospect's name & title.

CAPTAIN'S NOTES	YOU SAY THIS	NOTES & HOW TO OVERCOME OBJECTIONS
<p><b>STEP #1: HELLO</b></p>	<p>Hi, _____, I'm Bob Jones, with Captain Marketing, the internet marketing sales company.</p> <ul style="list-style-type: none"> <li>o <b>GIVE HIM YOUR BIZ CARD</b></li> </ul> <p>How are you today?</p> <ul style="list-style-type: none"> <li>o <b>LET HIM SAY FINE, ETC.</b></li> </ul>	
<p><b>STEP #2: ATTENTION GETTER</b></p>  <p>Yep, we really do give away <b>free consulting</b>. What do you think the IMA is?</p>	<p>I'm here because I was just down the street and thought I'd stop in to see if I can basically <b>give you some of our internet consulting services free</b>.</p> <ul style="list-style-type: none"> <li>o <b>PROBABLY, HE'LL BE SKEPTICAL—HOW CAN YOU GIVE AWAY FREE CONSULTING, WHAT'S THE CATCH?²</b></li> </ul> <p>Well, you could call it our <b>“super viral”</b> campaign. Captain Marketing lets me give away a small amount of free services every week in order to get new customers and referrals. I saw your building, you look like a solid company, and wondered if you'd be somebody we should be working with.</p> <ul style="list-style-type: none"> <li>o <b>HE MIGHT ASK “WHO IS CAPTAIN MARKETING?”³</b></li> <li>o <b>EVEN IF HE DOESN'T, KEEP GOING:</b></li> </ul>	
<p><b>STEP #3: WHO CM IS &amp; WHY WE ARE CREDIBLE</b></p>	<p>Captain Marketing is internet marketing services company.⁴ And I know there are a lot of those out there, but what makes us different is that...</p> <p>We're <b>internet sales optimizers</b>. We specialize in helping companies like yours <b>increase traffic</b>, and <b>turn more of that traffic into sales</b>.</p>	
	<p>So how is your company doing on the net? Are you happy with the business you're getting online?</p> <ul style="list-style-type: none"> <li>o <b>MOST LIKELY, HE'LL SAY THEY'RE DOING OK BUT COULD DO BETTER.</b></li> </ul>	

² If he persists in “what's the catch?”, tell him you'll explain in just a second, but first you need to know about how happy he is with what he's doing on the web.

³ If Prospect asks why you're here, you can SAY: “I was just down the street visiting another client. And I saw your sign and thought I'd drop by to see if we can help you with your internet marketing.”

⁴ You can give him our URL or show him our website on your iPad, but be careful—you want your Prospect to pay attention to you, not surfing thru our site.