

Yourbestleads.com
Co-op Training
EcoQuest International

OVERVIEW:

This training is for those who have joined a Yourbestleads.com Co-op by purchasing a share in a Co-op sponsored by a leader in EcoQuest International. This training will cover the definition of a Platinum Plus Lead and a Platinum Lead, how you order your leads, how you turn off your Auto-Order, how to call your leads using The Bridge System, how to call your leads using any other system, how to get maximum benefit from the Yourbestleads.com website.

DEFINITION OF PLATINUM PLUS LEAD:

The lead is sourced from the internet after responding to advertising that Yourbestleads.com has placed on multiple websites across America that are oriented towards people who may be interested in finding a profitable home based business. Typically your Platinum Plus Lead is delivered within minutes to hours of the time they reviewed information.

The lead has filled out a detailed questionnaire covering specific questions that qualify the lead for your program. You receive this information upon delivery of the lead to you.

First Name
Last Name
Street
City
State
Zip
E-Mail
Contact Phone
Best Time To Call
Timezone
Reason Wanting To Start A Home Based Business
Age Range
Earning Goals
How Long Has Been Looking
Financial Ability To Fund Start-up Costs

Your EcoQuest Platinum Plus Lead has come to a special Ecoquest Introductory website that informs them about EcoQuest. They have reviewed the site and have filled out a short form that qualifies them as having **SERIOUS INTEREST** in talking with you. They are then sent to you and directed, simultaneously to your website. Typically, you receive your Platinum Plus Lead within minutes of the time they have view the EcoQuest Introductory Website.

DEFINITION OF PLATINUM LEAD:

Yourbestleads.com EcoQuest Co-op Training
5/2/02 12:16 AM

The lead is sourced from the internet after responding to advertising that Yourbestleads.com has placed on multiple websites across America that are oriented towards people who may be interested in finding a profitable home based business. The Platinum Lead is from minutes to thirty days fresh, with the majority being with 1-7 days fresh.

The lead has filled out a detailed questionnaire covering specific questions that qualify the lead for your program. You receive this information upon delivery of the lead to you.

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FOR THOSE USING SYSTEMS OTHER THAN THE BRIDGE SYSTEM: Your leads are being directed, by the autoresponder, directly to your website. They will receive a series of 16 e-mail personal e-mail messages from you over the next 60 days reminding them of their interest in finding a profitable home based business. Use whatever method or system that you have had success with in working your leads from that point. You will never have a **BETTER and MORE QUALIFIED LEAD** than the Platinum Plus Lead. Work with them on a personal basis and you will do well.

FOR THOSE USING THE BRIDGE SYSTEM:

You will have a personalized Bridge System Website set up for you as part of your Co-op Share. Your Bridge System Website has been prepared specifically to guide your lead into a short entrepreneurial quiz, the results of which are copied directly to you and then they're guided into The Bridge Website where they select the Flash Movie that has been prepared and review additional information. They are encouraged to contact their sponsor who then guides them to order an INFO PACK. As a reminder, The Bridge System teaches product sales as the first method of generating cash flow and then teaching others how to do the same. There is a clearly defined training on the Bridge System in the Bridge Getting Started Training Box consisting of The Bridge Manual (220 Pages-18th Edition), 6 Hours of Video Training, 12 hours of audio training, a presentation CD ROM and a presentation color flip chart. These materials are available by sending an e-mail to thebridgestore.com.

WORKING YOUR PLATINUM PLUS LEAD: Because Platinum Plus Leads are more difficult to produce you can anticipate receiving your Platinum Plus Leads over a period of several days; they are on average fresh within minutes when you do receive them. At the time the lead is sent to you it is also set up in an Autoresponder that sends out a series of 16 personalized e-mails to your lead, reminding them of their interest in finding a profitable home based business. Your work starts as soon as you get word that you have received a Platinum Plus Lead who has reviewed the EcoQuest website. Typically, you can

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5/2/02 12:16 AM

anticipate that they are already filling out the Bridge System Entrepreneurial Quiz on your Bridge Website. You will want to call them (using the script in this training as your guide) and start them towards the process of ordering their INFO PACK.

WORKING YOUR PLATINUM LEAD: Typically you will receive your Platinum Leads over a period of 1-7 days, although they could . At the time the lead is sent to you it is also set up in an Autoresponder that sends out a series of 16 personalized e-mails to your lead, reminding them of their interest in finding a profitable home based business. Your leads will be receiving directions to your website where they will complete a short entrepreneurial quiz and then be guided directly into the Bridge Website where they receive the Bridge System Flash Movie and view other information. You will be informed when they complete the questionnaire by e-mail and, if they like what they see, they may contact you directly from the website. The key to working your lead is to be on the telephone with them, early on, and guide them through to a decision to order their INFO PACK.

WHAT IS THE REAL DIFFERENCE BETWEEN PLATINUM PLUS AND PLATINUM? The real difference is that the Platinum Plus Lead has gone through yet one more level of screening before they are sent to you. We have found that this additional step discards 80% of those who are ‘tire-kickers’ and only those who are SERIOUSLY INTERESTED will take that final sorting step. You might say that the Platinum Plus Lead System has done 80% of your sifting work for you. In addition to this, your Platinum Plus Lead is delivered in REAL TIME. This means, when they complete the short form on the EcoQuest Introductory Website they are delivered immediately to you. We have dozens of reports of members receiving their leads within seconds of the time SUBMIT was clicked and have found their leads in the process of completing the entrepreneurial quiz on your Bridge Website. THIS IS POWERFUL MARKETING!

CALLING SCRIPT TRAINING

This training is centered on calling both Platinum Plus and Platinum Leads and is designed to encourage your prospect to take the step to order an INFO PACK using The Bridge System. If you are using another system the logic of the following approach will work well for you.

Ring, Ring, Ring.. D = DEALER P = PROSPECT

D Hi, this is _____ of EcoQuest International and I am calling for _____.

P That’s me...

D Great...is this a convenient time for us to visit about your interest in our Home Based Business?

P Sure.

D Good. _____, could you tell me a little about yourself? What kind of work or career path you have had and what you’re hoping to find?

P Talk - Talk – Talk (Take careful notes and listen for the HOT-BUTTONS)

D Gee, Wow, Interesting, My Goodness, How did you.... (and visit with your prospect about them for awhile to set everything at ease.

P Yep...that's me

D _____ what did you like about what you saw on the website so far?

P Talk - Talk – Talk (Take careful notes and listen for the HOT-BUTTONS)

D Yes, no question. This company is positioned with an incredible product line and there is serious money to be made by those who join us now. Let me ask you a question.

P Ok

D Would you agree with me that an educated decision is vastly superior to an uneducated decision?

P I would.

D Would you agree that a NO decision before educating yourself about our program could be a mistake?

P Yes...I see that..

D Well, I agree with you and am grateful that I took time to educate myself on this company and the enormous world-wide opportunity it presents before I made my decision to join. At first I was totally skeptical, but by educating myself I came to realize how significant an opportunity this was.

_____, let me be so bold as to make a recommendation. We have prepared a complete information box that we will send to you. The box contains a 100 page color company manual, video, cassette tape, two CD's, brochures, etc. It is our way of helping you make an educated decision. We do not sell the box. I want you to understand that. We will loan you the box for a period of 30 days. All I ask is that you post a refundable deposit for \$35.00. We like to say we'll hold your \$35 hostage until we get the box back.

Does this seem fair to you?

P Yes, that seems fair.

FAX ALTERNATIVE:

D Do you have a FAX MACHINE or E-FAX capability?

P I can get a fax ok.

D Ok, let me fax to you a one page form of agreement that covers how you order the INFO PACK and how you obtain your refund. What is your fax number?

(Send an E-Mail to thebridgestore.com to obtain a copy of the fax you will send)

OR, E-MAIL ALTERNATIVE:

D I have an e-mail that explains to you fully how to order your Info Pack, would you like me to send that to you?

P Sure.

(Send an E-Mail to thebridgestore.com to obtain a copy of the e-mail you will send)

D _____, I'm looking forward to getting this package off to you ASAP. It will be mailed to you U.S. POSTOFFICE PRIORITY MAIL. I'll be back in touch with you in a few days after you have had a chance to review the information. In the meantime, I am going to send you an E-MAIL that will take you into our company website so you can gain even further knowledge about this company and this opportunity while your Info Pack is on its way to you. Ok?

P Ok...

OTHER TRAINING

HOW YOU ORDER CO-OP SHARES: Your co-op leader has a special URL address for you to use. Contact your Co-op Leader to obtain that link. If you do not have a co-op leader you can use the following link to get started. <http://www.yourbestleads.com/lshshehan>

HOW DO YOU BECOME A CO-OP LEADER? Simply sign up under your current leader, or the URL above and you are then positioned to become a CO-OP LEADER. At the point that you have 30 shares placed under you the benefits of being a co-op leader are yours. 10% FREE LEADS of all leads that are placed in your co-op share. (More Training on this is available on the website)

HOW DO YOU TURN OFF YOUR AUTO-ORDER: Co-op Shares are based on a monthly Auto-Order. If you choose to turn off your Auto-Order go to the Members Area Section, log in with your username and password and turn off your Auto-order. (More Training on this is available on the website)

REMOVE YOUR 'WORKING PROSPECTS' FROM THE AUTORESPONDER: When you have made personal contact with a prospect and are proceeding in further communications you do not want the autoresponder continuing to e-mail reminders to them. Go to your Members Area and use the tool there to remove your 'WORKING PROSPECTS' from future autoresponder mailings.

HOW TO GET MAXIMUM BENEFIT FROM YOURBESTLEADS.COM WEBSITE: Click on all areas of the website, study the Questions and Answers, study the training, study the Terms and Conditions. Be conversant about the co-op program so you're able to communicate it to your people.

Nothing will grow your business wider and deeper than a well managed co-op program that flows high numbers of quality, seriously interested leads into your organization. Do it for you. Teach your people to do it for themselves. The benefits of a profitable home business will soon be yours.

