

# Bob Safford's 3<sup>rd</sup> Party Referral

(Use when calling your Teammates 1-3 point list)

Bob Safford referred to this as: Green Card Phone Script

Hello {prospect'sname}. This is {yourname}. **Does my name sound familiar? WFA**

{3<sup>rd</sup> party's name} asked me to give you a call. He/She has recommended you as a possible management candidate with our company. Are you familiar with Primerica? **WFA**  
Primerica is one of the largest financial services companies in North America.

We are opening another 7,000 agencies nationwide over the next 5 years. Locally we are opening 10 more agencies in the immediate area. The way we do our business is we don't put any ads in the newspaper because, quite frankly, all you get is professional job seekers. It's a waste of time. Our business is done solely on what I call 3<sup>rd</sup> party influence.

{3<sup>rd</sup> party's name} said and felt you might have an interest in a strong second income or possibly a career change if the money was right. Is that true? **WFA**

(when given a 'yes' answer)

I will be conducting a briefing in the office (Tuesday or Friday) evening to highlight all the details. Which day would be better? **WFA**

Great. Do you have a pen? **WFA** Let me give you the address:

(repeat back the committed time and date of the briefing and give the address along with your office and/or cell phone number. Give directions if caller requests them or doesn't use Mapquest)  
It takes about 90 minutes with visual aids to give you enough information to make an intelligent decision. That's the purpose of the briefing.

You'll want to dress in business attire and when you arrive, you can ask for me, ok? **WFA**  
Great. Now one of the challenges I have is that when an appointment is set, I don't receive at least 24-hours notice when an emergency occurs.

So, do I have your word that if an emergency arises, you will give me a call prior to the committed date and time? **WFA**

Great. I will do the same for you. Is this the best number to contact you, or do you have an alternative number? **WFA**

I look forward to seeing you on (date and time).

## For the answering machine or voice mail:

Hello (prospect). This is (PFS Rep) calling. When you get this message, please call me back at (office and/or cell#). It's (date/time) and I'll be in my office for a few minutes. I'll be here until about (time). Please call me back today before (time) or tomorrow between (time) and (time). When you call me back mention (3<sup>rd</sup> party)'s name to me so I know what this is in reference to. It's important. Bye.

or

Hello (prospect). This is {PFS Rep} calling. Your name was forwarded to me recommending you as a possible management candidate with our company. When you get this message, please call me back at (office and/or cell#). It's (date/time) and I'll be in my office for a few minutes. I'll be here until about (time). Please call me back today before {time} or tomorrow between (time) and (time)\_ Looking forward to hearing from you. Bye.