

ADVANCED PLATINUM + IBO INTERVIEW SCRIPT

By: Michael Lancto, NVP ~ Updated: July 17, 2010

(Note: do not read words in **red** to your prospect)

Hi, {--Prospect's FIRSTNAME only--} ... this is {--YOUR NAME--}. I'm getting back to you in response to your ONLINE SURVEY where you said that you wanted to ADD TO or possibly REPLACE your income. Do you have 3 to 5 minutes to see if this might be a good match for you? ___ May I ask, if this ends up being what you're looking for, are you more interested in **PART-time or FULL-time** income? ___ – Great.

{--Prospect's FIRSTNAME--}, IF our business **completely meets the needs you are looking for, HOW SOON would you see yourself getting started?** ___

{--Prospect's FIRSTNAME--}, I'm an independent representative with AmeriPlan and we are the country's Best Benefits Company. Have you ever heard of Ameriplan? ___

▶ **[YES]** – Great. What did you hear? ___

▶ **[NO]** – OK .. may I tell you about **WHO** we are and **WHAT** we do? ___

We market 4 types of memberships, that SAVE our members hundreds (sometimes thousands) of dollars every year. I'll explain how those work in just a minute, ok? ___

Can I first tell you how we get paid? ___ We get paid DAILY for every new application we write, plus we get paid MONTHLY residual checks for all the memberships that stay active with us, and that can add up to a huge residual (repeat) income on the 18th of every month. Sound good so far? ___

Would you like to hear what some average people with little to no experience have made with us? ___

Jim had been a factory worker most all of his adult life. He followed our system and has not only achieved \$100,000 per year in residual (repeat) income, but he's also already been paid over \$1 million.

Tina is a single mom whose only job experience was working at fast food restaurants like McDonalds, Burger King, and Pizza Hut. But she too followed our system, and she has achieved over \$150,000 in residual income, and has already been paid over \$1.3 million.

And, my friend Michael is just an average guy. He actually tried a lot of other businesses before he joined Ameriplan – with little to no success. However, by following OUR system Michael was earning over \$100,000 per year in residual income in just 2 years with us, and has achieved \$300,000 /yr in residual income. Today Michael has been paid over \$2.3 million. How does that sound to you so far? ___

There are many more true stories just like this that we could tell you about, that are equally amazing. But what is truly amazing is that the opportunity for a high income like this in a shorter period of time is greater today than ever before. Would you like to know HOW we get paid? ___

This is really great. We get paid **FOUR** ways.

FIRST, our **ADVANCE COMMISSIONS** are paid **DAILY**. On every new application you write, we pay you the first 3 months commission immediately (30% for the 1st month, 20% for months 2 and 3). These advance commission are paid to you daily. If you submit a membership daily, you get paid every day. Sound good? ____

SECOND, we get our **RESIDUAL** checks paid **MONTHLY**. You are earning a level 20% commission for all the memberships you write, PLUS you can earn up to 34% in residual override commissions by helping others to succeed in this business and that makes up a huge part of your repeat income. So far we have DOZENS of people who have earned over a million dollars each. Many people start off part-time (while they keep their job), and by working at least 7-10 hours per week, they replace their job incomes. Do you have 7-10 hours per week to build a significant residual income? ____

THIRD, we can earn an all-expense paid **TOP PRODUCER TRIP**, and those are taken **EVERY YEAR**. These all-expense-paid trips **FOR TWO** have already been taken to -- the Bahamas, Vancouver, Hawaii, Alaska, Quebec, Las Vegas, and an ALL-INCLUSIVE resort in Mexico. Even as a new business partner, YOU CAN WIN THIS TRIP. Do you like free vacations? ____

FOURTH, we have the best **ACHIEVER BONUSES** that are **PAID ANYTIME**, as you earn them. In addition to everything we've already explained we have over **\$31,000 in cash bonuses** divided up over 8 bonus checks, and you could earn your first achiever bonus in your first 3 or 4 months. May I ask our listeners ... is \$31,000 more than your Christmas bonus last year? ____

We also have live conference call trainings that are practical, fun, and very helpful. They are also recorded so you can RE-listen to them when you want. Our top income earners give you step by step instructions that really work. These will give you every advantage possible to be successful in this business. How does that sound so far? ____

Can I take a couple minutes just to explain the **FOUR MEMBERSHIP PROGRAMS** that we market, that generates these income testimonies? ____

FIRST – we market **DENTAL PLUS**. This saves our members up to 80% off on their Dental, Vision, Prescription, and Chiropractic costs with NO limits and immediate savings. The cost is only \$19.95 per month for an entire household (even if some are not related). Do you or anyone you know ever go to the dentist? ____ There is a huge need for these benefits.

SECOND - We also market a security program called **ID SECURENET PLUS**. Did you know that 80% of Americans either do not have a last will and testament OR if they have one, it is outdated? ____ Our family legal plan provides every adult in your household with a free will -- including free annual updates. Pretty nice isn't it? ____ Do you know anyone who has ever received a traffic ticket they wanted to fight? ____ Have you ever known anyone to get a divorce or need legal help with back child support? ____ Have you ever signed a contract and wished a lawyer could have looked it over first? ____ Have you ever felt mistreated by a company and wished you had an attorney? ____ Our ID Securenet Plus includes a HUGE savings on all of that and more. Have you heard that Identity Theft is the fastest growing crime in America? ____ Well, Identity Theft Protection is included also. Have you ever needed a tow truck for your vehicle because your car broke down, you needed a jump start, you ran out of gas, had a flat tire, or

locked your keys in your car? ___ Our Roadside Assistance is just sign and drive away up to \$75, and if it costs more, you only pay what's over \$75. That's included also. All that peace of mind, and ID Securenet Plus is just \$19.95 per month.

THIRD - I'm very happy to tell you about our PLATINUM PLUS program. This includes both the Dental Plus and the ID Securenet Plus programs AND IT ALSO includes great savings for other things also. Do you ever eat at restaurants from fast food to fine dining? ___ Do you ever go bowling or go to the movies? ___ Do you (or anyone you know) ever want to attend sporting events or theme parks? ___ Would you have an interest in saving up to 50% at over 27,000 stores online & locally? ___ Plus lots lots more!!! ALL THAT and Platinum Plus is an amazingly low \$50 per month and it includes everyone in your household, even if some are not related to you. This is selling like crazy.

And our fourth program is TOTAL HEALTH. This program not only saves people up to 80% on dental, vision, prescriptions and chiropractic and it also very popular. Have you heard our politicians (of every party) and every media outlet talk about the Health Care Crisis in our country today? ___ Then you've heard that tens of millions of people in America are without health insurance today, either because they cannot afford it or because they will be declined due to some pre-existing condition. RIGHT? ___ We have good news, our TOTAL HEALTH Program accepts applicants regardless of any health problem they had in the past, present or future. No one is declined or turned away due to any health problem. Do you see how that gives us a HUGE advantage in this industry? ___ This is how people today are saving money not only at the doctor's office, vision provider, and pharmacy, but also at their physician's office, hospital, surgery, maternity, blood work, lab work, x-ray, cat scans, MRIs, and with a thousand more medical costs. The cost for TOTAL HEALTH is only \$39.95 per month for an entire household. Do you see how affordable that is? ___ We've even helped people who already have health insurance save a ton of money.

Keep in mind, when we say "**Household**" that is **everyone** who lives at that household, whether they are related **or not**, and no matter how young or old they are.

So do you know anyone who likes to save a lot of money over and over again? ___ Don't we all. We also have the best opportunity for average people to make a significant income by truly working from home.

Would you agree, that anytime you begin your own business you have what are called "startup costs"? ___ Most franchise businesses cost tens of thousands to get started, sometimes millions of dollars. In our company, for years our top program cost about \$500 to get started. Many people signed up at that price and they felt that it was great deal -- and it **WAS**.

However we saw that the recession in our country made it difficult for people to start this business with everything, so AmeriPlan drastically lowered the cost of our best startup program to just \$69.95 Would you agree that it's a lot easier for someone to start their own business for LESS THAN \$70 verses a \$500 startup cost? ___

Now this is amazing, Your \$69.95 startup cost is actually 2 parts put together: First is your initial \$19.95 annual fee, that gives you all your e-commerce internet marketing sites for an entire year at no additional cost. Plus you get internet access to your back office to see all your business. Plus we will Priority Mail you a Starter kit with a package of each of the brochures and some additional documents to help you.

The other \$50 is your monthly cost for Platinum Plus. That not only gives you and everyone in your household ALL our benefits (except Total Health), but it also qualifies you to receive your commissions. Most people can easily save over \$100 every month, just by using a few of the benefits. Sounding good so far? ____

Let me ask a couple final questions: Would you like to get PAID **DAILY** for new applications that you write? ____ Would you like to get paid **monthly** residual checks? ____ Would you agree that those **8 Achiever Bonus Checks** totaling over \$31,000 would help you also? ____ And it would be a lot of fun to go on one of **those all-expense paid vacations**? ____

So ... IS \$69.95 WITHIN YOUR BUDGET TO START YOUR OWN BUSINESS, SO YOU CAN BE FINANCIALLY FREE? ____ (\$69.95 is for the \$19.95 annual fee + 1st month Platinum Plus membership)

{--Prospect's FIRSTNAME--}, I believe that YOU and I team up together, that you will have what it TAKES to be successful in this business. Michael is already extremely successful and very helpful – and he will ALSO be coaching you twice a week. OKAY? ____

It only takes 5 minutes for you to get started, and your websites are immediately created with your name and contact information on them so you can start making money immediately. Sound good? ____

{--Prospect's FIRSTNAME--}, at the end of the year we will have to report your income to you on a 1099, so what is the EXACT name you want on that 1099? _____. Great. Which credit card do you like to use: Visa, MasterCard, Discover, or American Express? _____.
ARE YOU ONLINE RIGHT NOW?

[YES] Go to: **www.iboplus.com/YOURUSERNAME** and click the JOIN NOW button in the top/right corner. Now, tell me the NAME in red in the TOP/LEFT corner under the company logo. ____

<<<- PAUSE - WAIT for them to confirm it is your page! - >>>

"OK go ahead and fill in these pages. I'll stay on the phone so I can answer any questions along the way."

[NO] – Ok That's fine. I want you to feel comfortable with our company and with me. Why don't I give you my website(s) for you to look over and watch some of our awesome videos. Ok? ____ Would you like me to call you back LATER TODAY or would TOMORROW be better for you? ____ (day) ____ (time)

(PROSPECT'S HOMEWORK)

In order to make sure you receive my email with my websites ... let me confirm your BEST email address, which would that be? ____ Which phone number would you like me call you back on? ____

NOTE: send them to ANY of YOUR websites (if unsure which one, ask your sponsor)
Would you like me to also include one of our phone recordings for you to listen to as well? ____

Dial: (641) 715-3900 pin 538364#

FOLLOWUP CALL:

Hi, {--Prospect's FIRSTNAME--} ... this is {--Your FIRSTNAME--} with Ameriplan. _____
You and I were talking about getting you started in your own business with us to replace your income. Did you have a specific question for me .. or are you ready to get started? ____ **(be quiet and let them talk!!!!)**

[NOT READY] Listen to their response and if they have any questions, say
"{--Prospect's FIRSTNAME--} – Can you hold on a second? **(Then three way into your SPONSOR. IF your sponsor is not available go UPLINE to each of the next upline IBO for your 3-way call.)**

IF THEY ARE NOT READY TO SIGNUP... Ask: |

Except for the STARTUP cost, is there anything else that would keep you from starting your Ameriplan business today?

If they are still not ready ... invite them to a conference call or 3way them in to your sponsor or upline. Ask them, when is the best time for me to check back with you, later today or tomorrow? ____ **(set day and time appointment)**

ONLY AFTER THEY SIGN UP:

You should receive your PACKAGE within the next 7 business days, call me when you receive it, so, we can go over it. I'm going to give you some important information. Do you have a pen handy? Great. The name of the business you just started is called AmeriPlan. You will see a charge on your account by AmeriPlan USA. Keep a copy for your records because it's a tax write off at the end of the year! This includes your monthly costs to stay in business, as well as ANY other costs you incur for your business.

Now, as a business owner with us you'll also receive the following benefits:

- I suggest you review the www.ourteam2000.com/training site to learn how to both SAVE money and MAKE money!!
- Also, AmeriPlan® pays you DAILY on all new memberships that you write.
- Once you have generated just \$300 in Personal Monthly Revenue (MR) you will be promoted to Regional Sales Director (RSD) and receive a lifetime vested contract. Personal MR is the total amount of the monthly fees of each member or business partner you sign up.
- It is very important that you listen to 2 training calls per week (especially our Team2000 training calls with Michael Lancto, who is our National Vice President and who has earned over \$2 million so far). Go to www.ourteam2000.com/calls
- Starting tomorrow, you need to login to www.ameriplan.net with your 8 digit ID and your password (which will be the last 4 digits of your SSN). At the top of the page is your "Message Center" and you will receive important emails and updates there, so please check it often.

Now, you're going to have a lot of questions in the beginning. Here's my direct phone number _____. If it goes into voicemail when you call me, I maybe on the other line assisting someone else. Leave me a message and I'll call you back as soon as possible.

{New IBO's Name}, please watch your emails for the information and location of your web sites. You should receive your website confirmation by email within the next hour. If you don't receive it give me a call otherwise immediately login and begin to become familiar with your websites.

Schedule the next appointment - have your new IBO call you for the next step. Day/Time:
