

1 – INTRODUCTION (2:45)

HELLO - MY NAME IS - LEONARD

WHAT NAME DO YOU PREFER THAT I CALL YOU BY ?

WE PROVIDE YOU WITH THE FINEST VENDING EQUIPMENT
MADE.

BUT THAT'S ONLY THE TIP OF THE ICEBERG

 OURS IS A TOTAL TURNKEY PROGRAM –
ABSOLUTELY EVERYTHING TO MAKE YOUR BUSINESS
SUCCESSFUL – FROM **SOUP** TO **NUTS**.

IN FACT - **WE CALL IT!** –
THE – **“BUSINESS-SUCCESS-PROGRAM”**

AND WE CALL OUR CUSTOMERS –
“OUR BUSINESS SUCCESS CLIENTS”

YOUR PROGRAM STARTS OFF WITH... THE MOST EFFECTIVE
SYSTEM FOR THE LOCATING OF YOUR EQUIPMENT
INTO **GREAT** ACCOUNTS.

IT CONTINUES WITH... STRONG ONGOING SUPPORT AND
POWERFUL GUIDANCE ON ALL ASPECTS OF YOUR BUSINESS –

YOU ARE ASSIGNED
YOUR OWN **PERSONAL COACH**
HERE AT OUR HEADQUARTERS,

WE SUPPLY YOU WITH THE -
THE MOST WELL THOUGHT OUT –
EQUIPMENT IN THE VENDING INDUSTRY –
TOTALLY DESIGNED TO PRODUCE THE **MOST SALES**
AND THEN WE HELP YOU GROW... **AS LARGE AS YOU DESIRE** -
WITH OUR INTEREST FREE EXPANSION FINANCING

OUR **CLIENTS** USUALLY START OFF **PART TIME**

YOU OWN A **SUPER** PIECE OF VENDING EQUIPMENT
THAT VENDS A COMBINATION OF **CANDY – SNACKS – CHIPS –
PLUS COKE – PEPSI** – AND **ALL** THE OTHER SOFT DRINKS –
WE CALL THE MACHINE THE TOTAL -
OFFICE REFRESHMENT CENTER

WE PROVIDE **ALL** THE **LOCATIONS**
FOR **ALL** YOUR OFFICE REFRESHMENT CENTER MACHINES
INTO OFFICES - BUSINESSES AND SMALL FACTORIES
AROUND YOUR AREA.

THEN YOU OPERATE YOUR BUSINESS
RIGHT FROM YOUR HOME –
ONLY PUTTING IN ABOUT **4** SPARE HOURS A WEEK

YOU WILL ACTUALLY **OWN**
THE SNACK & DRINK VENDING REFRESHMENT CENTERS
IN **MANY** OF THE OFFICES, SMALL FACTORIES, AND
BUSINESSES - **ALL THROUGHOUT YOUR AREA.**

WE PUT PEOPLE ALL ACROSS THE NATION INTO THE VENDING
OFFICE REFRESHMENT BUSINESS
AND THEN WE CONTINUE TO TRAIN THEM - SUPPORT THEM –
AND TO MENTOR THEM AND HELP THEM

BUT!!! - _____

I HONESTLY **WON'T KNOW** IF WE CAN BE OF **ANY** SERVICE TO
YOU !

UNTIL I GET YOUR ANSWERS TO A COUPLE OF REALLY QUICK
QUESTIONS.

DO - YOU - MIND - IF - I - ASK - THEM ? (WFA)

D2 – QUESTIONS

1 - WHAT CITY DO YOU LIVE IN ?

1 - ARE YOU IN THE VENDING BUSINESS NOW?

2 - HAVE YOU EVER LOOKED INTO GETTING INVOLVED IN ANY TYPE OF VENDING BUSINESS BEFORE THIS ?

2 - WHAT KIND OF WORK DO YOU CURRENTLY DO ?

3 - _____ WHAT IS IT THAT YOU WOULD LIKE TO ACCOMPLISH BY RESPONDING TO OUR BUSINESS OPPORTUNITY AD
(what motivated you into looking for a business ?)

5 - HOW LONG HAVE YOU BEEN ACTIVELY LOOKING FOR A BUSINESS?

6 - ARE YOU LOOKING INTO THIS BUSINESS FOR YOURSELF - OR FOR SOMEONE ELSE ?

7 - DO YOU HAVE A LIFE PARTNER - ARE YOU DISCUSSING THIS WITH THEM? WILL THEY BE WORKING IN THE BUSINESS WITH YOU?

8 - IF YOU FOUND **THE RIGHT BUSINESS**, THAT YOU REALLY FELT COMFORTABLE WITH, ARE YOU READY TO GO INTO IT NOW ?

9 - WE CAN GET A PERSON STARTED IN THIS BUSINESS FOR AS LITTLE AS AROUND **TEN THOUSAND DOLLARS**

10 _____ AFTER YOU CAREFULLY LOOK THIS BUSINESS OVER, - AND - IF YOU DECIDE - THAT THIS **IS** THE BUSINESS THAT YOU WANT TO GO INTO, HOW MUCH OF THAT **TEN THOUSAND DOLLARS** DO YOU HAVE AVAILABLE **IN CASH** TO INVEST **AT THIS TIME** AND HOW MUCH OF THAT MONEY WOULD YOU HAVE TO ARRANGE FINANCING FOR ?

-----**STOP LOSS POINT**-----

I HAVE FOUND THAT I AM ABLE TO HAVE A PERSON TOTALLY UNDERSTANDING EVERY SINGLE PART OF THIS BUSINESS IN ABOUT A 10 MINUTE **NARRATIVE** OVER THE TELEPHONE

WOULD YOU LIKE ME - TO TAKE 10 MINUTES RIGHT NOW - AND FULLY EXPLAIN OUR BUSINESS TO YOU ? (WFA)

2 - CONCEPT (3:40)

THE LOCATIONS EMPLOYEES ARE “**CAPTIVE**” CUSTOMERS THAT ARE **VERY GRATEFUL** FOR YOUR SNACK AND DRINK PRODUCTS.

YOUR AUTOMATIC STORES - DISPLAY, TEMPT, AND OFFER, YOUR MERCHANDISE TO THE CUSTOMERS FOR YOU.

YOUR AUTOMATIC STORES - COLLECT THE MONEY FROM THE CUSTOMERS FOR YOU.

THEY THEN DELIVER THE PRODUCT TO THE CUSTOMER FOR YOU.

THEY EVEN **CAREFULLY** HOLD YOUR MONEY FOR YOU UNTIL YOU ARE READY TO PICK IT UP.

THAT’S WHY THEY CALL VENDING... **AUTOMATIC MERCHANDISING**

 OUR MOTTO IS –
YOUR SUCCESS IS OUR ONLY BUSINESS

3 – BUSINESS (0:55)

YOU CAN RUN THIS BUSINESS PART TIME - OR FULL TIME

YOU CAN BE SPENDING QUALITY TIME WITH YOUR FAMILY AND FRIENDS – WHILE YOUR REFRESHMENT CENTERS ARE OUT EARNING YOU MONEY – 24 HOURS A DAY – 7 DAYS A WEEK – THEY NEVER STOP WORKING

ITS SUCH A **SIMPLE** BUSINESS

ITS SUCH A **SAFE** BUSINESS

ITS THE BUSINESS THAT NEVER BECOMES OBSOLETE BECAUSE EATING AND SNACKING ARE HERE TO STAY

YOU RECEIVE THE FULL BENEFIT FROM ALL THE MILLIONS OF DOLLARS WORTH OF NATIONAL ADVERTISING THAT THE SNACK AND DRINK MANUFACTURERS SPEND EXCITING THE PUBLIC ABOUT THEIR PRODUCTS.

WE HAVE FOUND IT BEST TO LOCATE OUR MACHINES IN OFFICES AND BUSINESSES WITH BETWEEN 10 TO 75 EMPLOYEES

SNACKS & DRINKS ARE VERY LIGHT AND COMPACT – YOU CAN SERVICE THIS BUSINESS WITH YOUR SMALL FAMILY CAR

4 – PROFITS (1:30)

LETS TALK ABOUT PROFITS !

WHICH IS MY FAVORITE TOPIC –
HOW ABOUT YOU _____? (WFA)

PUBLISHED INDUSTRY NATIONAL AVERAGES SHOW THAT
SNACK VENDING MACHINES AVERAGE A LITTLE OVER \$5,000
A YEAR EACH !!!!!!!!

AND DRINK MACHINES ALSO AVERAGE ABOUT \$5,000 A YEAR
EACH!!!!!!!

THAT'S THE BEAUTY OF IT - WE'RE COMBINING THE TWO
HIGHEST PROFIT CATEGORIES- BOTH SNACKS AND DRINKS –
INTO ONE FANTASTIC COMBINATION PROFIT MACHINE FOR
YOU.

WE CALL IT THE SUPER MONEY MACHINE!

NOW YOU CAN HAVE A 2ND INCOME **WITHOUT** HAVING A 2ND JOB
AND YOU DECIDE HOW MUCH YOU WANT TO EARN

IN OTHER WORDS – ANYTIME THAT YOU WANT A RAISE –
SIMPLY PUT ANOTHER SNACK CENTER MACHINE – OUT TO
WORK FOR YOU.

WE WILL HELP YOU TO GROW AND EXPAND WITH WHAT WE
CALL OUR FORTUNE BUILDER PROGRAM

WITH THIS PROGRAM WE WILL FINANCE 9 REFRESHMENT
CENTER MACHINES FOR YOU – FOR EACH MACHINE THAT YOU
STARTED WITH.

THEREFORE IF YOU START WITH 4 REFRESHMENT CENTERS
YOU CAN HAVE 40 REFRESHMENT CENTERS OUT WORKING
FOR YOU – BY THE END OF THE YEAR.

5 – URGENCY (1:20)

OK - THAT'S THE GOOD NEWS –
NOW - I HAVE THE **GREAT NEWS!**

 THE ONLY THINGS IN LIFE THAT CAN'T BE CHANGED
ARE DEATH - TAXES - **AND OUR SCHEDULE!**

AND SINCE MOST FOLKS ARE FAMILIAR WITH - THE FIRST TWO -
LET ME EXPLAIN **OUR SCHEDULE** TO YOU.

EACH WEEK WE SET UP OUR BUSINESS OWNERS IN
ONLY ONE AREA OF THE COUNTRY.

WE PLACED AN ADVERTISEMENT IN YOUR LOCAL NEWSPAPER
BECAUSE WE SCHEDULED TO HAVE A BUSINESS OWNER IN
YOUR AREA –
IN ONE MONTH FROM NOW!

WE ONLY SET UP **JUST ONE!**
BUSINESS OWNER FOR YOUR AREA. – **THAT'S IT!!!!!!!!!!!!!!**
ONE!!

AND WE HAVE FIRMLY SCHEDULED THE SELECTION OF THAT
BUSINESS OWNER FOR YOUR AREA –
FOR EXACTLY – ONE MONTH FROM NOW! -

6 - QUALIFY

 I WANT TO PUT ON THE BRAKES RIGHT HERE!

I AM NOT READY TO MAKE A COMMITMENT TO YOU,
ANY MORE THAN YOU ARE READY TO MAKE A COMMITMENT TO
ME.

AM I RIGHT ? (WFA)

HOWEVER - WHAT I DO WANT TO KNOW

 JUST FROM THE LITTLE BIT OF INFORMATION I'VE
COVERED WITH YOU **SO FAR!!!** -

DOES OUR BUSINESS **START** TO INTEREST YOU ?

(WFA)

 SHORTLY YOU WILL BE SUPPLIED WITH
ABSOLUTELY EVERYTHING! THAT YOU NEED TO EVALUATE
THIS BUSINESS

AFTER YOU STUDY AND CHECK OUT THIS BUSINESS IS THERE
ANY REASON AT ALL - WHY YOU WOULD NOT BE ABLE TO MAKE
A

SOLID YES - **OR** A - **SOLID NO** ! DECISION
ON WHETHER THIS BUSINESS IS FOR YOU OR NOT
WITHIN ONE MONTH? (WFA)

7 - OUR LITERATURE PACKAGE

(1:00 +++)

 SINCE YOU TELL ME THAT YOU **ARE** INTERESTED

THE NEXT STEP FOR ME TO TAKE -
IS TO SEND YOU -
OUR COMPLETE LITERATURE PACKAGE.

INSIDE THE PACKAGE IS **EVERYTHING** THAT YOU NEED TO
MAKE AN INTELLIGENT DECISION ABOUT OUR BUSINESS

THE PACKAGE CONTAINS OUR BEAUTIFUL **62** PAGE FULL
COLOR BROCHURE
INCLUDING ALL THE INFORMATION ABOUT OUR COMPANY AND
OUR INDUSTRY - INCLUDING **ALL** – AND I MEAN **ALL** –
THE FACTS, FIGURES, PRICES AND COSTS THAT YOU WILL
NEED TO DO YOUR **DUE DILIGENCE**.
AND TO MAKE AN INTELLIGENT DECISION –
IF YOU WOULD LIKE US TO CONSIDER YOU AS THE **ONE!!**
OFFICE REFRESHMENT CENTER BUSINESS OWNER
FOR YOUR AREA.

WOULD YOU LIKE ME TO SEND YOU OUR FULL PACKAGE?

WHAT ADDRESS SHOULD I SEND IT TO?

SPELL YOUR NAME FOR ME

PHONE

EMAIL!!!!

8 - FOLLOW UP (1:00)

 WHEN OUR PACKAGE ARRIVES
OPEN IT IMMEDIATELY

SET ASIDE A QUIET 30 MINUTES
POUR YOURSELF A CUP OF COFFEE
KICK BACK INTO A COMFORTABLE CHAIR
AND STUDY IT - FROM COVER TO COVER.

AS YOU (AND YOUR MATE) ARE READING THROUGH THIS
MATERIAL PLEASE WRITE DOWN ANY QUESTIONS THAT YOU
MIGHT HAVE

REMEMBER -
THE ONLY STUPID QUESTION – IS ONE THAT IS NOT ASKED

SO THAT NEXT TIME WE TALK AGAIN I CAN TAKE ALL THE TIME
NECESSARY TO ANSWER YOUR QUESTIONS AND CONCERNS
FOR YOU, SO THAT YOU WILL BE IN A POSITION TO MAKE AN
INTELLIGENT DECISION.

SO THAT WE CAN STAY ON OUR SELECTION SCHEDULE
I WILL BE TALKING TO YOU ONCE AGAIN IN ABOUT A WEEK –

SO HAVE YOUR QUESTIONS READY FOR ME.

BYE FOR NOW - IT'S BEEN A PLEASURE SPEAKING WITH YOU.