

# Scripts to Promote Big Events:

## Big Dreams/I can't afford it:

Many successful people had bigger dreams than their budget would allow. Your dreams are this big (*spread out your arms*) and your paycheck is (*put your hands 4 inches apart*). If this event was mandatory in order to achieve your goals and dreams how could you miss it? **(WFA)**  
Is your budget going to stop you? **(WFA)**

## The 3 Choices Close (Should be used at every meeting):

You have 3 choices when a big event comes around. You can:

- 1) Skip the event and you will be out of business in 6 months;
- 2) Go to the event alone and you will stay in business; or
- 3) Take a team to the event and EXPLODE your business and the businesses of your team!

Which choice sounds better to you? **(WFA)**

## 1000 piece puzzle:

Consider that when you start a new business, especially one like Primerica, you are given a 1000 piece puzzle. If going to the (event name) would put 500 of those pieces together for you in one day (or weekend) would that be worth it to you? **(WFA)**  
If it took 6 – 18 months to figure out those 500 pieces would it be invaluable to you? **(WFA)** Let's get you a ticket/registered!

## McDonalds Close:

### **Objection: It's too expensive and I can not afford it!**

Can I ask you a question? **(WFA)** If you just bought a McDonalds and they were having a franchise training session in Palm Springs would it be important to go? **(WFA)** Would it be essential to the success of your McDonalds franchise? **(WFA)** Well, this event will be critical to your success in this business so let's rearrange your priorities so we can get you registered. By the way, did you know the event is tax deductible?

## Movie Close:

### **Objection: I can make it but my spouse is not able to be there.**

Let me ask you a question. Have you ever gone to a movie or watched a movie at home without your spouse and then tried to explain it to them later? **(WFA)** Were you able to explain the movie so she was as impressed as you were? **(WFA)** Wouldn't it have been easier if you could have seen it together? **(WFA)** Then let's get your spouse committed to being there!

## Invest versus spend:

Our business is about teaching people how to spend their time and invest their money. If we could teach you to double your income would it be a good way to spend your time? **(WFA)** Would learning how to double your income be a good way to invest your money? **(WFA)** It would be worth \$700 to learn how to double your income right? **(WFA)** Great then let's get you investing your money and spending your time in a more valuable way!

## Hawaii Close:

I was on line and I found a website selling a first class weekend trip to Hawaii for about \$700! Do you want to go? **(WFA)** Do you think that is a good deal? **(WFA)** What if you could spend \$700 and learn how to go to Hawaii whenever you want your entire life? Would that be worth \$700? **(WFA)** It is actually a weekend in a 4-star resort in Palm Springs and you will learn concepts to double or triple your income. Let's get you registered.