

## 2<sup>nd</sup> Interview Script for New Applicants

Connection is the conduit for value.

Don't Multi task. Be present on the call. This is your time to select who you will be in business with.

Ask questions.

What did you see in the videos that made you feel like you would be a good fit for SFG?

“Tell me more about that?”

You are listening for your 5 characteristics of a business partner

Tell me more about that?

Encourage them to talk about themselves in depth.

Don't stop at the superficial.

The “Me Too” phase: Tell your or your mentors story in this business as it relates to what this person is looking for. What they need to hear is the connection between where they are and where you are and how SFG's process helped you get there.

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Does that sound like what you're looking for?

Whats next?

And 3 Phases.

Get them to write this down!



There are 3 phases to the SFG Process

1. Licensing—2 days to 2 weeks
2. Learn while you earn— we use a mix of training and in the field experience.
3. Build your book of business, build your team, build your Agency— I know you didn't come here to find just another sales job, so I help you build your team with people you identify as you provide an example of someone doing all the right things as they learn to do all the things right.

Will you commit to that process?

Paperwork, Licensing, Activity and Accountability and Follow up

1. When will you have the paperwork completed and back to me
2. Once you send it in text me so we can get you in pre-licensing
3. Add them to your contacts.
4. As they engage, provide them opportunities to plug in – Conference calls, PCB's, Spring/Fall Tours, etc... tell people to text you after to let you know what they learned!