

WHO DO YOU KNOW?

- The best leader, manager, friend
- The most successful salesperson, teacher, coach
- The most enthusiastic, ambitious, money-motivated

WHAT DO WE DO?

- We show people how to save money and how to make money.
- How do you feel about making money?
- How do you feel about saving money?

[illegible]

Reference Profile (after contact):

Everyone is a prospect but they have individual profiles.

"A"s – people who buy and need part-time income*

"B"s – people who may buy and may be recruiting prospects

"C"s – people who are supportive and will give referrals because they like you

"X"s – people who are not interested in buying or earning

extra income

The "A" prospects are generally those who are:

- People who are married with young children
- People who have a good job, home and car, but want more
- People who are highly motivated and will work hard

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S.T.E.A.M.

In addition to the Memory Jogger, another great way to create a prospect list is by using "S.T.E.A.M." Take a look at the following adjectives and write down who comes to mind.

S | Salesperson

1. _____ Tel. # _____

2. _____ Tel. # _____

3. _____ Tel. # _____

T | Teacher

1. _____ Tel. # _____

2. _____ Tel. # _____

3. _____ Tel. # _____

E | Enthusiastic Person

1. _____ Tel. # _____

2. _____ Tel. # _____

3. _____ Tel. # _____

A | Ambitious Person

1. _____ Tel. # _____

2. _____ Tel. # _____

3. _____ Tel. # _____

M | Make More Money

1. _____ Tel. # _____

2. _____ Tel. # _____

3. _____ Tel. # _____

MEMORY JOGGER

Who comes to mind?

- Co-worker
- Boss
- Partner
- Janitor
- Security guard
- Delivery person
- Administrative staff
- Customer
- Parking attendant
- Landscaper
- Coffee shop
- Personnel manager
- Salespeople
- Boss' boss
- Lunch with
- Competition
- Repair person
- Copier person
- Complainers
- Inspector
- Credit Union/banker
- Fired-up male
- Fired-up female
- Federal Express
- UPS
- Delivers mail
- Lost job
- Will be laid off
- Job hunters
- Dislikes job
- Missed promotion
- Most likable
- Needs part-time job
- Engineer
- New employee
- Time keeper
- Operator
- Payroll
- Contractor
- Mover & shaker
- Preacher
- Nurse
- Dentist
- Doctor
- Principal
- Teacher
- Coach
- Gym
- Therapist
- Hairdresser
- Carpenter
- Mechanic
- Car salesperson
- Gas station
- Police officer
- Painter
- Roofer
- Book store
- Department store
- Grocery store
- Convenience store
- Waitress/waiter
- Chef
- Cashier
- Dishwasher
- Hardware store
- Truck driver
- Pharmacist
- Flower shop
- Health spa
- Fast food restaurants
- Toy store
- Dry cleaner
- Student
- Repair person
- Movie rental
- Theater
- Realtor
- Office supplies
- Pizza delivery
- Phone installer
- Pest control
- Bowl with
- Hunt with
- Golf with
- Fish with
- Tennis with
- Ski with
- Soccer with
- Baseball with
- Softball with
- Football with
- Hockey with
- Bike with
- Racquetball with
- Swim with
- Jog with
- Firefighter
- Scout leader
- Barber
- Auctioneer
- Photographer
- Guidance counselor
- Musician
- Sister-in-law
- Brother-in-law
- Father-in-law
- Mother-in-law
- Brother
- Sister
- Father
- Mother
- Cousin
- Aunt
- Uncle
- Nephew
- Niece
- Best friend
- Farmer
- Military
- Babysitter
- Sitter's parents
- Neighbors
- Best man
- Maid of honor
- Bartender
- Bridesmaids
- Ushers
- Groomsmen
- Singers
- Plumber
- Plays bridge
- Plays bingo
- Plays poker
- Church
- Plays pool
- Carpool
- Yoga
- PTA
- Hometown
- School reunion
- College annuals
- Optimist
- Eat out with
- Dancing with
- Daycare center
- Park
- From out-of-state
- From out-of-province
- Has a truck
- Plays instrument
- Lifts weights
- Little League
- YMCA
- Apartment manager
- Ambitious
- Outgoing
- Enthusiastic
- Trustworthy
- Hard-worker
- Chiropractor
- Nice smile
- Works nights
- Quit smoking
- Scuba diver
- College professor
- In management
- Does odd jobs
- Works second job
- Mortgage broker

Remember, the people who need your help the most will:

- Be married
- Have kids
- Be homeowners
- Be age 25-55
- Be employed (\$35k+)