Diamond University Event Promotion Script



Step 1: TEXT EACH ASSOCIATE

W1: Hey FIRSTNAME, I have some awesome news to share with you. Can you take a quick call tomorrow at TIME or TIME? Would be awesome to connect and say hello as well!

Step 2: SAY THIS ON THE CALL

Hey FIRSTNAME how have you been! **<SMALL TALK FOR A MOMENT>** So I was reaching out because there is a big event coming up next month on May 7th & 8th called Diamond University. Have you heard the news about it yet?? **<NO MATTER WHAT THEY SAY>** All good. I'm going to send you the link right now. I want to walk you through it because it could make a huge difference to your business. I'm going to text it to you right now. Hold on just a sec…

SEND: http://diamond.myteamwork.info

Ok does the link open up ok for you? **<WAIT>** So as you can see, all of the speakers are Six Figure Earners and Million Dollar Club members. The biggest difference is that the training will be specific to our company and it's a much higher value. It's only $49 for your ticket and it's a two day training. Friday night from 5pm CDT – 1am CDT and Saturday night from 5pm CDT – 1am CDT. It's positioned in the evenings to allow people to get the most out of the event. And we will also have people from the Asia Pacific Markets joining us. This is the first GLOBAL event ever done virtually in the company!

So at this point, all you need to do is hit the checkout button and get your ticket. Or I can put it in for you as well if it's easier. When do you think you'll be able to get your ticket? **<WAIT>**

IF THEY SAY RIGHT NOW: Ok perfect! I will wait right now while you complete the check out process just to make sure it goes ok for you.

IF THEY SAY THEY NEED TIME: I totally understand. What I always do in this case is schedule a call in the next day or two so you have enough time to look at your schedule and your budget and make a decision. I can call you on DAY at TIME or DAY at TIME. Which is best for you? **<WAIT>** Ok sounds good. Talk to you then!