

The Billboarder Company a division of Arturion Inc.
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WELCOME BILLBOARDER HOME CALLER!

Dear Steve, Enclosed you will find everything you need to start Calling Box-Truck Owners and telling them

Just a little bit about our USA Patented Billboarder Banner Framing SYSTEM, about 20% of the cost of a Traditional Glued-on Wrap and ULIKE a Wrap, Forever Re-Usable. Watch the video yourself... **Ask yourself** after watching the **VIDEO**, Would you pay \$5000 for “**ONE-TIME-USE**” “**GLUED-ON WRAP**” or \$1300 with us for a **Forever Reusable, All Aluminum, Anodized Framing System?**

The script is Design, to Give just enough information, to the Box-Truck Owner, that he will be Desirous of receiving and watching our **VIDEO! Then he will** give you his E-Mail Address, so you E-Mail send the **VIDEO** to him, and have him learn more, about our USA Patented # 8.096.070 Billboarder Banner Framing System!

The **VIDEO** does all the Selling. You Turn over the lead to us. We call the box truck owner, answer any questions, and ask what credit Card do you want to put this on? After the video there is never any hard cell needed.

Your job is to find interested Box Truck OWNERS and get our **Video on to...**
...The Box-Truck Owners Computer Screen or Smart Phone.

By **Calling Box-Truck Owners in geographical areas and categories Assigned To You, likely to have Box-Trucks.**

Will guide you how to find a list of companies to call, in a particular category and geographical area that we Assign to you! only call the category of business and the geographical area we assign you.

The **script** asks for his E-Mail Address so you can send him the **VIDEO**
You E-Mail him Our short and **to the point 5 minute VIDEO** along with the “**VIDEO** cover letter”.

The next day you’re going to call him back and ask him. Have you watched the video?

If “no” say “OK I’ll call back tomorrow, give you some more time to watch.”

If YES, And he shows interest... then say “How about I have one of our **Customer Assistance** from our factory, give you a call later today to go over Possible ordering details and answer any of your Questions about **the Billboarder Banner, Framing System**

If he says, yes, you’ve created a **LEAD** and the chances are in your favor, (based on our experience) Odds are... you’ve made \$100 or more! \$100 for every truck he dose!

Please stay to the script as much as possible. And never ever, ever ask.

“How are you today”? Business owners already know and when they hear that, it’s a telephone solicitor you might as well say “would you like to listen to a telephone solicitor” today” don’t say that either! No business owner wants to be taken away from what he’s doing to hear you ask “how are you doing today”, like you’re checking on his medical condition? When he knows, saying that is totally ingenuous, and not the purpose of your call.

That’s why, the SCRIPT and the follow up VIDEO is written right to the point, short and quick.

Keep these things in mind:

We have a great United States patented, innovative money, saving Banner, framing system and an honest short to the point would you like to watch our video Scripted message! Along with a short and to the point powerful VIDEO.

Our Banner Framing System really does save them thousands of dollars on the Initially! Thousands more every time they change their Billboard like Ads! Owners are more likely to take advantage of changing their ads when it doesn't cost so much! Why would they choose a \$5000 system that Has to be scraped off instead of a \$1300 system and uses Inter-changeable Banners and looks exactly the same! Make sure you watch the video so you'll become a believer, that it's ridiculous for them to go anywhere else!

HOWEVER, THIS IS THE FIRST TIME WHEN YOU CALL THAT THEY'LL BE HEARING ANYTHING ABOUT THIS SO THE ONE WAY TO CHASE THEM AWAY BEFORE YOU EVEN GET STARTED EXPLAINING ANYTHING IS FUTILE EFFORT TO KEEP THEM ON THE LINE YOU'RE GOING TO TALK FAST. NEXT TO ASKING THEM HOW THEY'RE DOING TODAY THAT'S ABOUT THE WORST THING YOU CAN DO, MOST OF THE PEOPLE YOU'LL BE TALKING TO Will be MEN! Most MEN NEVER LIKE TO ADMIT THAT THEY'RE CONFUSED about anything. THIS IS THE FIRST TIME THEY'RE HEARING ANYTHING ABOUT THIS AND IF YOU TALK FAST, THEY WON'T KNOW WHAT YOU'RE TALKING ABOUT. THEY WILL FEEL UNEASY AND TELL YOU, YOU KNOW, I'M REALLY NOT INTERESTED WITHOUT KNOWING WHAT THE HECK YOU'RE TALKING ABOUT..... Instead

GIVE NO CONCERN TO PEOPLE HANGING UP ON YOU. IT'S NOT AN FRONTAGE TO YOUR PERSONHOOD. THEY DON'T EVEN KNOW YOU! HAVE RESPECT FOR YOURSELF AND SPEAK SLOW UNDERSTANDABLE BUT YET INTERESTED SPEECH! YOU'LL KEEP A LOT MORE PEOPLE ON THE PHONE AND MORE IMPORTANTLY, LISTENING TO WHAT YOU SAY. Do not rush for anybody, let the ones that would've hung up anyway hang up, this way you'll make More Calls.