

Empower Your MLM Distributors with Network Marketing Scripts

Boost Sales - Strengthen Compliance - Maximize Productivity





Table of Contents

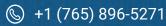
introduction	
What are Network Marketing Scripts? 6	
Why are Network Marketing Scripts Required? 8 • Consistency in Brand Messaging 9 • Confidence for Distributors 9 • Time-Saving Communication 11 • Higher Conversion and Sales 11 • Avoidance of Common Mistakes 11 • Business Duplication & Scalability 12	1
What are the types of Network Marketing Scripts?	4 5 6 7
Key Elements of Network Marketing Scripts	9
Step-by-Step Guide to Writing a Great MLM Script for Your MLM Distributors	3
Training Your Distributors to Use Scripts Effectively	5



Mistakes to Avoid When Using MLM Scripts	28
Over-reliance on word-for-word delivery	29
Ignoring the prospect's responses	29
Being too pushy or aggressive	30
Not updating scripts over time	30
Time to Create Your Own Script	31
MLM Scripts: Frequently Asked Questions	33
About MLM Global Software	35



Introduction







Whenever a new distributor joins your MLM company, you train them, provide them with valuable insights, and add them to the community. But is this enough to ensure their success?

They should know exactly what to speak and how to respond in every situation; there must be clarity in their presentation, conversation, and messaging.

That's exactly what network marketing scripts are designed to deliver.

In this article, we'll explain what network marketing scripts are, why they are important, and how to create them. Besides that, you can also download our MLM script templates and put them to use.

Let's uncover the secret to successful MLM communication.



What are Network Marketing Scripts?





Let's say, a prospect asks your distributor a simple question—" Why should I buy this product?"



The distributor answers it with their own opinion and understanding of the product, which may or may not be the best answer.



Perhaps, it won't deliver the message to the prospect that you want. Another distributor gives a different answer, leaving the distributor confused.

Therefore, there's no uniform, guided communication.

Network marketing scripts are structured communication guidebooks that help distributors have well-researched and directed conversations for presentations, product Q&A, social media, and any form of one-way or two-way communication.

Let's provide an example of how these scripts can be useful.

A distributor decides to give a product presentation to market it. While creating the presentation, he becomes unsure what should be included, what should be highlighted, and what could be excluded.

If there were a pre-defined network marketing script for product presentation, the distributor could directly use it, accurately conveying what he should.

On this note, let's discuss the importance of network marketing scripts in detail.



Why are Network Marketing Scripts Required?







In the previous section, we already discussed a use case of network marketing scripts. Now, we'll explore all the primary use cases in a much detailed version along with real examples.

Consistency in Brand Messaging

What does your MLM brand stand for, and what do you want to achieve? There's only one true answer to it. However, when distributors carry your messaging, they may inadvertently divert attention away from it, blending their own views and opinions with your brand.

It can lead to confusion, which we must avoid. Customers should be able to connect more effectively, and recruits should have a clear understanding of what they are becoming part of.

When you share network marketing scripts with your distributors, they'll know exactly how to present your company and products, what information to provide, what USPs to highlight, and how to deliver your motto and vision.

Now, these scripts can be in different formats, such as plain text-based PDFs, presentations, and Q&A.

For instance, Zinzino, a nutrition supplements MLM company, shares a PPT with all its distributors. The presentation showcases the company's objective "to pioneer test-based nutrition as a global megatrend." It also informs distributors about the achievements and key figures to highlight.

By going through it, distributors know what they have to convey while conversing and presenting.

Confidence for Distributors

When a new distributor joins the team, most MLM companies and sponsors provide recorded training and live webinars, giving distributors a general idea of the brand, products, etc.

However, what can charge them with confidence is knowing the exact conversation that they can strike with their prospects and potential team members.

Have a look at this script by Neolife:



Use these scripts as a guide and personalize so that it is coming from you!

[You] Hi _____, how are you?

[Prospect] Good

[You] I have some really exciting news that I can't wait to share with you!! (Pause)

[Prospect] What is it?

[You] Did you hear about the new Insta-Lift Eye Gel that NeoLife just launched?

[Prospect] No, what is it?

[You] I'm in love with it. It's an organic eye gel that brightens tired eyes, reduces dark circles and puffiness and reduces fine lines and wrinkles up to 40% in just 30 minutes! As a NeoLife customer (if not a customer skip this part) I wanted you to be among the 1st to experience it, plus it would be awesome if you'd do me a favor and try it for 60 days and give me your honest feedback along the way! Would you be open to that?

Note: At this point the conversation will likely go one of 3 routes.

Route 1:

[Prospect] Sure I'd love to try it.

[You] Great, I can't wait to hear how you like it. I'd be happy to place the order for you if you just give me the address you want it sent to and either a Visa, MasterCard or Discover.

Route 2:

[Prospect] How much is it?

[You] Retail is \$37.10. Club Member cost is \$31.55 or if you have at least one product on Auto-Ship it's only \$25.95.

Note: Don't be surprised when they're shocked how inexpensive it is compared to other products on the market!

[Prospect] Can I try it first?

[You] Absolutely, I'd love to meet with you (assuming your local) and let you try it! Keep in mind that if you decide to buy it comes with an unconditional 90-day money back guarantee! It should last up to 2 months if you apply it morning and evening.

Route 3:

[Prospect] Sounds interesting. Can you send me more information?

[You] Absolutely! If I send you a short video and a flyer will you look it over?

[Prospect] Yes!

[You] Great, when is the soonest you'll have a chance to look at it?

[Prospect] I can watch it this evening!

[You] Great! I can't wait to hear what you think. If I call you around 9pm will that give you enough time to look it over?

[Prospect] That's works.

The company created a script for its new product, Insta-Lift Eye Gel. The script explains how to start the conversation, how to introduce the product, explain it, and how to convert the prospect based on different replies.

This is a clear example where a script helped distributors convert customers without them spending energy on planning the conversation. Therefore, it'd surely make the distributor feel confident.



Time-Saving Communication

As we mentioned just above, distributors don't need to plan the conversation when they are provided with scripts, saving their time and effort.

With scripts by their side, they just need to repeat the same with all customers with some level of personalization.

Also, when they prepare the script themselves, they have to try and test different approaches, tones, and responses to identify what works the best, which will also consume their time. Scripts take away that effort as well.

Higher Conversion and Sales

What's better than saving time? Getting higher conversion and sales in less time. And that's possible with network marketing scripts because:

- It comes with tried and tested replies to maximize conversion
- It provides the ability to answer all the doubts and handle objections
- It helps distributors understand when and how to follow up without being persuasive
- With scripts, not only distributors but also their downline perform better.

Avoidance of Common Mistakes

Whenever a distributor is provided with a script, mistakes such as sharing wrong product information, informal communication, salesy tone, etc., can be avoided during the conversation.

For example, the distributor is providing a presentation regarding a skincare product. However, there was no pre-written script, and so, they had to collect the information themselves and create a document from scratch. Then, there are chances that they'd mention the wrong selling points or incorrect ingredients, or overcommit the results.

When such a scenario happens, it can degrade your MLM business's reputation if the customers notice the inaccuracies and begin to question the credibility of the company.



Business Duplication & Scalability

Building a distributor team is the key to growing your MLM business. And what's the key to building a team? Business duplication and scalability.

Network marketing scripts play a crucial role in this aspect by:



Providing a standardized way to present the opportunity to potential team members.



Guiding the recruits in the right direction and eliminating the guesswork.



Making recruits familiar with the products and brand faster, saving time in onboarding and training.



Reducing dependency on live coaching and one-on-one sessions.



Letting one sponsor train hundreds of recruits by going through scripts and explaining how to put them to use.



What are the types of Network Marketing Scripts?







There's no one-size-fits-all script. Therefore, for different use cases, you need to introduce different scripts. In this section, we'll explain to you about various scripts along with their respective downloadable templates that you can use for your own MLM company.

If you want to check out all our script templates in one go, download them from here: Comprehensive Script Templates for MLM Companies

To check specific script templates, read on to learn more.

Cold Market MLM Script Template

Cold market scripts are used to approach prospects who may or may not be interested in your MLM products and services. However, distributors can initiate conversation and assess where it leads.

Cold Market Script is basically used to attract people who are:

- At the top of the funnel
- Outside the funnel, but can align with the buyer persona

The primary aim of a cold market script is not to convert the prospects but to move them down the funnel and begin a relationship.

Check Out Our Cold Market Script Template!

Download it, Personalize it, Utilize it!



Warm Market MLM Script Template

Warm market scripts are used to approach prospects who already know your distributors and trust them to some extent, such as family, friends, and acquaintances. This also includes the prospects whom distributors have already approached and who have shown interest.

Warm Market Script is used to:

- Convert prospects who trust your distributor, the business, and products/services.
- Move them to the bottom of the funnel without being pushy, so that they convert tomorrow, if not today.

After the warm market script is applied successfully, the next step is to retain them by implementing a re-engagement script, which we will explain later in this section.

Warm Market Scripts for Quick Convert!

Make Your Distributors Feel Confident



Product-Centric MLM Script Template

Not all leads can be defined as cold or warm. There can be prospects in between who want to know about the products. Or when a cold lead shows interest and discusses the product.

At that time, you need to have a product-centric script ready explaining:

- Product details, pricing, USPs, pain points they solve, and use cases
- How to sell the products to customers (when the prospect is interested in becoming a distributor)
- Information regarding the referral program
- How to take a follow-up
- Answer to frequently asked questions by customers

Therefore, product-centric scripts aim to give all the information to the distributor to present the products to potential customers and recruits.

Product-Centric Script for Clear Communication!

Empower Your Distributors to Answer All Queries and Present Perfectly!



Social Media MLM Script Template

One of the prominent means by which your distributors can reach prospects and potential team members is through social media. However, your MLM business's credibility and reputation are connected to it. Therefore, the replies, responses, and approaches should be precise and guided, ensuring that they align with your brand's policy and rules.

To support your business, we have created a detailed social media MLM script template for various social media platforms:

- Instagram/Facebook
- LinkedIn

The detailed scripts contain methods of pre-DM engagement, step-by-step conversation, and follow-ups

Take Your Social Media Conversations to Peak

Convert More MLM Prospects with Powerful Network Marketing Scripts



Re-engagement MLM Script Template for existing customers and distributors

It's great to look for new customers and distributors, but keeping the existing ones active can significantly improve the revenue of your MLM business.

It's essential to identify why they became inactive, as it helps you improve the overall engagement methods. Besides that, resolving the reason behind the inactivity can help you bring them back for a longer period of time.

Therefore, re-engagement requires minimum impact and delivers maximum benefits.

So, here we have created a detailed re-engagement MLM script template, segmented into two parts:

- The first one is for re-engaging the customers
- The second one is for re-engaging the distributors

It includes various scenarios that can occur, such as a new product launch, never returning customers, a distributor only going for personal PV, etc.

Improve Your Sales by Re-Engaging with Existing Customers and Distributors

Maximum Impact with Minimum Effort



Key Elements of Network Marketing Scripts







Though script templates help in communication, it's necessary to customize the scripts to your business. Besides that, there can be many business-specific scenarios that you need to create specifically.

It's essential to know key elements of network marketing scripts so that you can facilitate communication that works for sure.

- Friendly & Personalized Introduction: If the scripts are too professional, neither customers nor distributors will be attracted, as it's necessary to approach people casually to keep conversations lighthearted and easy-going. You must keep them personalized by knowing the person's interests, likes, and dislikes, and offer products accordingly.
- Relationship-Based Opening or Context: The opening sentence must be directed towards long-term relationship building and letting the person know what you want to achieve through this conversation. Don't hide behind the bushes, as people can realize it anyway. Keep the conversation honest and direct.
- Clear Value Proposition (Focus on Benefits): Let them know what the product benefits are (for customers), remove their misconceptions about MLM, tell them about the company and your journey with it to build trust, and how the compensation plan benefits distributors. However, benefits must be explained without being salesy or pushy.
- Non-Pushy Invitation: Coming to being pushy, that's where people lose most distributors/customers. The script must contain an invitation, but it should come after trust indicators are positive. Also, if the person rejects the invitation, the script must mention suitable ways to stay connected so that one can passively push them.
- ▶ Simple and Clear Language: The words won't convert the prospect, but the intention will. So, use clean, simple language, and keep the message direct.
- Prepared Objection Handling: It is obvious that people will come up with questions and objections to your products, compensation plans, business model, and various other aspects. The right way to deal with these objections is to stay ahead and come up with all the questions that these prospects can come up with and include their answers in the script itself.
- Emotional Connection or Personal Story: After the scripts are created, there must be room for adding your personal experience, such as explaining how the distributor started the journey, challenges, recognition, etc. And these mentions must be spread across different scripts wherever required. It helps in two different ways: Building trust and inducing motivation.



- Clear Call-to-Action (Next Step): Without a call-to-action, there's no specific direction to the conversation. Every script ends with a call-to-action, which is the goal of the script. For instance, when you reach a cold prospect, your aim is only to connect with them for your next conversation and generate interest. However, when you reach a customer for re-engagement, your goal is to understand where their relationship with the product stands and if you can lead them to purchase.
- ▶ **Optional Follow-Up Prompt:** When every conversation ends, you must give a space where the next conversation starts. So, scripts should contain follow-up messages depending upon the various prospect/customer/distributor responses.
- **Duplication-Friendly Structure:** All of your distributors are going to use the same scripts that you provide. However, if duplicating it requires extensive customization, distributors may avoid using it altogether.



Step-by-Step Guide to Writing a Great MLM Script for Your MLM Distributors









Now, as you know what to include in your MLM scripts, it's time to explain how you can create your scripts.

Follow the below-mentioned step-by-step process and have outstanding scripts as output.

Step 1 Defining the Purpose

As we mentioned before, there can be several types of scripts, and we can differentiate them based on their respective purposes.

So, how'd you define the purpose?

Think of your goal! What's the goal of writing this MLM script?

For instance, you want to provide exclusive offers to your customers. That's the goal, and accordingly, you'll write the "Exclusive Discount MLM Script."

Now, under this one, you can create multiple scenarios, which we will discuss in the next section.

Creating a Basic Framework

Script Framework suggests multiple scenarios that need to be included in the script. Besides that, there can be sub-sections for every scenario according to the different responses provided by the customer.

Let's take the example of an exclusive discount MLM script and identify what the scenarios can be:

- Targeting high-value customers
- Targeting customers who used to purchase items but are inactive now
- Targeting one-time purchasers
- Targeting customers who provided negative feedback

And so on. Now, in every scenario, customers can respond in different ways, and you must include as many responses as possible in the script to prepare your distributors even before the conversation.

However, it's impossible to include all the responses initially. But as your distributors get into conversation, you'll get more and more insights.



Step. 3 Writing, Testing, Improving

After the framework is ready, it's time for the primary job of filling in the content. While writing the script, it's important to make it as thorough as possible.

When your script is ready, provide it to some of the teams in your distributors' networks and let them try it out with their customers.

Based on the test, you'll get information such as:

- Scenarios in which the script performs well and in which it does not.
- What more scenarios and responses can be added?
- How to better personalize the script.

Based on these insights, you can keep on improving the MLM scripts and come up with the most comprehensive document that acts as your distributors' guide in every situation.



Training Your Distributors to Use Scripts Effectively









It's essential to train your distributors so that the script is used and shared with their team members as expected.

You can start by demonstrating how the script works in real scenarios. If it's going to be a chat conversation, tone and pace don't matter. However, to master the telephonic conversation and in-person conversations, role-playing is one of the best methods.

Many of the distributors believe that they can perform better by being natural rather than following a script. And that's what makes the training more important.

You need to explain to distributors why following a structure could be helpful in conversation. When they understand, it helps in brand reputation building, handling objections, etc, they'll incline towards using scripts.

However, there's no need to strictly follow it word by word. Distributors must personalize these scripts as per their behavior, personal branding, and the person with whom they are having the conversation. In the whole thing, network marketing scripts only act as catalysts.

Finally, training is not only required initially. When distributors would have used the MLM scripts already, they would come up with doubts and feedback.

The training provides you with the room to solve their queries regarding how to act in specific scenarios, regarding follow-ups, etc, and improve your scripts by their input.



It's essential to train your distributors so that the script is used and shared with their team members as expected.

You can start by demonstrating how the script works in real scenarios. If it's going to be a chat conversation, tone and pace don't matter. However, to master the telephonic conversation and in-person conversations, role-playing is one of the best methods.

Many of the distributors believe that they can perform better by being natural rather than following a script. And that's what makes the training more important.

You need to explain to distributors why following a structure could be helpful in conversation. When they understand, it helps in brand reputation building, handling objections, etc, they'll incline towards using scripts.

However, there's no need to strictly follow it word by word. Distributors must personalize these scripts as per their behavior, personal branding, and the person with whom they are having the conversation. In the whole thing, network marketing scripts only act as catalysts.

Finally, training is not only required initially. When distributors would have used the MLM scripts already, they would come up with doubts and feedback.

The training provides you with the room to solve their queries regarding how to act in specific scenarios, regarding follow-ups, etc, and improve your scripts by their input.



Mistakes to Avoid When Using MLM Scripts







When your distributors use your MLM scripts, there's a chance that it may not go as expected. So, what can go wrong?

Well, to explain to you the common mistakes and how to avoid them, we have come up with this section.

It can be a part of your training program, or you can provide an additional note to distributors as dos and don'ts.

Over-reliance on word-for-word delivery

When the distributors rely on word-for-word delivery, it lacks personalization. The script guides you through the conversation, but solely relying on it is a big NO. When it happens, the prospect will lose interest as he'll understand it's not the distributor but the script speaking.

So, what can be a solution to it?

Always keep it natural. Scripts will help you in responding to different scenarios, but every customer response is unique. You'll need to add your input based on your relationship with the person, where the conversation is leading, what the setting is, etc.

Ignoring the prospect's responses

It's possible that the prospect's response is not a part of your network marketing script. In that case, if the distributor ignores the response and continues as per the written conversation, it will make the prospect feel ignored, and you'll lose the chance of converting them, if there were any.

The best way to handle these situations is to gain more and more experience by conversing with as many people as possible.

Initially, distributors may feel blank or need to think a lot in such situations, but as they progress, they'll know what the right words are in every case.



Being too pushy or aggressive

Even after following scripts, some distributors miss out on the "where to stop" pointer and become pushy and aggressive. This not only diminishes the chances of having a customer, but also has a negative impact on brand reputation.

But this is an easy-to-solve issue.

You must make a rule for how many times a person needs to take follow-up as per the business's setup and policies. You must also include follow-up scripts, guiding distributors on how they can stay connected without being forced.

Not updating scripts over time

It's one of the major reasons why MLM scripts don't work out is that they are not updated. When MLM companies create them once and never update them later, the potential of these scripts can't be achieved.

A straightforward solution is to have regular sessions with your distributors, understand how their conversations performed, collect insights, and implement them in your scripts.

When that happens on a regular basis, scripts become comprehensive, helping new distributors get started with confidence.



Time to Create Your Own Script



Now, it's time for you to create scripts for your MLM business. We have shared a comprehensive MLM script template bundle with you that can be used initially.

You have to fill in the blank placeholder spaces to tailor it as per your business requirements.

As you go forward, you can include more responses and scenarios to make it comprehensive and align it even better with your brand.

While creating a script, always ensure that it includes the key elements mentioned in the article. That will ensure conversations that work out.

Besides that, train your distributors thoroughly on the pointers mentioned and also explain to them the dos and don'ts.



MLM Scripts: Frequently Asked Questions







1) What are MLM scripts?

MLM scripts are pre-written documents that help distributors have guided conversations when reaching out to a customer or a another distributor in various scenarios.

2) Why should distributors use MLM scripts?

Distributors should use MLM scripts as they provide them with the structure. It helps distributors provide customers and recruits with the right answers in every situation. Besides that, it also helps the MLM business have better conversion while staying legally compliant.

3) How do network marketing scripts help with objection handling?

Network marketing scripts already contain answers to general doubts and objections that customers or potential members can come up with. Besides that, if the distributor needs to deal with an object that's not included in the script, it can be included after the encounter, and one can keep improving the scripts accordingly.



About Global MLM Software







Global MLM Software developed by Global MLM Solution is a robust and comprehensive solution designed specifically for the multi-level marketing (MLM) industry.

Trusted by over **100+ global clients** across **25+ countries**, Global MLM Software has successfully completed **300+ projects** in **12+ industries**, earning a strong **4.7 average rating**. These numbers reflect its credibility, versatility, and commitment to delivering high-quality MLM solutions on a global scale.

With its advanced features and customizable modules, it empowers MLM businesses to streamline operations, enhance distributor management, and maximize profitability. The software offers tools for commission calculation, replicated websites, e-commerce integration, distributor onboarding, and more.

It supports multi-language and multi-currency functionality, enabling businesses to expand internationally.

With mobile optimization and social media integration, distributors can easily manage their business on the go and leverage social networks for promotion.

Backed by secure payment gateways and data migration capabilities, Global MLM Software is a game-changer for MLM businesses aiming for growth, efficiency, and success.









Contact Us

- © +1 (765) 896-5271
- www.globalmlmsolution.com

Follow Us on









