

What Is a Call Me Lead (CML)?



1. What is a "Call Me Lead" (CML)?
2. Where do you get CML Leads?
3. What is the Cost of a CML?
4. How do I use a CML?
5. Where can I find CML Training Tools?
6. Things to Note!

1. What is a "Call Me Lead" (CML)?

A CML or 'Call Me Lead' is a prospect who is interested in the OBS business opportunity, but is not ready to commit to the purchase of a Decision Package (DP). Instead, the lead is requesting a call from you for more information so he/she can ask some additional questions before making the final decision to purchase a DP.

CMLs are an inexpensive, primed lead, and are a great way to increase your DP sales. Your goal when working with CMLs is to get a minimum conversion of 2 to 3 decision packages for every set of 10 Call Me leads purchased. This will assist you in recouping your advertising costs so that you can maximize your month with additional advertising leading to faster business growth.

A Call Me Lead requires time, effort, and **URGENCY!** The OBS advertising site clearly promises your prospect that he/she will be contacted by an OBS Personal Coach (i.e. – you!) within 48 hours. This means that when you receive a CML, you should be prepared to get in touch with that person immediately! Even a delay of 24 hours can make a very significant difference in the success rate of converting the lead to a DP sale. The timeliness of your contact with this person forms an essential part of the first impression they will have of OBS. **CMLs that are followed up on with urgency are much more likely to purchase a DP.**

2. Where do you get Call Me Leads?

There are a number of ways to get Call Me leads.

- When you advertise your website, you will generate your own! They will show up in the Contact Manager section of your Back Office (under "Call Me Leads").
- You can contact your coach to help assist you in developing other techniques to generate CMLs.
- You can order CMLs via the OMS Wheel System. Your coach or upline TAB Team Member will assist you with the process.

3. What is the Cost of a CML?

Check with your coach or upline TAB Team Member for current pricing.

4. How do I use a CML?

As soon as you receive a CML, it is **URGENTLY IMPORTANT** to contact them as soon as possible. To assist you with what to say, there is a CML Script available for download on your OBS Training website as well as a “Q&A” document specific to call me lead questions that may arise and how to respond. Ask your upline coach to assist you in locating the right tools and scripts to ensure your success with this lead type.

Remember: You do not want to provide too much information as the point of the call is for the person to obtain and then review the DP in order to find out if this opportunity is right for them. However, if your prospect asks a question, you should provide just enough information to keep the person interested, and then refer them back to the DP which will contain additional related business details.

- You should let the prospect know that most of their questions will be answered in the Decision Package and through the follow-up phone consultation. If there is still anything left unanswered, you will be happy to address those questions at that time.
- You must be confident and positive about the business. More importantly however, BE YOURSELF! Have a conversation with the person so that you can both get to know each other a little bit. **The first impression is almost always the most important impression you can make!** Think about what you wanted to know when you were making the decision to start your business. What questions did you have? Your CML prospect probably has many of the same questions you did. Reassure them that this is a business you love!

5. Where can I find CML Training Tools?

Live Training Calls – there are regular calls hosted on the OBS conference lines. Look for the frequent emails from the OBS Support Team notifying you of these trainings. These trainings are invaluable as they provide you with the opportunity to hear exactly what can happen on the calls with your prospects and they give you the opportunity to ask questions.

Recorded Training Calls – some of the live training calls have been recorded and are posted in the Training Calls section of your training site. You can find this in the Back Office under Training Site / Online Business System Training Centre / Training Calls / Recruiting.

PRACTICE, PRACTICE, PRACTICE!!! Nothing is better than practice! As you become more familiar with the CML Scripts, you will find them easier to use, and your natural confidence will reward you with an improved CML to DP sale conversion rate. The more of these calls you do, the better you will get. It cannot be stressed how important it is to be comfortable and confident when you are going through the script. Knowing the CML inside and out will be invaluable to you!

6. Things to Note!

Some CML leads require more effort to contact than others. It is vital that you keep trying. The prospect is WAITING FOR YOU to call!

Some CML prospects are so anxious to be contacted, that they may enter their request twice and so two different people on the advertising wheel are sent the same Call Me lead information. We do our best to

eliminate the vast majority of these duplicate leads, but on occasion one may slip through our filter. If you receive a duplicate lead such as this, please return it for a replacement.

Some prospects may go to two entirely different business opportunity websites and enter their information to have someone call them. If one of these websites is not an OBS Recruiting Site, it is not possible for us to eliminate the duplicate. Again, if you receive a duplicate lead such as this, please return it for a replacement.

On occasion a CML prospect enters their information into a CML contact form AND a DP Purchase Order form. If this happens, the prospect may tell you that they already ordered a package, and they will be confused as to why you are trying to sell them another DP. If you think the customer has ordered a package, please contact the OBS Help Desk through your OBS back office to verify whether or not the customer ordered already and the support staff will guide you further.

Finally, the person may have received a DP already, but they do not know how to get in touch with their coach. In this case, they may decide to enter their information again looking for someone to call them and help them locate their coach. If you think the prospect has ordered a DP, please connect with the OBS Help Desk for further assistance.

CML Leads do require extra effort as compare to Decision Package leads, BUT THE REWARD IS WORTH THE EFFORT. You will end up with a lower overall DP cost. Once you are confident and comfortable with the CML scripts, you should aim for 2 to 3 DP conversions for every 10 CML s you contact. CML Leads are an excellent and inexpensive way to boost your DP sales, and move you into line with the **20/10 Plan (every month, sell 20 OBS Decision Packages and accumulate 10,000 Volume Points)**.

PERSIST, PERSIST, PERSIST and you will succeed!