Dr. Joan Haakonstad's
Worth Unlimited Script

My favorite question:
Have you heard about the Worth Account program?

What I say:

The Worth Account program is an online, financial GPS that looks at one's income, debt, and monthly expenses and mathematically calculates the fastest way to pay off your loans. It then shows you step by step, turn by turn, exactly how to do just that – become debt free in the shortest time frame possible.

For example, Eric (my husband) and I are set to pay off our 29 year mortgage in only 9.1 years - We are saving over $327,000 in interest and almost 20 years of payments. And, we did this:
- Without refinancing,
- Our monthly payments remained the same,
- And there was no change in our monthly budget!

Would you like to see if you qualify?

****NOTE: Change the above underlined / red info to YOUR situation.*

If Yes:

Great, it is pretty simple to see if the program will work for you. I will refer you over to Worth Unlimited so we can set a time for you to meet with a Coach. In fact, I want to ensure you meet with the best. So, I will request the top coach with Worth Unlimited – Mike Bunker.

At your phone appointment, Mike will collect just some basic information from you; he just needs to know your balance, payment, and interest rate on each of your debts. So, make sure you have your most recent debt statements in front of you (your mortgage, credit cards, auto loans, student loans – any type of debt you may have). Don't worry, he won't ask for account numbers and he really doesn't care who you owe. He just needs to know where you are starting from so we can show you where our program will take you. So, he will collect your balance, payment and interest rates on each of your debts, and, time permitting in that first appointment, and if all decision makers are present and you can get in front of a computer with internet, he will go ahead and show you the results right then and there. If time doesn't permit or you can't get in front of a computer with internet access, he will schedule a second appointment to meet with you to show you how our program can help you. He will also show you the program and answer any and all questions you may have and help you make a really good

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decision about whether or not this program is right for you and your family. Let's go ahead and do that three-way call right now.

If They Need More Information

Ask your prospect: Have you ever used a GPS in your car to get where you want to go? *(wait for response)*

Great, so you know, you input the address where you want to go and the GPS gives you step-by-step, turn by turn directions on how to get there. It will tell you "turn left in 500 feet", "turn right in 400 feet" and all you need to do is follow the prompts. What happens if you miss your turn or hit road construction? It recalculates to find the next fastest route to reach your destination.

Imagine that type of technology for your finances?

That is what we provide with our financial GPS. The Worth Account program looks at money coming in and money going out and it will show you step-by-step, turn-by-turn exactly what to do to pay off your loans in the fastest way possible. In fact, it will say, January 13, 2015, move money from Account A to Account B in the amount of, down to the penny – there is no guess work - It tells you the exact amount of money to transfer, on which day, and, all you have to do is follow the prompts!

Now our finances are dynamic, they are not static. So, they change. Sometimes you buy an extra cup of coffee, or you have to buy new tires, or you have extra money coming in. Our finances change. Our program is dynamic, so, as your finances change, you simply tell the program and it will instantaneously recalculate to find the next fastest way for you to reach your destination. And, again, all you do is follow the prompts.

The best way to see how the program works, is to see how the program works for you. Let's do a three-way call and we will set a time for you to meet with a Worth Coach. In fact, I am going to set up a time for you to meet with our top Worth Coach; his name is Mike Bunker. Bunker will run a side-by-side comparison of what you are currently doing versus what you could be doing with our program. This will help you make an educated decision about whether or not the program is right for you. If it is, great – move forward. If it is not, no worries, just say no thanks.

It is very simple. All we are going to do is a three-way call right now and we will talk with someone over at Worth and schedule a time for you to meet with Mike. At your phone appointment, Bunker will collect just some basic information from you; he just needs to know your balance, payment, and interest rate on each of your debts. So, make sure you have your most recent debt statements in front of you (your mortgage, credit cards, auto loans, student loans – any type of debt you may have). Don't worry, he won't ask for account numbers and he really doesn't care who you owe. He just needs to know where you are starting from so we can show you where our program will take you., he will collect your balance, payment and interest rates on each of your debts, and, time permitting in that first appointment, and if all decision makers are present and you can get in front of a computer with

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How to Transition to Worth or Lead the Client Prospect to Want to Hear More

Couple things that will help whether you are talking to a Client or Agent prospect:

ASK lots of Questions to help find out what is important to your prospect (for both clients and agents). What is important to you may not be important to them. So find out what is important to them and let them know how the Worth Account system will help them with those goals.

And, you can lead a client prospect through the process with questions:

1. Do you own any property?
2. How many years do you have left on your mortgage?
3. Doesn't it make you mad, all that interest you pay?
4. Have you heard of the Worth Account program?

Then, go into your script above (page 1).

Additional Notes for Client Prospects:

Also, do NOT use the videos and websites unless you need to! If someone is ready to move forward, do NOT stop the process by saying you will send them more information or that they need to watch a video. It is NOT necessary – go straight to setting the appointment with Worth.

The videos and replicated sites are meant to be supplemental tools to help if someone is just not ready to move forward. If you go through the script above and someone is not ready to call over to Worth and give their financial information, then use the videos and websites.

Also, I find it better to actually do a 3-way call to introduce the client prospect to Worth Unlimited. It edifies Worth more and it helps to personify Worth – it helps the client prospect associate a real person to a company. This increases the probability of the client maintaining their appointments. If at all possible, do 3-way calls and personally hand the person over to Worth. The analysis hotline is open M-F 0800-1700 Mountain at (800) 224-1053. Only use the appointment schedule in the back office if absolutely necessary.

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THE HAACONSTAD GROUP — A Meeting of Minds

Additional Notes for Agent Prospects:

I use the script on page one with everyone – client and agent prospects.

And, if someone is interested in learning more, I do NOT re-invent the wheel. I send them recorded opportunity webinars from Corporate or to a LIVE opportunity meeting in their area. Of course, make sure you set an appointment to follow up after the live meeting or after they watch the recorded webinar.

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