Pitch

M.P. Publishing

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Hello, is _____ available? Hi _____, this is _____ I'm calling from Multi-Plays of America. Well _____ the reason why we've contacted you is because you have been selected as a preferred checking account holder in your area- You still have a checking account?

My company is looking for some word of mouth advertising in your area, and because of this, you were selected to receive the most likely winning combinations of the __(state)__ lottery.

Let me ask you _____, have you ever won anything that has met or exceeded your expectations while playing the __(state)__ lottery? Honestly, that's what most people tell me. What my company has is a computerized system in which we enter the past winning numbers, along with the current trends in the lottery. We cycle in our scientific formula, and that gives us the most likely winning combinations. Now _____, obviously we can't guarantee a win on the lottery, if I knew how to do that I wouldn't be on the phone with you right now (hee hee). But we are producing winning numbers in different lotteries across the country every month. _____, don't you think it's about time something good happens for you as well?

Now this is a one week trial package, but our company isn't going to leave you out in the cold, a supervisor from our company will be assigned to be your personal advisor to walk you down the road to financial prosperity; and if our numbers hit the way we expect them to you will be calling us back wanting to reorder.

_____, we realize seeing is believing and obviously we have to show you what we're capable of before you tell a few people about us, am I right? This is why we're offering you our weekly trial publication for only $39.95 and in return you can greatly increase your chance of winning the lottery. The biggest thing I'm asking you to do _____, is when you see what my company is capable of, and we put a big smile

on your face, tell a few friends and family members that Multi-Plays of America was the one that made you happy. Fair enough?

_____ grab a pen and a sheet of paper, I'm going to give you my company's information.

Multi-Plays of America
450 Niagara Falls Blvd.
Buffalo, New York 14223

I have enjoyed our conversation today, Please give my supervisor a good word about me and he/ she will tell you about a gift (-The coupon savings book with over 3,500 worth of savings) our company has for our customers today. Please hold on the line, I don't want you to miss out on this.

***** TRANSFER *****

DO NOT CLOSE YOURSELF

THIS IS THE MANAGERS RESPONSIBILITY

I HAVE TRIED AVERYTHING AND NOTHING WORKS!!!

That is why we are contacting you today. My company contacts people like you who have invested a lot of money and still have not seen a decent return. Just don't forget about me if you win, and please tell a few of your friends about us.

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I DON'T TRUST YOU!!!

I don't expect you to trust me completely because you do not know me. I am only asking you to give me 1% of your confidence and 7 days of patience and when you see yourself that everything is exactly the way I said it would be, it is then and only then I will earn the other 99%. Fair enough?

I NEED TO TALK TO MY HUSBAND/WIFE

I understand you are married and everything is 50/50 but I am sure your husband/wife trusts you enough to spend $39.95 without a discussion. I have not sent anyone to divorce court yet (ha ha ha)

HOW DID YOU GET MY NAME??

You are a preferred checking account holder.

I DON"T PLAY THE LOTTERY!!

Is it because you don't think you can win? Let me ask you if you thought you had an honest opportunity to actually win some money off your state lottery, do you think you might play for one week? All you can do is try our publication, and see if you like playing the lottery.

GUARANTEE

Be honest with me, if I called you up and guaranteed you that you would win the lottery would you believe me? Personally the only guarantee I believe in is death and taxes. Do yourself a favor and if anyone calls you and guarantees you anything as far as the lottery goes hang up!!! What I need you to do is be a littte optimistic out there! Of course there is NO guarantee that you will lose either, don't forget that!!! We have been here for over 7 years

and the majority of my business is based on repeat – I don't think our clients are coming back to us to hear the sound of my voice (ha ha), It is because the numbers have worked for them and they'll work just as well for you!!!

I WILL JUST KEEP USING MY NUMBERS

Are your numbers working for you? To be honest with you, you can play the same numbers for 5 years straight and the chances are they will never come up because those numbers have come up in sequence in the past. Are you willing to waste 5 years and a lot of hard earned money just because numbers have sentimental value?

SKEPTICAL....

If you were not skeptical I would be skeptical of you (ha ha) All I ask you to do is put your skepticism aside for 7 days and give me an honest opportunity to prove to you that there is still a company out there that does come through for you and wants you to come back. You are never obligated to come back to us, but I am sure once you see how powerful the system really is you will be calling me back. Just don't be upset with me when I tell you I told you so. Fair enough??

SCARED

I am calling you to help you not hurt you or take anything away from you. We are looking to make you happy out there and help you win some money <u>if our numbers hit</u>. I need to impress you enough to get you to tell some people about my company. And if I don't come through for you, you won't come through for me. Just promise me that if I can make you a winner out there that you will tell some people about my company Fair enough??

SEND ME A BROCHURE

We are not a mail order company. The only thing we send out by mail is our publication, this way we have a personal representative on the phone with you to answer any questions you may have. So if you do have any questions please do not hesitate to ask, that is why I am here!!!

WHY DO I HAVE TO PAY TO ADVERTISE FOR YOUR COMPANY??

I am not looking for you to walk around with a billboard on your back or anything like that. Be honest with me, if something good happens to you, you're bound to tell someone about it right? Just as you were to go to a new restaurant- you have good food and fast service your bound to go back there and take a couple of friends along with you right? We are working off that same principle here. We are hoping that when you see how well the system works for you, that you come back to us for more numbers and tell a few people about us. Sound fair enough?

I'M NOT INTERESTED

A.) I know you get a lot of calls, but give me a moment to explain. If it sounds good, GREAT, if not, we'll part as friends, fair enough?

B.) I know you get a lot of these calls, but PLEASE DO NOT put me in the same pile as those other people, because you could be throwing away quite a bit of money if our numbers hit!!

I HATE LOTTERY CLUBS!

GREAT! Because this is why we've called you. WE ARE NOT A CLUB!! We give you the benefit of using our system without the hassles or problems of joining a club.

HOW DO YOU GET YOUR NUMBERS?

We've done quite a bit of research on the lottery. We went through the past winning numbers along with the current trends in the lottery. We cycled them through our computer's scientific formula and that gives us the most likely winning combinations.

$39.95 IS TOO MUCH

I know you don't have a money tree in your backyard and if you did you'd have one less tree! But seriously $39.95 is a drop in the bucket compared to what you stand to gain <u>if our numbers hit</u>! Just promise me if we can put some money in your pocket, you won't forget about me, fair enough?

I'M TIRED OF LOTTERIES, I QUIT!

A.) Good for you!! Believe me, I've talked to all kinds of people every day who have spent a lot of money playing any way they could find to win and still haven't! That's why I called you; this is a completely new way to play. _____, I didn't call you today because I think you have a great love for the lottery! As a matter of fact I'm sure you're sick of it. <u>Now if our numbers hit</u> and you can put a few hundred or thousand dollars in your pocket, please pay your bills or buy something nice for you and/ or your family!!!

VERIFICATION

Now _____, our company does require a verbal authorization before your checking account is charged. I'm going to ask you your name, address, and for your authorization to place the debit of only [redacted] to your checking account for the purchase of your one week publication. Please hold.

Hit flash
Dial 1-817-509-4300
Acc't 7868 then #
Press 1 to make a recording
Press flash to get your customer
Press # to record ----

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Hello this is _____ from Multi- Plays of America's verification department. Please grab a pen and a piece of paper so I can give you my information. My name is _____.The publication you purchased costs _____ we are debiting your acct. The account we are debiting is from bank _____with the account_number of_____ for the amount of only $39.95, correct? (customer must say yes!!!), now within 7- 10 days a supervisor will give you a call back. Also, make sure you write Multi-Plays in you bank ledger. Our toll free number is 1-888-252-0877, If you have any questions please do not hesitate to call us 10 am – 5 p.m. Monday – Friday. Thank- You and Good Luck.

Press #,# to stop recording and get contract number
Hit flash and button up customer.

[redacted]

REBUTTALS

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You have been with our company for ..... To lose faith now would be ridiculous!!

Don't let fear of losing outweigh your desire to win.

I am working very hard to make you happy out there. When you do well we do better. My company is not only about dollars and cents we are about word of mouth. (If money is a problem drop price down)

You have got the tools in your hands to put a few hundred to a few thousand dollars in your pocket if our numbers hit. Now to build the house you've got to use the tools. So be sure to play the numbers faithfully.

This package is designed to pay for itself if our numbers hit, now as long as you play the numbers and don't let them collect dust.

I didn't call you long distance to play a joke on you. I called you up to give you the opportunity to take advantage of my offer. Now if our numbers hit, wouldn't it be great to win some money for a change?

We sent you our initial weekly package to show you the integrity of our company. What we are is a monthly publication. I don't want you to judge our performance during one week.

Since it sounds like money is the problem I will tell you what I am going to do for you. I am going to personally give you a discount of $..... Which will drop your monthly publication to the amount of $.....

Hopefully next time we speak, I won't have to renew your faith and perseverance; I will be congratulating you and hopefully celebrating with you.

I realize that $..... Is a lot of money but our package is designed to pay for itself if the numbers hit. A simple pick 3 has the ability to pay for this publication.