



OPENING THE SALE

QUESTIONS TO ASK AT A *booth* OR BEGINNING OF AN *event* OR ONE-ON-ONE *appointment*:

1. Tell me if you have ever heard of the company Forever.
2. How important are your pictures to you?
3. Where do you keep them?
4. How many devices do you own that keeps your photos and videos?
5. How many pictures are on your phone? Please show me 2-3 of your favorites.
6. Which pictures are the most important?
7. Tell me about ever losing any pictures.
8. What do you like to do with your pictures to enjoy them again?
9. What kind of a system do you use?
10. How is that system working for you? What do you like? What do you wish it would do?
11. How much does it cost to keep that system up and running for 10 years?
12. Can I show you a quick 5 minute demo on a system that is permanent, private, secure, mobile, and sharable?

SHARE YOUR ACCOUNT... *quickly*

1. So, what impressed you the most?
2. If I could show you a way that your photos could all be like this too would you be interested in hearing more?
3. What questions do you have?
4. Would you be more interested in the 12 small monthly payments option or a one-time purchase that allows you to never pay anything again and you own it?
5. On a scale of 1 to 5, where are you with moving forward on this? (5 is YES sign me up now!)

HESITATIONS: Expect excuses, but be prepared with the right questions! *feel • felt • found*

1. **Too expensive** - I understand. When I first heard about Forever I felt that way too until I really understood about the Guarantee Fund and all the membership includes for 100+ years. I studied how much it costs to restore an external hard drive or computer. If I could show you a budget plan that might work in your favor for 1 year would you be interested?
2. **Do not want on internet** - That can be scary to have your most precious memories out of your "touch". It is an abstract concept and I previously felt the same -the internet takes it out of my

control. What I have learned is it is more reliable than technology with all the changes and being consumable. If I could show you a way this Forever Storage could be your primary or secondary protection, would you be interested to see more?

3. **Use Google, Dropbox, Icloud** – I'm glad to know you see the importance of having a back up out of your house. This is something I was confident in too and when I first found out about Forever Storage I studied a bit more. If I could show you the terms and conditions of the company you are using and compare it with Forever, would you be interested to learn more? I have found security in Forever and educating people on the other companies has been very eye-opening in the non-permanence of their accounts.
4. **Not techy** – Great! You are who we love to help! I understand it's hard to keep up with the "Technical Jones of 2016" with how fast technology changes. If I could share with you that we have a free customer service number to call for any and all questions, would you be interested to hear more?
5. **How can it be FOREVER?** – Thanks for asking this. Do you have any investments, stocks, IRA, insurance policies etc yourself? I wondered too how it can be guaranteed Forever so I went online and researched our CEO. If I could show you how he has an endowment fund in place that has enough money in it today to pay for Forever membership services for 100+ years would you be interested in hearing more?