

MODULE 5 LESSON NOTES

STARTING CONVERSATIONS

Your first contact is the conversation.

Give the business owner a legitimate reason to keep talking. Keep the opening short, lead with a real customer acquisition issue, and move quickly into questions.

THE PURPOSE OF FIRST CONTACT

You are not trying to explain everything American Marketing does or close someone in thirty seconds.

- Create enough interest and credibility to earn a real conversation.
- Research the company and identify the decision maker whenever possible.
- Ask a meaningful question early, then listen.

META + IDENTITY RESOLUTION

New American Marketing clients currently start with Meta advertising through Facebook and Instagram. Targeting is one of our core competencies.

- Use identity resolution to help improve audience relevance.
- Talk about buying intent, not random reach.
- Never claim we know with certainty who will buy.

CONSULTANT PORTAL + EMAIL

Use the consultant dashboard to send tested follow up emails quickly. Select a template, personalize it, and send it through the system. Replies return through your personalized consultant email, creating a documented history of the relationship.

MISSED CALL

Follow voicemail with a useful reason to respond.

INFO REQUEST

Send exactly what the prospect asked to review.

ENROLLMENT

Send the Meta enrollment link while on the phone.

FOLLOW UP

Confirm the next contact and keep the relationship moving.

QUESTIONS THAT OPEN DISCOVERY

- How are you currently getting most of your new customers?
- Are you currently advertising on Facebook or Instagram?
- Have you tried Meta advertising before?
- How are you identifying people who are actually in the market for what you sell?

PROFESSIONAL RULES

- Do not manipulate people to get access.
- Do not create fake urgency or pretend the owner expects your call.
- Do not misrepresent identity resolution or guarantee results.
- Honor a clear request to stop contact.

KEY TAKEAWAY

GIVE THEM A REAL REASON TO KEEP TALKING.
RESEARCH. TARGET. ASK. LISTEN. FOLLOW UP.