

# KEYS TO CUSTOMER ACQUISITION SUCCESS

- **The HUGE Favor Approach**
- **Excitement – Urgency- Conviction**

*Can you do me a **HUGE** favor?*

*I just recently partnered with a very large company and opened an online store front where people can get good deals on services they use every day such as wireless phone, Gas, Electricity, TV, etc...*

*The reason I'm calling is I'm very close to getting a promotion and I really need your help. Would you do me a **HUGE** favor, help me out and try all, some, or at least one of my services?*

*Please. (Wait For Response)*

*Great!!*

*Let's go to my Online Store website*

*(Yourname.acndirect.com)*

*I really appreciate you doing this for me to help me reach my goals  
**TODAY!***