



## MSE Scripts You Should Own#

This set is about: Using the 60-Seconds you get, to make maximum impact.

MyLine creates instant impact . The “line” you come up with should have that impact.

AFTER you agree with the lines you want to OWN, PRACTICE them till they roll off your tongue.

### The Goal: TO INTRODUCE MYSELF

#### MyLine

1. I work on people’s dreams.
2. I make things happen for people.
3. I help people create assets.
4. I help people improve their income levels
5. I help people put stability into their achievements.
6. I help people do better.

*What’s your line?:*

7. Your line:
8. Your line:
9. Your line:
10. Your line:



## **The Goal: TO INTRODUCE UJJIVAN**

*(Adopt four that you like- from this list+your own)*

1. Ujjivan is a small finance bank that looks to make a big financial difference for you.
2. Ujjivan is a bank that likes to hold your hand to guide you through to growth and prosperity.
3. Ujjivan is a bank that likes to create future income.
4. Ujjivan is a bank that makes today's outflows into tomorrow's inflows.
5. Ujjivan is a bank that likes you to have more assets than liabilities.
6. Ujjivan is a bank that guides you to find ways to achieve the dream.
7. Ujjivan is a bank that takes small steps in funding that take you to great heights in achievement.
8. Ujjivan is a bank that works through your life to take you where you want to go.

*What's your line?:*

1. Your line:
2. Your line:
3. Your line:
4. Your line:



## **The Goal: TO GET A MEETING APPOINTMENT**

### **MyLine**

1. I want to tell you about the difference I can make to your business!
2. I want to tell you about how to create value around your existing enterprise.

*What's your line?:*

3. Your line:
4. Your line:

## **The Goal: TO CREATE INTEREST IN INVESTING IN THE BUSINESS**

### **MyLine**

1. We can find simple ways to finance an increase in future income
2. We can grow your business to a point where it can find you a home.
3. We can make enough happen by which you can increase your income.
4. We can fund something that will increase traffic to your shop.
5. We can fund something that will allow you to increase offerings to your existing clients
6. We can fund something that will allow you to supply some new customers.

*What's your line?:*

7. Your line:
8. Your line:



## The Goal: TO CREATE INTEREST IN UJJIVAN MSE

### MyLine

1. We work on financing you, flexibly
2. We work on financing you, and guide you on getting there
3. We work on financing you, with no hidden charges
4. We can simplify your finances by looking at consolidating your debt
5. We can help you leverage existing assets to create new earning capacity
6. We work on financing you; and are flexible in understanding your income sources
7. We work on financing you; and consider your business potential while doing that

*(Did you notice: there are **NO** promises there! We only work on ....)*

*What's your line?:*

8. Your line:
9. Your line:

## The Goal: TO CREATE INTEREST IN GROWING A BUSINESS

### MyLine

1. I see the possibility to increase sales quite simply by adding a signage on the main road.
2. I see the possibility to increase sales quite simply by adding a delivery van to go to a similar customer 10 kms away
3. I see the possibility to increase sales quite simply by adding a deep freeze in the store.
4. I see the possibility to increase sales quite simply by adding a packing machine for which you are currently paying some other supplier.

*What's your line?:*

5. Your line:
6. Your line: