

GETTING YOUR PROSPECT INTERESTED BEFORE THE BUSINESS PRESENTATION

A few things before we get started...

Please note that these 9 Steps are going to be focused on getting a person to review some sort of 3rd party materials to better understand your opportunity, and by 3rd party materials I mean a DVD, CD, Magazine, Website, etc. It's not specifically designed to invite to live events. That is a slightly different process. If you focus on getting people to review your opportunity with a 3rd party tool, you'll find that getting people to attend an event of any kind is much easier and a natural next step!!!

What I'm going to teach you in this program is designed to be done over the phone or face to face. It's NOT to be used with texting, email or any other sort communication tool. On the phone or face to face. That's how this works.

This can work with a warm market prospect (people you know) and cold market prospects (people you meet every day out just doing what you do).

THE MAGIC 9 STEPS

- Step 1: Be in a HURRY!!!
- Step 2: Compliment the prospect
- Step 3: Make the invitation
- Step 4: If I ____, would you ____?
- Step 5: Get a time commitment for the next step
- Step 6: Confirm
- Step 7: Get a time and a phone number
- Step 8: Get off the phone
- Step 9: Be positive and confident

This is a psychological issue, but people are always more attracted to a person who's busy and has things going on than someone who has all the time in the world. If you start every call or face to face conversation with the feeling that you're in a hurry (looking at the clock), you'll find your invitations will be shorter, there will be less questions and people will respect you and your time much more.

STEP 1: BE IN A HURRY

Scripts for warm market prospects:

- *"I don't have a lot of time to talk right now, but it's really important that I reach you"*
- *"I have a million things going on, but I'm really glad I caught you for a few minutes"*
- *"I'm running out the door, but I needed to talk to you real quick"*

Scripts for cold market prospects:

- *"Now isn't the time to get into this, and I have to go, but....."*
- *"I have to run and get on the road right now, but let's connect later real quick and begin where we left off"*

STEP 2: COMPLIMENT THE PROSPECT

A sincere compliment is such an important part about opening the door to a great relationship. It opens the door to real communication and will make the prospect much more agreeable to hearing what you have to say. Make sure that the compliment is sincere and doesn't come across as cheesy or phony.

Scripts for warm market prospects:

- *"You've been wildly successful and I've always respected the way you've done business."*
- *"You've always been so supportive of me and I appreciate that so much."*
- *"You're one of the most connected people I know, and I've always admired that about you."*
- *"You're the most (or one of the most) important person/people in my life and I really trust your instincts and opinion on something I am involved in."*
- *"You have an amazing mind for business and opportunities that come about from time to time, and you seem to see things other people don't see."*
- *"I was thinking... who are the sharpest people I know? And I thought of you."*
- *"You're one of the most positive and energetic people I've ever met." Some people are very closed-minded which limits their opportunities, but I've always admired the fact that you're open to looking at new things."*
- *"I need someone to find the holes in something I'm looking at and absolutely nothing gets past you."*
- *"You're one of the most (health conscious/technology savvy/fashion or beauty conscious/wellness-minded/financially intelligent/etc.) people I know and I've always respected that about you."*
- *"You're one of the smartest people I know and I really trust your judgment. "*
- *"For as long as I've known you I've thought you were the best at what you do."*

Scripts for cold market prospects:

- *"You've given me/us some of the best service I've/we've ever received."*
- *"You are super sharp. Can I ask what you do for a living?"*
- *"You've made _____ a fantastic experience."*
- *"There something about you very special...you have a really good air about you"*
- *"I love your energy. I wish I had more people like you on my team/in my business.. you would absolutely rock it!!"*

STEP 3: MAKE THE INVITATION

Direct Approaches are approaches you use when the when you're talking about an opportunity for *them* specifically.

Indirect Approaches are approaches you will use to ask for help or advice.

Extremely Indirect Approaches you will use to ask people if they know others who might be interested in your opportunity.

Most people use a *direct approach* for all of their prospects and usually it goes something like this "I found a way to get rich and let me tell you all about it. Blah blah blah." Most people won't get too excited about this unless they are actually getting a call from a millionaire. As you grow your business and Network Marketing skills, you will find yourself using *indirect* and *extremely indirect* approaches much more, but that doesn't mean direct approaches don't have an important time and place to still be used.

STEP 3: MAKE THE INVITATION

Scripts for warm market:

- "When you told me _____, were you serious or were you just kidding around?"
(Wait for answer). *Great! I think I've found a way for you to get it/solve the problem/make that happen/etc."* (This is for situations where you know an area of their dissatisfaction)
- "I think I've found a way for us to really boost our cash flow"
- "I found something you really need to see"
- "I'm launching a new business and I really want you to take a look at it"
- "When I thought of the people who could make an absolute fortune with a business I've found, I thought of you"
- "Are you still looking for a job (or a different job?). I've found a way for both of us to start a great business without all the risks."
- "If I told you there was a way to increase your cash flow without jeopardizing what you're doing right now, would you be interested?"
- "I've teamed up with a company that is opening/expanding in the _____ area"
- "I've found something exciting and you're one of the very first people I've called"
- "When I thought of quality people that I'd really enjoy working with I thought of you. Would you be open to hearing what I'm doing?"
- "Let me ask you something...Would you be open to diversifying your income?"
- "Let me ask you a question, off the record. If there were a business you could start working part-time from your home that could replace your full-time income, would that interest you?"

- *“As you know I’ve been a (insert occupation), but because of (negative factors) I’ve decided to diversify my income. After considering my options, I’ve identified the very best way to make it happen.”*
- *“I found an exciting business, and, together, I think we could do something special”*

Scripts for cold market:

- *“Have you ever thought of diversifying your income?”*
- *“Do you keep your career options open?”* (An oldie but a goodie)
- *“Do you plan on doing what you’re doing now for the rest of your career?”*

You can follow any of these cold market scripts or any variation with the following:

- *“I have something that might interest you. Now’s not the time to get into it but...”*

INDIRECT APPROACH SCRIPTS

The Indirect Approach is another powerful tool to helping people get past their initial resistance and understand your opportunity. This approach is best used when you’re just getting started and it’s simply asking people for help or guidance. A lot of people use this approach with great success when they first start out because of lack of credibility when first beginning. It’s difficult to get much success with a Direct Approach early on so

Learn to play yourself down and play up to the prospect’s ego.

Scripts for warm market:

- *“I’ve just started a new business and I’m scared to death. Before I get going I need to practice on someone friendly. Would you mind if I practiced on you?”*
- *“I’m thinking about getting started with a business I can run from my home. Would you help me check it out and see if it’s for real?”*
- *“I found a business I’m really excited about, but what do I know? You have so much more experience than I do. Would you look at it for me if I made it easy for you and let me know if you think I’m making the right move?”*
- *“A friend told me the best thing I could do when starting a business is to have people I respect take a look at it and give me some guidance. Would you be willing to do that for me if I made it very convenient for you to check it out?”*

For negative and cynical people

“I’ve started a business and really need someone to help me poke holes in it. Nothing gets past you. Would you be willing to examine it for me?”

For cold market:

I’ve found this approach doesn’t work very well because it doesn’t really make sense for you to show this much respect for someone you’ve just met. Direct and extremely indirect approaches work best for cold market.

EXTREMELY INDIRECT APPROACH SCRIPTS

Extremely Indirect approaches are incredibly powerful and play on a number of psychological levels. This is a networking approach that asks the prospect if they know someone else that might benefit from your business.

Scripts for warm market:

“The business I’m in clearly isn’t for you, but I wanted to ask, who do you know that is ambitious, money motivated and would be excited about the idea of adding more cash flow to their lives?”

“Who do you know that might be looking for a strong business they could run from their home?”

“Who do you know that has hit a wall with their business and might be looking for a way to diversity their income?”

“Do you know any sharp people who live in _____? Yes? Great. Could I get their name and email address if you have it? I have a business expanding in that area and I want to see if they think it will be successful there.”

“Do you know anyone involved in a serious job search?”

“I work with a company that’s expanding in our area and I’m looking for some sharp people that might be interested in some additional cash flow. Do you know anyone who might fit that description?”

In most cases, they’re going to ask you for more information before they give you any names (behind that request will be curiosity and intrigue thinking this might be for them... but they’re not going to admit that to you yet). When they ask you for more information first, just respond like this.

“That makes sense. You’ll want to know about it before you refer some of your contacts”

Then just move to Step 4.

EXTREMELY INDIRECT APPROACH SCRIPTS FOR STEP 3

For cold market:

Cold market is exactly the same as warm market for Extremely Indirect. Just use the scripts above or any variation that’s comfortable for you.

STEP 4: IF I..., WOULD YOU...?

You’re not going to offer your 3rd party tool, unless they agree to do something in return. This concept is so powerful and you really need to perfect it.

Scripts for Step 4:

- *“I FI gave you a DVD that laid out all the information in a very professional way, would you watch it?”*

- *“If I gave you a CD that described the business, would you listen to it?”*
- *“If I gave you a brochure on a new opportunity I am real excited about (or some other prospecting printed piece), would you read it?”*
- *“If I gave you a link to an on line presentation that explained everything, would you click on it and watch it?”*

If you’ve done the first three steps properly, the answer will be YES!!

If they ask for more information first, just respond with

“I understand that you want more information, but all of what you’re looking for is on the DVD, CD or in the Printed piece or Link. The fastest way for you to really understand what I’m talking about will be to review that material. So, if I gave it to you, would you review it?”

If they say “no”, they won’t review it. Thank them for their time and move on. Also, review steps 1 through 3 to see what you could have done better. Do NOT still give it to them.

STEP 5: GET A TIME COMMITMENT FOR NEXT STEP

Scripts for Step 5:

“When do you think you could watch the DVD for sure?” “When do you think you could listen to the CD for sure?” “When do you think you could read the brochure for sure?” “When do you think you could watch the link for sure?”

Don’t suggest a time for them. Ask the question and have them give you the time. If it’s not definitive and something like “I’ll try to do it sometime”, then tell them. “I don’t want to waste your time or mine.

If they give you a time then try to get a second YES by saying this:

“Why don’t we just try to lock in a time you’ll have seen it for sure?”

The key is to get them to say YES a second time.

Saying yes to Step 4 is *not* a commitment.

STEP 6: CONFIRM

All of the steps are important however this is so critical to be able to confirm what they are committing to.

If they tell you they’ll watch the DVD by Tuesday night your response should be:

“So, if I called you Wednesday morning, you’ll have seen it for sure right?”

If they say they’ll listen to the CD by Thursday morning your response should be:

“So, if I called you sometime on Thursday, you’ll have listened to it for sure right?”

If they say they’ll watch the link by July 1st your response should be:

“So, if I called you on July 2nd, you’ll have watched it for sure right?”

The key to Step 6 is they’ve now said 3 times that they’ll follow through and they’ve done it all by themselves. They’ve set a real appointment with you for the future

STEP 7 “WHAT’S THE BEST NUMBER AND TIME FOR ME TO CALL?”

Now they’ve said yes 4 times and the chances they’ll follow through has been greatly increased from less than 10% to over 80%.

“Please put this appointment in a place you won’t forget it on your calendar.

STEP 8: GET OFF THE PHONE

Remember, you’re in a hurry right? The best thing is to say something like

“Great. We’ll talk then. Gotta run!”

STEP 9: BE POSITIVE AND CONFIDENT

Be assumptive and positive that they will be reviewing information and are looking forward to your follow up call.