

SAY THE **RIGHT THING** TO
EVERY PROSPECT



PROFESSIONAL INVITER

PROFESSIONAL INVITING SCRIPTS
AND PROCEDURES

TIM SALES

PART 1. GREET

The purpose of Greeting is to get your prospect willing to talk freely and openly to you.

PART 2. QUALIFY

The purpose of Qualifying is to find out what the prospect needs, wants and doesn't want as it pertains to your business.

PART 3. INVITE

The purpose of Inviting is to ask your prospect to review information that can help them achieve what they've stated they need, want, or don't-want from the qualify section.

PART 4. HANDLE QUESTIONS AND/OR OBJECTIONS

The purpose of Handling Questions and Objections is to get the prospect beyond the questions and/or objections which are apparently stopping them from attaining what they've stated they need, want or don't want.

PART 5. CLOSE TO ACTION

The purpose of the Close to action step is to conclude or complete what is currently being said or done and then start putting your prospect's needs/wants/ don't-wants into existence.

PART 6. FOLLOW-UP OR FOLLOW-THROUGH

The purpose of the Follow-Up is to re-contact your prospect and move him/her towards what they've stated they need, want or don't-want. The purpose of the Follow-Through is when your prospect indicates readiness to act (join, enroll, sign-up), then you follow-through by delivering all they need to get what they've stated they need, want or don't-want.

First, choose the type of lead you have, then greet and qualify them.

WARM MARKET/REFERRALS

Greeting:

Typically the greeting starts off with simple questions ("How are you?"), that then lead to slightly more in-depth questions based on the prospect's response, then to more in-depth questions.

"Hey Joe, how are you?"

Joe says, "Good."

"Are you still working at Best Buy?"

Joe says, "Yes."

"How do you like it there?"

Qualifying:

1. *"I'm calling to talk business, but first, how are you?"*
2. *"We've been friends for a while and we've never really discussed business- would you be opposed if we did?"*
3. *"Have you ever thought of a business outside of (_____) (law, accounting...)"*
4. *"I've got a business idea. Would you be open to seeing something on it... or are you completely satisfied now?"*

NEWSPAPER AD RESPONSES

Greeting:

"Hello, is Madison Weaver in? Hi Madison, my name is Tim Sales. You responded to an advertisement in the "Washington Post" newspaper by sending us your resume. I have it in front of me and I have a couple of questions do you have a moment to talk?"

"I see here on your resume you worked in a sales position at Cisco. Tell me more about that position."

Qualifying:

- *"So what does Madison really want to achieve in her life - not just that she wants a job; but what are her ambitions?"*
- *"If you could do absolutely anything, what would you do?"*
- *"What...if you heard it... would you go - that's what I'M LOOKING FOR or that's what I want?"*

GREET

First, choose the type of lead you have, then greet and qualify them.

PURCHASED LEADS

Greeting:

"Hello John, did you fill out a questionnaire indicating an interest in working from home?"

"Have you found the business you're looking for?"

"Have you ever owned your own business before? If so, what happened with it?"

"What do you want to achieve by owning your own business?"

"How would that translate to dollars and cents?"

"What things would you not want in your business?"

"What...if you heard it... would you go - that's what I'M LOOKING FOR!"

DIRECT MAIL RESPONSES

Greeting:

"Hello, is Mark in?"

"Hi Mark, my name is _____. You responded to our post card (flyer, door hanger, etc.) concerning a home based business by leaving a voice message. I'd like to talk to you about it. Do you have a moment to talk?"

"What area are you in? How long have you lived in the area?"

Qualifying:

- *"So what attracted Mark to answer an ad about a home based business?"*

- *"Do you have a particular business in mind?"*

- *"Have you ever owned your own business before? If so, what happened with it?"*

- *"What do you want to achieve by owning your own business?"*

- *"How would that translate to dollars and cents?"*

- *"What things would you not want in your business?"*

- *"What...if you heard it... would you go - that's what I'M LOOKING FOR!"*

QUALIFY

If they qualify, choose what you are inviting your prospect to do and invite them.

INVITE TO ONLINE MOVIE:

"John, you know how you said that you want something where you could buy a sail boat and cruise the Caribbean islands?"

John says, "Yeah?"

"I've seen an online movie that I think you'll benefit from seeing. You may be closer to that boat than you think. Do you have Internet access?"

Go directly to Close to Action unless they stop you with a question or objection.

INVITE TO VHS/DVD/CDROM:

"John, you know how you said that you want something where you could buy a sail boat and cruise the Caribbean islands?"

John says, "Yeah?"

"I've seen a DVD that I think you'll benefit from seeing. You may be closer to that boat than you think. Do you have a DVD player?"

John says, "Yes." (If no, use another method)

"As soon as we get off the phone I'm going to send it to you. What address do you want me to use?"

Go directly to Close to Action unless they stop you with a question or objection.

INVITATION

If they qualify, choose what you are inviting your prospect to do and invite them.

INVITE TO ONE-ON-ONE:

"John, you know how you said that you want something where you could buy a sail boat and cruise the Caribbean islands?"

"I've seen something I think you will benefit from seeing. Can we get together (date)?"

John says, "Yes."

"Good, I want to have you view something prior to that meeting, do you have access to the Internet?"

John says, "Yes." (If no, use another method)

"Are you able to get on the Internet right now?"

John says, "Yeah, my computer is right in front of me."

"Good, go to this address" - give address of the movie and make sure they have the movie playing before you close to action.

INVITE TO BUSINESS MEETING:

"John, you know how you said that you want something where you could buy a sail boat and cruise the Caribbean islands?"

"I've seen something I think you will benefit from seeing. Can we get together (date)?"

John says, "Yes."

"Great. I'd actually like you to meet a couple of partners I'm working with on this project. Can you meet me about (time) on (date)?"

John says, "Okay."

"Do you know where (location) is?"

INVITATION

Handle any questions or objections your prospect has.

The Questions & Objections Remedy

1. Listen completely through the question/objection. Never interrupt your prospect. LET THEM SING!
2. Confirm understanding. Ask questions when necessary.
3. Make the question or objection valid, with the same or slightly less intensity. But don't agree with the objection.
4. Handle or facilitate handling questions and/or objections.
5. Complete the handling and return to the previous step of the Inviting Formula.

Specific Objections

- "What is it?"
- "John, based on you telling me that you want to get a sailboat and cruise the Caribbean islands, it just reminded me of something I've seen that I think will help you accomplish that. You'll understand once you've seen it. Let me get this out to you. What's your address?"
- "Is this sales?"

Discuss all the different ways they communicate and draw the connection that they are already selling by communicating.

Questions to ask:

- "When you picture sales, what do you see?"
- "What's been your experience around selling?"
- "Alright, I understand that you don't like sales. So I can better understand how you view this, in your view, what's the difference between sales and communication?"

"I'm too busy" or "no time."

Three different "too busy" objections:

1. *Legitimate time issue* (such as they're bathing their infant at that moment.) Reschedule.
2. *Frame of mind time issue* (such as always too busy for anything.) Explain the 3 blocks of 8 hours.
3. *Unexpressed objection time issue.* Probe for the real objection.

OBJECTIONS

Handle any questions or objections your prospect has.

"MLM"

"Is this MLM?" "Is this Network Marketing?" Or, "Is this one of those pyramids?" Or, "Is this like Amway, Mary Kay or some other company?"

1. *"Yes it is MLM - how do you know of MLM?"* (Is it personal experience or hearsay?) Validate everything they say - never argue or disagree with them. Never talk bad about another company or upline.
2. *"Does network marketing work...not for you, not for anyone you know... just does it as an industry work?"*
3. *"What do you think it takes for it to work for an individual?"* Guide them to training. Explain the advantages of your unique training ("Professional Inviter©").

YOU MUST GET THEM TO SEE HOW THIS TIME IS DIFFERENT THAN THE LAST TIME(S) THEY WERE INVOLVED WITH MLM.

"I can understand how that was a bad experience for you. And I'm sorry you had that experience... But moving forward, it's kind of like working as an employee for a bad company - doesn't mean you never work again just because you had a bad experience. Does that make sense to you? Or, like eating a bad meal - doesn't mean you stop eating just because of a bad meal. Right?"
Return to previous step of inviting formula.

"Not Interested"

"Sue, I enjoyed talking with you. I understand that you're not interested based on _____. In case your situation changes, can I stay in touch...maybe send you an email in a month or so?" (Get a response.)
"What is your email address? Let me repeat that back to you." (Do so.)
"Alright, Sue, have a wonderful evening, I look forward to working with you in the future if your situation changes. Bye bye."

OBJECTIONS

Based on what you invited your prospect to do, now close them to action.

CLOSE TO ACTION - ONLINE MOVIE:

"When do you think you will get a chance to watch the movie?"

She replies, "Uhhh, tomorrow."

"Good - so when would be a good time for us to talk tomorrow?"

She says, "About this same time."

"Okay, (time) works for me also."

"Excellent - I look forward to talking with you about it (date) at (time)."

CLOSE TO ACTION - VHS/DVD/CDROM:

"Alright, I have your address and I will send this DVD out Priority Mail today so you should receive it in 3 days or less. Today is Monday so you'll probably get it by Thursday but let's add a day in there for safe measure. Want to talk on Friday - would you have watched it by then?"

She says, "Yes."

"Good. So when is a good time for us to talk on Friday?"

She says, "Uh, about this same time - 8pm."

"That works for me as well - alright, I will call you Friday at 8pm and we'll discuss what you've learned from the movie. Does that work for you?"

She says, "Yes."

"And is this the best number to reach you on Friday?"

She says, "Yes, I'll be here all day."

"Okay, (prospect's name) I look forward to talking to you Friday at 8pm. Bye."

CLOSE

Based on what you invited your prospect to do, now close them to action.

CLOSE TO ACTION - ONE-ON-ONE:

"Alright, you have the web address of the movie. When will you be able to review it?"

Prospect says, "Right now."

"Good, you want to get together tomorrow for lunch?"

Prospect says, "Sure."

"Alright, let's meet at (location). Do you know where that is?"

Prospect says, "I do."

"Want to meet at (time)?"

Prospect says, "Sure."

"Alright, I'll meet you tomorrow at (time) at (location). See you tomorrow."

CLOSE TO ACTION - BUSINESS MEETING:

"Alright, you have the web address of the movie. Will you be able to review it before we get together on Thursday?"

Prospect says, "Yeah, I'll view it right now."

"Good, then let's plan to meet at (time) on (date) at (location) - does that work with your schedule?"

Prospect says, "It does."

"Alright, I'll meet you (date) at (time). See you tomorrow. Let me give you my cell phone number just in case we're lost and can't find each other - (give number). What's yours?"

CLOSE

Follow-up with your prospect.

FOLLOW-UP PROCEDURES

1. Refresh your memory. Before your follow-up call, briefly refresh your memory of your prospect's needs/wants.
2. Put caller ID block OFF.
3. Call at the scheduled time. Don't be late or early.
4. Be prepared to leave a message. Do not be surprised by an answering machine.
5. Greet prospect briefly. *"Hi Mark, did you have a good day today?"*
6. Qualify & Prompt. Ask prospect if he watched the movie. If no, handle that and close to action. If yes, ask prospect if he found the movie educational. You can briefly add your own experience here to prompt the prospect- such as, *"Do you remember the part about the basketball moving through the garden hose? That really made a lot of sense to me, what did you think of that part?"*
7. Merge their needs/wants/don't-wants with the movie. An example would be:
"You know when you told me that you really wanted to spend more time on the golf course - well the section on leverage was what prompted me to send that movie to you. Did the leverage part make sense to you? Can you see why I wanted you to see the movie?"
8. Finally, merge your product/service to the trends discussed in the movie.
"In the discussion on the basketball through the garden hose the gentleman mentioned the future trends. One of those trends was health. Do you see health as being a big trend? Well, that's the trend we're taking advantage of by offering people..." Then insert whatever it is that your product does to make people's life better.

FOLLOW-UP

Follow-up with your prospect.

FOLLOW-UP PROCEDURES

Frequency of follow-up calls

Day of scheduled follow-up: Call 2 times (leaving only one message, caller ID block is OFF for 1st call; ON for 2nd call.) Example of message:

"Hi Josh, I'm calling at our scheduled time. I wanted to make sure you received the movie I sent you. I'm going to be in and out but you can try to reach me at (801) 374-2188. Again, (801) 374-2188. I'll also try to catch up with you a little later. I look forward to talking with you. Hope you're doing well."

Over the next 7 days: Call 3 times (leaving only one message. Caller ID block is OFF for the one call when you leave a message.) Example:

"Hi Josh, want to help you get (need/want). You can try to reach me at (801) 374-2188. Again, (801) 374-2188. I'll also try to reach you a little later. Hope all is well."

Next 7 days: 2 times (leaving only one message. Caller ID block is OFF for the one call you leave a message.)

Next 7 days: 1 time (leave "final" message. Caller ID block is OFF)

Final call - cold market:

"Hi Josh, I'm giving you a final call. I'm taking your lack of response as not being interested. I enjoyed meeting you and wish you success. If anything changes and you want to pick this up at a later time give me a call, I'd like to help you. Bye."

Final call - warm market:

"Hi _____, I'm giving you a final call. I'm taking your lack of response as not being interested. I enjoyed talking with you about it and hope that by me offering this to you I've not offended you in anyway. Our relationship means more to me than any business venture we might pursue together. Please call me back or send me an email and let me know if I've offended you. If I have, I want to clear it up. My email address is _____. Take care _____."

Summary:

Follow up for 3 weeks making 2-3 calls per week. If your prospect still hasn't given you any indication of interest, you end it with a final message.

FOLLOW-UP

COMMUNICATION QUALITIES

1. Be interested in the prospect.
2. Do not be distracted by anything.
3. Have a sincere, friendly facial expression.
4. Use the correct amount of assertiveness.
5. Communicate easily – no tension, strain, fakeness, sounding rehearsed, stuttering or hesitating.
6. Make sure your body doesn't distract the prospect.
7. Tell the truth.
8. Know what you're talking about.
9. Communicate at the prospect's level of understanding.
10. Have the intention to make the person's life better.

GENERAL PHONE TIPS

- Tip 1: Always sound upbeat and positive.
- Tip 2: Don't be surprised by an answering machine.
- Tip 3: Curiosity is what you want on the first call.
- Tip 4: Confirm your meeting the night before or the morning of the appointment.
- Tip 5: Early in the prospecting cycle, get as much of the prospect's contact information as possible.
- Tip 6: Whoever is asking the questions is controlling the conversation.
- Tip 7: The more you say, the more you're required to say.
- Tip 8: Never sell what they won't buy!
- Tip 9: Don't carry baggage from one call to the next.
- Tip 10: Fully observe what's going on.
- Tip 11: Don't let a prospect calling you surprise you.
- Tip 12: Are you inviting for business or product?
- Tip 13: Know what you're inviting someone to do. Meaning, the sequence of steps you put a prospect through to get them to be interested in your business or product.

Learning to say the **RIGHT THING** as taught in this package will have you astounded at how easily you will sponsor most of your prospects!

Hello Network Marketing Professional,

The information contained in this booklet is a summary of the Professional Inviter training. It is here to assist you in applying what you learned. The booklet itself will not give you complete understanding of the Inviting Formula without the information gained from the training. So use it only after you've listened to Professional Inviter.

I spent years testing and perfecting these methods, which truly get results. Please do not copy, borrow or steal anything from this material.

I also tested and perfected how to teach the methods to others. Therefore, this package is only valuable intact. If you use only parts or add your own, it is no longer proven.

Learn Professional Inviter well and you'll achieve your financial goals.

I promise,

A handwritten signature in black ink that reads "Tim Sales". The signature is written in a cursive, flowing style.

Tim Sales

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Mastery of this package is the ultimate form of financial security and profit potential.