

# ELEVATOR SPEECH

## COLD MARKET

**PROSPECT ASKS:** What do you do?

**You (WITH EXCITEMENT):** I'm part of a team that is launching a brand-new concept into Central Texas right now that every family needs and that no one has ever heard of. My focus right now is on putting a team together to help us get the word out. Actually... you might be able to help me. **WHO DO YOU KNOW** that may have an interest in earning an extra \$3,000 to \$5,000 per month on a part-time basis? (WFA = **Wait For Answer**) (If THEM, ask "**Why do you say that?**" - Get them selling YOU on why they're interested.)

**\*\*INVITATION\*\*:** What are you doing next Tuesday night at 6:30pm? (WFA) We're having a **private information session** at our office next Tuesday at 6:30pm, and it's by PERSONAL INVITATION ONLY, but if you are able to make it I'd love to have you as my personal guest. Would that work for you? (WFA) *(If yes, get their contact info and give them the address.)*

**PROSPECT ASKS:** "*What's it about? Can you tell me more about it?*"

This is a brand new concept that isn't like anything else, so it's not really something anyone can quickly understand without actually SEEING it. It's kind of like a puzzle – you can't see the whole picture without all the pieces in place. **THAT'S THE EXACT REASON** we're rolling this out at our private information session next Tuesday night. It **IS** by invitation only, but if you're able to be there I'd be delighted to have you as my personal guest. Would that work for you? (WFA)

**You could also say:** We're laying out all the details at a one-hour information session next Tuesday night, but I can tell you what it's **NOT** - it's not a lotion or a potion or a powder or a pill or nutritional product or oil or any of the other traditional "hobbyist" type work from home products that everyone's already heard about. **THAT'S THE REASON** we're rolling this out at our private information session next Tuesday night. It **IS** by invitation only, but if you can make it I'd be honored to have you as my personal guest. Would that work for you? (WFA)

**You could also say:** We've recently entered into a partnership with a multi-billion dollar company that is committed to making OUR company a household name for this new concept, so the timing of this is really critical. **THAT'S WHY** we're rolling this out at our private information session next Tuesday night. It **IS** by invitation only, but if you could make it I'd enjoy having you as my personal guest. Would that work for you? (WFA)

**PROSPECT ASKS: “Can you just send me something?”**

I certainly would if we had something that would do it justice. This is something too revolutionary to quickly explain. **THAT’S THE EXACT REASON** we’re rolling this out at our private information session next Tuesday night. It **IS** by invitation only, but if you can make that work I’d love to extend you a personal invitation. Could you do that? (WFA)

**\*\*IMMEDIATELY INFORM THE PRESENTER THAT YOU HAVE A GUEST COMING TO THE INFORMATION SESSION. ALSO CONFIRM WITH YOUR GUEST THE DAY BEFORE BY SAYING, “PROSPECT, I’m assuming we’re still on for tomorrow evening at 6:30pm. I’m looking forward to seeing you then.”**