

Elevator Speech (Recruiting)

Prospect: 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 most 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 \$2k to \$3k per month on a part-time basis?”

(If they seem interested for themselves, ask:)

“What about you? Are you keeping your income options open right now?” **(WFA) If Yes, then Invite:**
“We’re having a private information session at our office next Tuesday night from 6:30 to 8pm. It’s by invitation only, would you like to come as my guest?”

If they’re open to helping you, but maybe not interested for themselves, say:

“We’re having a private information session at our office next Tuesday night from 6:30 to 8pm. It’s by invitation only, but if you know someone that might be interested in learning about what we’re doing I could get them a personal invitation. Do you have anyone in mind?”

If it’s someone they know, ask: “Could you introduce me to this person? Can we give them a call together?”

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 I can quickly explain without you actually SEEING it. 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.

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.

We’re having a private information session at my office next Tuesday night from 6:30 to 8pm, and it’s by PERSONAL INVITATION ONLY, but if you are able to make we’d love to have you as our personal guest.”

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 REASON we’re rolling this out at our information session next Tuesday night. If you or you know someone who is interested in making an extra \$2k-\$3k per month part-time then you or they should come! It **IS** by invitation only, but if you’re able to make it we’d love to have you as our personal guest. Can you make it at 6:30pm?”