

INVITING SCRIPT

WARM MARKET

YOU SAY:

Hello PROSPECT - how are you? *(Or your normal greeting)* (WFA = **Wait For Answer**)

Have you got a moment? (If no - STOP and ask when's a better time for a 5 min. call)

(IF YES, CONTINUE - BE EXCITED!)

I need your help with something. **YOU** may or may not be interested, but I just started a brand new business and I'm really excited about it. I'm working with a team that is **LAUNCHING** a **BRAND-NEW** concept into Central Texas and it's something that...

- No one has ever seen before
- No one else has access to
- Every family needs
- Just about everyone can afford

...And we're putting together the team to get the word out to Central Texas.

Here's how you might be able to help me:

What I need more than anything else is **CONTACTS** - people that I can show this to that might have an interest in helping me get the word out.

OPTION A: MONEY MOTIVATED APPROACH:

WHO DO YOU KNOW that may have an interest in making an extra \$3,000 to \$5,000 per month, part-time? (WFA) (If THEM, ask "**Why do you say that?**" - Get them selling YOU on why they're interested.)

OPTION B: HIGH ROLLER APPROACH:

Would you be willing to get together with me and my partner for maybe 45 minutes to an hour and let us **SHOW** you what we're doing and give us your honest input on **WHO YOU MIGHT KNOW** that perhaps we should be speaking with? (WFA)

****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 too revolutionary to quickly explain over the phone or in a quick email. **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."**