

# Shelby Ford Invitations Training - Typed Out

Re: "I don't want people to feel like I'm selling them something" - Our mindset is "who do I know - and how can I help them".

We often over complicate this, and we don't have to.

To me the first step in setting appointments is really making sure that we have belief in this company and the products and just having a chance to fall in love with everything Melaleuca has to offer. Plug into your team, and really soak in all the stories of how Melaleuca has changed so many lives.

And once you've done that, you really get a chance to gain that belief, and you know in your heart that this really is a gift that we are offering people. And it makes it so much easier, when we are reaching out.

"Everything you want, is on the other side of fear". It was worth every feeling of uncomfortability to change my life and to change so many others.

So I just want to encourage you to go for it - What's the worst thing someone can say to you, 'no'?

Sometimes people will tell you no, and sometimes it's your closest friends, and closest family members, but I've been here long enough to know, that often times they end up coming around.

You have to realize this isn't about us, it's about them, and it's about the timing in their life.

Critical activity #2 - Approaching, Inviting - Become a professional appointment setter. That is the key here. If you can do that, you can take this business to the moon.

The first thing, setting appointments, "less is more". The goal is just to set the appointment. Don't give a mini-presentation.

Here's the key - Don't give an overview, to set an appointment. Set the appointment, so you can give the overview.

Be yourself, and be authentic. You can pick up the phone and call them, but I do a lot of voice messages - I do them through Instagram, text message, or Facebook, but voice goes a long way, and they can hear the sincerity of your voice, and it comes off better than somebody getting a 5 paragraph message.

So take a deep breath, just be yourself, and make that reach-out.

Saying "what you do" - "what you are doing"; like "Hey I actually started doing a little bit of marketing for this awesome wellness manufacturer alongside my \_\_\_ job".

Or on the store side; "Hey, my friend just shared this great store with me, and I just started shopping at this new wellness club..."

And you can tell them what you don't do - "Don't worry, I'm not selling anything, I just shop here", or "don't worry, I'm not a distributor"...

Why You Thought of Them. "I thought of you because \_". And you fill it in, it's true, it's honest, "I thought of you because I know you're such a busy mom, and I thought this would bring some simplicity to your life".

"I thought of you because last time we were chatting, you were telling me your husband's blood pressure numbers were not looking good".

"I thought of your because you're always about saving money, but I also know that you really care about your health, and you're always looking for safer things". "I thought of you because \_".

Next piece, ask if they are open. "Would you be open to taking a peek". "Would you be open to hopping on a quick call and let me share with you all the details". We're just asking if they are open.

It's even nice sometimes to give them an out - so you can say "I think you're going to love it, but if it's not for you, no big deal", or "no pressure". Giving that out helps them feel safe, to take a look.

Addressing the elephant. Whatever you're feeling uncomfortable about, or whatever you think they're going to have a hang-up about, feel free to address it - because when you address it, it takes away its power.

If you think they're going to think you're selling something - address whatever it is.

Maybe you haven't talked to them in a really long time, and you can say "Hey, gosh, I know it's been forever since we've chatted, we totally should get together, but hey the reason I'm reaching out is \_." And so you take that power away.

So once they say "yes", that they are open, you've got to schedule that time, you've got to be able to say "would Tuesday or Wednesday work better for you" "would 6PM or 8PM work better for you" - so give them those choice closes, and once you've got it, confirm it.

"OK great, I'll see you Tuesday at 6, I'm going to put it in my calendar", say things like that, so they then put it in their calendar. And you should send them a reminder - if you set the appointment a week in advance, shoot them a reminder the day before;

"Hey, I'm really looking forward to seeing you tomorrow". Or maybe you set the appointment today, and you're meeting them later today, it doesn't hurt to send a reminder, and say "hey I'll see you in 30 minutes", "here's the link", little things like that.

And just know that all you're doing is helping people learn about an amazing store, an additional option to what they're already doing, and it's going to help get them out of Walmart, and Target, and maybe even be a business that can help them financially, this is a gift we are offering them.

**== Just the "suggested things to say", from this video;**

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