

Step 1

Be in a hurry

This is a psychological issue, but people are always more attracted to a person who's busy and has things going on. If you start every call or face to face conversation with the feeling that you're in a hurry, you'll find your invitations will be shorter, there will be less questions and people will respect you and your time much more.

Here are some "In a hurry" script examples:

For warm market prospects:

- "I don't have a lot of time to talk, but it was really important I reach you"
- "I have a million things going on, but I'm glad I caught you"
- "I'm running out the door, but I needed to talk to you real quick"

For cold market prospects:

- "Now isn't the time to get into this and I have to go, but..."
- "I'm have to run, but..."

Get the message? Set the tone with some urgency.

Step 2

Compliment the Prospect

This is critical. The sincere compliment (and it must be sincere) opens the door to real communication and will make the prospect much more agreeable to hearing what you have to say.

Here are some sample compliment scripts:

For warm market prospects:

“You’ve been wildly successful and I’ve always respected the way you’ve done business.”

“You’ve always been so supportive of me and I appreciate that so much.”

“You’re one of the most connected people I know and I’ve always admired that about you.”

“You’re the most (or one of the most) important person/people in my life and I really trust your instincts.”

“You have an amazing mind for business and can see things other people don’t see.”

“I was thinking... who are the sharpest people I know? And I thought of you.”

“You’re one of the most positive and energetic people I’ve ever met.”

“Some people are very closed-minded which limits their opportunities, but I’ve always admired the fact that you’re open to looking at new things.”

“I need someone to find the holes in something I’m looking at and absolutely nothing gets past you.”

“You’re one of the most (health conscious/technology savvy/fashion or beauty conscious/wellness-minded/financially intelligent/etc.) people I know and I’ve always respected that about you.”

“You’re one of the smartest people I know and I really trust your judgment.”

“For as long as I’ve known you I’ve thought you were the best at what you do.”

For cold market prospects:

“You’ve give me/us some of the best service I’ve/we’ve ever received.”

“You are super sharp. Can I ask what you do for a living?”

“You’ve made _____ a fantastic experience.”

The key to the compliment is it must be sincere. Find something you can compliment your prospect on and do it.

Step 3

Make the Invitation

In this situation one size does NOT fit all. I've provided a list of Direct Approaches which you will use when you're talking about an opportunity for THEM specifically, Indirect Approaches which you will use to ask for help or advice and Super Indirect Approaches which you will use to ask people if they know others who might be interested.

Most people use a Direct Approach for all of their prospects. Usually it goes something like this "I found a way to get rich and let me tell you all about it. Blah blah blah." I understand the passion, but really... who's going to get excited about that, unless they're getting the call from a millionaire?

As you become a Network Marketing Professional, you're going to find that you use the Indirect and Super Indirect approaches much more, but that doesn't mean Direct Approaches don't have an important place.

Direct Approach Scripts

(and remember, you've already done step 1 and step 2)

For warm market:

"When you told me _____, were you serious or were you just kidding around? (Wait for answer). Great! I think I've found a way for you to get it/solve the problem/ make that happen/etc." (This is for situations where you know an area of their dissatisfaction)

"I think I've found a way for us to really boost our cash flow"

"I found something you really need to see"

"I'm launching a new business and I really want you to take a look at it"

"When I thought of the people who could make an absolute fortune with a business I've found, I thought of you"

"Are you still looking for a job (or a different job?). I've found a way for both of us to start a great business without all the risks."

"If I told you there was a way to increase your cash flow without jeopardizing what you're doing right now, would you be interested?"

"I've teamed up with a company that is opening/expanding in the _____ area"

"I've found something exciting and you're one of the very first people I've called"

"When I thought of quality people that I'd really enjoy working with I thought of you. Would you be open to hearing what I'm doing?"

"Let me ask you something... Would you be open to diversifying your income?"

"Let me ask you a question, off the record. If there were a business you could start working part-time from your home that could replace your full-time income, would that interest you?"

"As you know I've been a (insert occupation), but because of (negative factors) I've decided to diversify my income. After considering my options, I've identified the very best way to make it happen."

"I found an exciting business, and together, I think we could do something special. 1+1 might add up to 10."

Or you could try the shocking approach used with great effect with my good friend Randy Gage "With your skills, you could make \$100,000 a month in a business I've just started". This works good when you are respected by the prospect.

I've used this one with great success "This is the call you've been waiting for your whole life".

For cold market:

"Have you ever thought of diversifying your income?"

"Do you keep your career options open?" (An oldie but a goodie)

"Do you plan on doing what you're doing now for the rest of your career?"

You can follow any of these cold market scripts or any variation with the following: "I have something that might interest you. Now's not the time to get into it but..."

Indirect Scripts

The Indirect Approach is another powerful tool to helping people get past their initial resistance and understand your opportunity. This approach is best used when you're just getting started and it's simply asking people for help or guidance.

I used this approach extensively and with great success when I first started out. Because of my lack of credibility at age 22, I couldn't get much success with a Direct Approach so I learned to play myself down and play up to the prospect's ego. It worked incredibly well and I still use it from time to time today.

For warm market:

"I've just started a new business and I'm scared to death. Before I get going I need to practice on someone friendly. Would you mind if I practiced on you?"

"I'm thinking about getting started with a business I can run from my home. Would you help me check it out and see if it's for real?"

"I found a business I'm really excited about, but what do I know? You have so much experience. Would you look at it for me if I made it easy and let me know if you think I'm making the right move?"

"A friend told me the best thing I could do when starting a business is to have people I respect take a look at it and give me some guidance. Would you be willing to do that for me if I made it simple?"

For negative and cynical people “I’ve started a business and really need someone to help me poke holes in it. Nothing gets past you. Would you be willing to examine it for me?”

For cold market:

I’ve found this approach doesn’t work very well because it doesn’t really make sense for you to show this much respect for someone you’ve just met. Direct and Super Indirect work best for cold market.

Super-Indirect Scripts

Super-Indirect Approaches are incredibly powerful and play on a number of psychological levels. This is a networking approach that asks the prospect if they know someone else that might benefit from your business. I use this approach all the time with great success.

For warm market:

“The business I’m in clearly isn’t for you, but I wanted to ask, who do you know that is ambitious, money motivated and would be excited about the idea of adding more cash flow to their lives?”

“Who do you know that might be looking for a strong business they could run from their home?”

“Who do you know that has hit a wall with their business and might be looking for a way to diversity their income?”

“Do you know any sharp people who live in _____? Yes? Great. Could I get their name and email address if you have it? I have a business expanding in that area and I want to see if they think it will be successful there.”

“Do you know anyone involved in a serious job search?”

“I work with a company that’s expanding in our area and I’m looking for some sharp people that might be interested in some additional cash flow. Do you know anyone who might fit that description?”

In most cases, they're going to ask you for more information before they give you any names (behind that request with be curiosity and intrigue thinking this might be for them... but they're not going to admit that to you yet). When they ask you for more information first, just respond like this. "That makes sense. You'll want to know about it before you refer some of your contacts" Then just move to step 4

For cold market:

Cold market is exactly the same as warm market for Super Indirect. Just use the scripts above or any variation that's comfortable for you.

Step 4

If I _____, would you _____ ?

You're not going to offer your 3rd party tool, unless they agree to do something in return. This has been my secret weapon for a very long time.

Let me offer you some examples:

"IF I gave you a DVD that laid out all the information in a very professional way, WOULD YOU watch it?"

"IF I gave you a CD that described the business, WOULD YOU listen to it?"
"IF I gave you a magazine (or some other prospecting printed piece), WOULD YOU read it?"

"IF I gave you a link to an online presentation that explained everything, WOULD YOU click on it and watch it?"

If you've done the first 3 steps properly, the answer will be yes.

If they ask for more information first, just respond with "I understand that you want more information, but all of what you're looking for is on the DVD, CD or in the Printed piece or Link. The fastest way for you to really understand what I'm talking about will be to review that material. So, if I gave it to you, would you review it?"

If they say no, they won't review it then thank them for their time and move on. Also, review steps 1-3 to see what you could have done better. Do NOT still give it to them.

Step 5

Get a Time Commitment

“When do you think you could watch the DVD for sure?”

“When do you think you could listen to the CD for sure?”

“When do you think you could read the magazine for sure?”

“When do you think you could watch the link for sure?”

Don't suggest a time for them. Ask the question and have them give you the time. If it's not definitive "I'll try to do it sometime", then tell them. "I don't want to waste your time or mine. Why don't we just try to lock in a time you'll have seen it for sure?"

The key is to get them to say YES a second time.

Saying yes to step 4 is NOT a commitment.

Step 6

Confirm

If they tell you they'll watch the DVD by Tuesday night your response should be:

"So, if I called you Wednesday morning, you'll have seen it for sure right?"

If they say they'll listen to the CD by Thursday morning your response should be:

"So, if I called you sometime on Thursday, you'll have listened to it for sure right?"

If they say they'll watch the link by July 1st your response should be:

"So, if I called you on July 2nd, you'll have watched it for sure right?"

The key to step 6 is they've now said 3 times that they'll follow through and they've done it all by themselves. They've set a real appointment with you for the future.

Step 7

Get a Time and Number

“What’s the best number and time for me to call?”

Now they’ve said yes 4 times and the chances they’ll follow through has been increased from less than 10% to over 80%.

Note: Please put this appointment in a place you won’t forget.

Step 8

Get off the phone!

Remember, you’re in a hurry right? The best thing is to say something like

“Great. We’ll talk then. Gotta run!”

So those are the 8 steps with tons of the hottest scripts in MLM on what to say. Now let’s put it all together by showing you some examples.

Example #1 – A person you know hates their job using Direct Approach

Prospect Name _____

Prospect Contact Info _____

(step 1 - Page 4)

Insert "In a hurry" script Hey, I don't have a lot of time to talk, but it was really important I reach you.

(step 2 - Page 5)

Insert compliment Listen, you're one of the most financially intelligent people I know and I've always respected that about you.

(step 3 - Page 7)

Insert invite based upon the approach you've chosen When you told me you really didn't like your job, were you serious or were you just kidding around? Great. I think I've found a way for you to create an exit strategy without jeopardizing your family.

(step 4 - Page 12) I have a CD that you have to listen to. It describes what I'm talking about better than I can.

"If I gave you this CD _____, would you listen to it _____?"

(step 5 - Page 13)

"When do you think you could listen to it _____ for sure?"

(step 6 - Page 14)

Tuesday? So if I called you Wednesday morning _____, you'll have reviewed it for sure, right?"

(step 7 - Page 15)

Alright, I'll check back with you then. "What's the best number and time for me to call"

Date: _____ Time: _____ Number: _____

(step 8 - Page 15) Great. We'll talk then. Gotta run and thanks!

Example #2 – To a good friend with Indirect Approach

Prospect Name _____

Prospect Contact Info _____

(step 1 - Page 4)

Insert "In a hurry" script Hey, I'm running out the door, but I needed to talk to you real quick.

(step 2 - Page 5)

Insert compliment You've always been so supportive of me and I appreciate that so much.

(step 3 - Page 7)

Insert invite based upon the approach you've chosen I've just started a new business and I'm scared to death. Before I get going I need to practice on someone friendly. Would you mind if I practiced on you?

(step 4 - Page 12) Great!

"If I gave you a DVD that laid out the information in a professional way would you watch it _____?"

(step 5 - Page 13)

"When do you think you could watch it _____ for sure?"

(step 6 - Page 14)

Thursday? So if I called you Friday morning, you'll have reviewed it for sure, right?"

(step 7 - Page 15)

Fantastic _____ "What's the best number and time for me to call"

Date: _____ Time: _____ Number: _____

(step 8 - Page 15) Great. We'll talk then. Gotta run and thanks!

Example #3 – To a highly successful person using an Indirect Approach

Prospect Name _____

Prospect Contact Info _____

(step 1 - Page 4)

Insert "In a hurry" script I know you're busy and I have a million things going on too, but I'm glad I caught you.

(step 2 - Page 5)

Insert compliment You've been wildly successful and I've always respected the way you've done business.

(step 3 - Page 7)

Insert invite based upon the approach you've chosen I've recently started a new business and I'm looking for some sharp people. It's clearly not for you, but I wanted to ask, who do you know that is ambitious, money motivated and would be excited about the idea of adding more cash flow to their lives?

(step 4 - Page 12) I understand that you'd want to know more before you recommend people. I have a DVD that explains exactly what I'm doing and the kind of people I'm looking for. It's brief.

"If I sent one to you _____, would you view it _____?"

(step 5 - Page 13) I know you're extremely busy and I'm so grateful for your help. Thanks for agreeing to look at it.

"When do you think you could view it _____ for sure?"

(step 6 - Page 14)

So if I called you after that _____, you'll have reviewed it for sure, right?"

(step 7 - Page 15)

Alright, I'll check back with you then. "What's the best number and time for me to call"

Date: _____ Time: _____ Number: _____

(step 8 - Page 15) Thanks again. I appreciate it so much. I'll talk to you then.

Example #4 – To a cold market prospect who’s done a fine job selling you some shoes

Prospect Name _____

Prospect Contact Info _____

(step 1 - Page 4)

Insert “In a hurry” script Now isn't the time to get into this and I have to go but...

(step 2 - Page 5)

Insert compliment You are super sharp

(step 3 - Page 7)

Insert invite based upon the approach you’ve chosen and I happen to be looking for some sharp people. Do you plan on doing what you’re doing now for the rest of your career? No? Good. I have something that might interest you.

(step 4 - Page 12) Now's not the time to get into it, but I have a DVD that explains it all in great detail.

“If I gave it to you _____ , would you watch it _____ ?”

(step 5 - Page 13) _____

“When do you think you could watch it _____ for sure?”

(step 6 - Page 14)

So if I called you after that _____ , you’ll have reviewed it for sure, right?”

(step 7 - Page 15)

Alright, I’ll check back with you then. “What’s the best number and time for me to call”

Date: _____ Time: _____ Number: _____

(step 8 - Page 15) Okay, here it is. Thanks again for the excellent service and I’ll talk to you soon.

Network Marketing Pro Invitation Worksheet

Prospect Name _____

Prospect Contact Info _____

(step 1 - Page 4)

Insert "In a hurry" script _____

(step 2 - Page 5)

Insert compliment _____

(step 3 - Page 7)

Insert invite based upon the approach you've chosen _____

(step 4 - Page 12)

"If I _____, would you _____?"

(step 5 - Page 13)

"When do you think you could _____ for sure?"

(step 6 - Page 14)

_____, you'll have reviewed it for sure, right?"

(step 7 - Page 15)

_____ "What's the best number and time for me to call"

Date: _____ Time: _____ Number: _____

(step 8 - Page 15)



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