

INVITING FORMULA

Part 1. GREET

The purpose of Greeting is to get your prospect willing to talk freely and openly to you.

Part 2. QUALIFY

The purpose of Qualifying is to find out what the prospect needs, wants and doesn't want as it pertains to your business.

Part 3. INVITE

The purpose of Inviting is to ask your prospect to review information that can help them achieve what they've stated they need, want, or don't-want from the qualify section.

Part 4. HANDLE QUESTIONS AND/OR OBJECTIONS

The purpose of Handling Questions and Objections is to get the prospect beyond the questions and/or objections which are apparently stopping them from attaining what they've stated they need, want or don't want.

Part 5. CLOSE TO ACTION

The purpose of the Close to action step is to conclude or complete what is currently being said or done and then start putting your prospects's needs/wants/don't-wants into existence.

Part 6. FOLLOW-UP OR FOLLOW-THROUGH

The purpose of the Follow-Up is to re-contact your prospect and move him/her towards what they've stated they need, want or don't-want. The purpose of the Follow-Through is when your prospect indicates readiness to act (join, enroll, sign-up), then you follow-through by delivering all they need to get what they've stated they need, want or don't-want.

First, choose the type of lead you have, then greet and qualify them.

WARM MARKET/ REFERRALS

Greeting:

Typically the greeting starts off with simple questions (“How are you?”), and then lead to slightly more in-depth questions based on the prospect’s response, then to more in-depth questions

“Hey Joe, how are you?”

Joe says, “Good”

“Are you still working at Best Buy?”

Joe says, “Yes.”

“How do you like it there?”

Qualifying:

1. “I’m calling to talk business, but first, how are you?”
2. “We’ve been friends for a while and we’ve never really discussed business- would you be opposed if we did?”
3. “Have you ever thought of a business outside of (_____) (law, accounting...)?”
4. “I’ve got a business idea. Would you be open to seeing something on it... or are you completely satisfied now?”

NEWSPAPER AD RESPONSES

Greeting:

“Hello, is Madison Weaver in? Hi Madison, my name is Tim Sales. You responded to an advertisement in the “Washington Post” newspaper by sending us your resume. I have it in front of me and I have a couple of questions, do you have a moment to talk?:

“I see here on your resume you worked in a sales position at Cisco. Tell me more about that position.

Qualifying:

- “So what does madison really want to achieve in her life – not just that she wants a job; but what are her ambitions?”
- “If you could do absolutely anything, what would you do?”
- “What...if you heard it... would you go – that’s what I’M LOOKING FOR or that’s what I want?”

GREET

First, choose the type of lead you have, then greet and qualify them.

PURCHASED LEADS

Greeting:

“Hello John, did you fill out a calling to talk business, but questionnaire indicating an interest in working from home?”

Have you found the business you’re looking for ?”

Have you ever owned your own business before? If so, what happened with it?”

“What do you want to achieve by owning your own business?”

“How would that translate to dollars and cents?”

“What things would you not want in your business?”

“What...if you heard it... would you go – that’s what I’M LOOKING FOR!”

DIRECT MAIL RESPONSES

Greeting:

“Hello, is Mark in?”

“Hi Mark, my name is_____. You responded to our post card (flyer, door hanger, etc) concerning a home based business by leaving a voice message. I’d like to talk to you about it. Do you have a moment to talk?”

“What area are you in? How long have you lived in the area?”

Qualifying:

- “So what attracted Mark to answer an ad about a home based business?”

- “Do you have a particular business in mind?”

- “Have you ever owned your own business before? If so, what happened with it?”

- “What do you want to achieve by owning your own business?”

- “How would that translate to dollars and cents?”

- “What things would you not want in your business?”

- “What...if you heard it... would you go – that’s what I’M LOOKING FOR!”

QUALIFY

If they qualify, choose what you are inviting your prospect to do and invite them.

INVITE TO ONLINE MOVIE:

“John, you know how you said that you want something where you could buy a sail boat and cruise the Caribbean islands?”

John says, “Yeah?”

“I’ve seen an online movie that I think you’ll benefit from seeing. You may be closer to that boat than you think. Do you have internet access?”

Go directly to Close to Action unless they stop you with a question or objection.

INVITE TO VHS/DVD/CDROM:

“John, you know how you said that you want something where you could buy a sail boat and cruise the Caribbean islands?”

John says, “Yeah?”

“I’ve seen a DVD that I think you’ll benefit from seeing. You may be closer to that boat than you think. Do you have a DVD player?”

John says, “Yes.” (If no, use another method)

“As soon as we get off the phone I’m going to send it to you. What address do you want me to use?”

Go directly to Close to Action unless they stop you with a question or objection.

INVITATION

If they qualify, choose what you are inviting your prospect to do and invite them.

INVITE TO ONE-ON-ONE:

“John, you know how you said that you want something where you could buy a sail boat and cruise the Caribbean islands?”

“I’ve seen something I think you’ll benefit from seeing. Can we get together (date)?”

John says, “Yes”

“Good, I want to have you view something prior to that meeting, do you have access to the internet?”

John says, “Yes.” (If no, use another method)

“Are you able to get on the internet right now?”

John says, “Yeah, my computer is right in front of me.”

“Good, go to this address” – give address of the movie and make sure they have the movie playing before you close to action

INVITE TO BUSINESS MEETING:

“John, you know how you said that you want something where you could buy a sail boat and cruise the Caribbean islands?”

“I’ve seen something I think you’ll benefit from seeing. Can we get together (date)?”

John says, “Yes.”

“Great. I’d actually like you to meet a couple of partners I’m working with on this Project. Can you meet me about (time) on (date)?”

John says, “Okay.”

“Do you know where (location) is?”

INVITATION

Handle any questions or objections your prospect has.

The Questions & Objections Remedy

1. Listen completely through the Question/objection. Never interrupt Your prospect. LET THEM SING!
2. Confirm understanding. Ask questions when necessary
3. Make the question or objection Valid, with the same or slightly Less intensity. But don't agree With the objection.
4. Handle or facilitate handling questions and/or objections
5. Complete the handling and return to the previous step of the Inviting Formula

Specific Objections

- "What is it?"
- "John, based on you telling me that you want to get a sailboat and cruise the Caribbean islands, it just reminded me of something I've seen that I think will help you accomplish that. You'll understand once you've seen it. Let me get this out to you. What's your address?"
- "Is this sales?"

Discuss all the different ways they communicate and draw the connection that they are already selling by communicating.

Questions to ask:

- "When you picture sales, what do you see?"
- "What's been your experience around selling?"
- "Alright, I understand that you don't like sales. So I can better understand how you view this, in your view, what's the difference between sales and communication?"
- "I'm too busy" or "no time."

Three different "too busy" objections"

1. Legitimate time issue (such as they're bathing their infant at that moment.) Reschedule.
2. Frame of mind time issue (such as always too busy for anything.) Explain the 3 blocks of 8 hours.
3. Unexpressed objection time issue. Probe for the real objection

OBJECTIONS

COMMUNICATION QUALITIES

1. Be interested in the prospect.
2. Do not be distracted by anything.
3. Have a sincere, friendly facial expression
4. Use the correct amount of assertiveness.
5. Communicate easily – no tension, strain, fakeness, sounding rehearsed, stuttering or hesitating.
6. Make sure your body doesn't distract the prospect.
7. Tell the truth.
8. Know what you're talking about.
9. Communicate at the prospect's level of understanding.
10. Have the intention to make the person's life better.

GENERAL PHONE TIPS

1. Always sound upbeat and positive.
2. Don't be surprised by an answering machine.
3. Curiosity is what you want on the first call.
4. Confirm your meeting the night before or the morning of the appointment.
5. Early in the prospecting cycle, get as much of the prospect's contact information as possible.
6. Whoever is asking the questions is controlling the conversation.
7. The more you say, the more you're required to say.
8. Never sell what they won't buy!
9. Don't carry baggage from one call to the next
10. Fully observe what's going on.
11. Don't let a prospect calling you surprise you.
12. Are you inviting for business or product?
13. Know what you're inviting someone to do. Meaning, the sequence of steps you put a prospect through to get them to be interested in your business or product.

COMMUNICATION
