

STEP 2

INVITE PEOPLE

After completing Step 1—Start Your Business—your next step is to begin inviting people to learn about your business.



FUNDAMENTAL PRINCIPLES

As we begin this step, there are two important factors that will not only affect your results, but also your attitude.

1. It's a Numbers Game.

It's important to understand that finding people to join your business and/or to purchase your products or services is a numbers game. The more people you introduce to your business, the more people will join your team, and the more sales you will make. Yes, you can do a lot of the things to increase your results—as you will learn in this training—but at the end of the day, remember, *it's a numbers game*.

Before you start making invitation calls, it is critical for you to recognize that not everyone will accept your invitation to learn about your business. You will be turned down often, but you cannot allow those who decline your invitation to discourage you. When someone says no, it is vital that you maintain a positive attitude and move on to the next person.

2. People need to like and trust you.

People must like and trust you, if they are going to do business with you. If people don't buy you, they won't buy anything that comes out of your mouth. This is a life lesson—not just a lesson on how to build a successful business.

Your No. 1 Goal with every prospective business partner and customer is to be liked and trusted—plain and simple. Start being intentional about building a brand for yourself that when people think of you, they think of someone they appreciate and respect.

Not only will your business thrive, but life will become more enjoyable and fulfilling if you focus on the little things you can do to be more likable and trustworthy.

FINDING POTENTIAL BUSINESS PARTNERS

Let's start the invitation process by taking a look at the types of people you can introduce to your business. We can group them into **five categories**.

1. Your friends, acquaintances, and relatives—also known as your “warm market”

These are the people with whom you have some degree of relationship. In marketing this business, your highest percentage of success will come from “Those You Know.” The people in your warm market know you, respect you, and are more likely to be open to what you have to offer than people with whom you have no relationship.

2. Referrals from your friends, acquaintances, and relatives

People who have been referred to you are excellent prospects. Set a goal to get at least one referral from each satisfied product customer. Also set a goal to ask for at least one referral from each person who declines to participate in the business.

3. The new people you meet each day

Each day we meet new people either over the phone or in person. This group of people can be a great source of leads if you are intentional in your conversations. When you meet people, ask probing questions and listen to learn if they have a need that our business could fulfill. Here are some examples of questions you could ask:

- What do you do for a living?
- How did you get into that line of work?
- How is the economy affecting your business?
- How's it going for you?
- Do you enjoy what you do?

Perhaps you'll think of other questions that may enable you to open the door so you can introduce your business. With some people, you may want to build a relationship first; then, ask for a business card. At some point over the next 48 hours call them. Let them know it was nice meeting them, compliment them, and invite them to look at your business.

4. *Your common market*

This market includes the people with whom you have something in common, such as people in your graduating class, people in your line of work, people who attend your church, or members of your club or organization. Think about other groups of people with whom you have something in common. Write the names of these groups along with your list of “Those You Know.”

When people have something in common with you, an instant bond seems to form that influences people’s decisions.

5. *The cold market*

These are people you have never met. To prospect these people, you would use such methods as magazine or newspaper ads, direct mailings, cold calling, online marketing, and other marketing techniques. If at any point you do find new business partners in the cold market, it should be your goal to get them started working their warm markets. However, if you follow the training in this manual correctly as you introduce this business, you may never have to work this group.

THE STRATEGY OF THE INVITATION CALL

Of all the information contained within this training program, this step is the most important for you to master. The reason is simple: If you are unsuccessful in getting people to review your business opportunity, you will also be unsuccessful in building a network of business partners. Much of your success will result from inviting people correctly.

This training will teach you how to invite your “warm market” to learn about your business, but the concepts, scripts, and ideas can be easily modified to apply to any group of people you want to target.

The ultimate goal of the invitation call is to gain an agreement from the people you are calling that they will either review one of your company’s presentation tools or attend a personal presentation.

There are three major objectives of an invitation call.

- Arouse interest and curiosity so that people you contact will WANT to learn about your business.
- Create urgency so that it will cause people to want to learn about the business AS SOON AS POSSIBLE.
- Gain a firm commitment on a time to meet if you are giving personal presentations, or a time to follow up if you are providing a tool for them to review.

Each of these points will be covered in detail as we go through the invitation process.

INVITING PEOPLE OVER THE PHONE

Here is the step-by-step process of inviting someone to look at your business using the phone. However, the ideas and approaches can easily be modified and used to invite someone in person.

Step 1. Prepare for the phone call.

As you get ready to make your invitation calls, find a quiet place where you can make your calls without distractions. Once you are in a quiet place, take a few minutes and reflect on your primary reasons for building your business. This will help serve as a motivation source when preparing to make your calls.

Next, you should set a goal as to how many people you are committed to calling at this time. The benefits are twofold: not only will you be more comfortable with each additional call you make, but you will also become more effective. So commit to making as many calls as your time allows.

It is also advisable to scan this chapter in the manual each time you make calls to be sure you are not forgetting anything important.

Once you are settled in your quiet place and you're in the right frame of mind, you are ready to begin calling. Start by selecting someone on your list of contacts. Take a minute to concentrate on this person. Ask yourself, "Why might this person have an interest in my business?" Think of reasons why your business may be attractive to him or her. Also reflect on the reasons you would want to be in business with this person. Knowing this information will help you craft the most effective invitation.

Step 2. Make the call.

Always call with positive expectations. When you think things will turn out well, they generally do. For best results, keep your energy level high; speak with confidence and controlled enthusiasm. If you are passionate about what you are doing, then make sure you sound like it. If your voice sounds weak or shy or you speak in a monotone voice, you can expect poor results. How you sound when making an invitation call is just as important as what you say.

When you are ready, relax and make the call.

Step 3. Start with a friendly hello and determine availability.

When starting a conversation, always be personable and friendly. After a pleasant hello, determine if the person you're calling is busy on another line or doing something that would distract him or her from listening to you. You could ask, "*Did I catch you at a bad time?*" or "*Are you busy?*" or "*Do you have a minute?*" or whatever you feel comfortable asking to make this determination. If the person is busy, ask, "*When would be a good time for me to call back?*" and schedule a time to call again.

When appropriate, show a genuine interest in the person you are calling. One of the best ways to win friends and influence people is to show an interest in them.

You could ask them how they are doing. You could ask about the kids, or a hobby, or sport, or whatever you feel would be appropriate based on your relationship. Remember, if people don't sense you care about them, they won't care what you have to offer. Always show a sincere interest in the person you are calling. This is essential and requires an intentional effort!

Step 4. Compliment the Prospect.

Praising people is always a positive thing to do. People of all ages want to be complimented—to be appreciated, to be recognized for who they are or for what they have done. As you invite people to look at your business, you should find ways to give a genuine compliment. If you express admiration or respect for people while inviting them to look at your business, you will have better results. It's a little thing that makes a big difference. When you compliment people, it makes them feel good and usually results in their being more open-minded. It also positively influences how they feel about you. If for no other reason—make someone's day by giving a sincere compliment.

*If you want to win friends, make it a point to remember them.
If you remember my name, you pay me a subtle compliment;
you indicate that I have made an impression on you.
Remember my name and you add to my feeling of importance.
Dale Carnegie*

Step 5. Confidently Give Your Invitation.

Based on your relationship with the people you are about to call, think about the approach you believe would be most effective at getting them to take time to review your business. The main objective with your invitation is to create interest. Be sure you come across natural and confident and never say anything that would be perceived as begging them to look at your business. Instead, be proud, strong, and confident! If they don't have an interest, that's okay; just move on!

As you invite someone to learn about your business, you want to be deliberate and controlled in your conversation. The less you say is better. If you are intentional in what you say, you will be highly successful in gaining positive agreements from people to learn about your business. If on the other hand, you talk too much because you are either not prepared or lack self-control, you will likely struggle and get a low percentage of people who accept your invitation.

Let's now take a look at some different invitation scripts. As you read each of these options, think about the ones you would feel most comfortable using. You might even draw a star in front of the ones you like.

INVITATION OPTIONS

The Discovery Invitation

With the discovery invitation, you would seek to identify a need, pain, or concern that you feel your business can help address. If you can first recognize a way that you can help people achieve something important to them, they will be much more inclined to take their time to learn about your business. Here are some examples of how you might do this:

- When talking with Bob, you could ask, *“Bob, how is the economy affecting your business?”* If what he does for a living is being negatively impacted by the economy, you could ask him to elaborate. Then when the time is right simply ask, *“Would you be open to diversifying your income?”*
- If you are on the phone with your friend, you could ask, *“George, how are things going with your job?”* If he mentions anything negative about his job, ask him to elaborate. As he tells you about his areas of concern, listen and consider an approach that would be most effective. After he finishes, you could say, *“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 later replace your full-time income, would it be of interest to you?”*
- If you are on the phone talking with a friend, you could ask, *“Tina, I’m curious; just between you and me, have you ever considered starting your own part-time business?”* If she says she has, ask her what she has considered. When appropriate, invite her to look at your business.
- After asking your friend, who is a stay-at-home-mom, some casual exploratory questions you learn that the finances are tight. When this happens you could ask, *“Audrey, if there were a way you could work from your home and make some extra money while the kids are at school, would you be interested?”*
- If you were talking to your friend and learned his wife is pregnant you could ask, *“Paul, if I could show you how to start your own profitable part-time business working from home, so your wife could stay home with your baby, would that be of interest to you?”*

When people say yes to any of these questions, proceed to invite them to meet with you if you are doing personal presentations, or invite them to review one of your tools and arrange a time to follow up.

Identifying a person’s need, pain, or concern FIRST, and then offering your business as a solution is a highly effective invitation strategy. This strategy is especially productive with the people you meet in the course of a normal day. As you meet new people each day, ask questions about their jobs. When they respond, listen carefully to what they say to see if you can identify a need, pain, or concern that your business could fulfill.

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The Direct Invitation

With the direct invitation, you invite someone to meet with you or review one of your tools without giving them any information. Here are some examples of the direct invitation:

- You could call Mark and say, *“I have just a minute, but wanted to give you a call. Mark, what’s your schedule this week when we could meet; I have something I would like to chat with you about?”* Proceed to set up a time to get together.
- If you were talking to Mary, say, *“Mary I have some information I would like to kick around with you, when would you be available to get together this week to talk?”*

The Business Invitation

Unlike the direct invitation, with the business invitation you tell them you are inviting them to look at a business. Here are some examples of the business invitation.

- You are on the phone with your friend Joe, talking about his son’s soccer team that is playing for the regional championship and you are catching up on how he is doing. Then when the timing is right you would say, *“I have just another minute, but I wanted to let you know there is going to be a small group of us getting together at my home Thursday night to kick around some ideas on starting a new business. I’ve got a lot of respect for you, Joe, and thought you may want to join us. Would you like to be included?”*
- After hearing about your friend’s golf game, you could say, *“Alan, I’m working with a small group of entrepreneurs and business professionals who are heading up the expansion of a unique and innovative business in this area. One of the features that makes this business unique is that it offers people the ability to start their own part-time businesses without interfering with their full-time careers. It also offers low start-up costs and the ability to earn a long-term recurring income. As I thought of qualified people that I’d really enjoy working with, I thought of you. Would you be open to hearing what we are doing?”*
- You’re on the phone with Tina who has just told you that she had her best sales year ever. Although she sounds happy, don’t assume she’s not open to considering her options. (I had just had my best year in real estate when I decided to pursue a new career.) After complimenting her on a very

successful year, you could say, *“Tina, there’s a rapidly growing company expanding its operations here in the area. They are looking for people with your skill-set to help with their expansion. If it had significant potential and would not jeopardize what you are currently doing, would you be open to learning what they can offer you?”*

When people respond positively to your invitation, schedule a time to meet with them if you are doing personal presentations. If you are using tools to introduce your business, tell them briefly about your tool and schedule a time to follow up over the phone.

My Story Invitation

When using the my-story invitation, you will share with people why you have made the decision to diversify your income and then invite them to explore what you are doing. Here are two examples of this style of invitation:

- After talking about Randy’s weekend at the lake, proceed by saying, *“Randy, as you know I have enjoyed a successful real estate career. But because of the constant demands of my time as a Realtor and the uncertainty surrounding the real estate industry, I have made the decision to diversify my income. After considering my options, I made the decision to team up with a highly respected company to help expand their business in this area. It is a well-established company looking for the right people to help them develop this region. As I considered those I respect and admire, I thought of you. Would you have an interest in reviewing some information to see if this might appeal to you?”*
- You’re on the phone with Beth laughing about some new photos that she posted on Facebook when you ask, *“Beth, have you got a couple minutes?”* (Sure, why?) *“Well, with all the uncertainty in the economy and my career, I’ve made the decision to diversify my income. In looking at my options, I came across a really unique company that has some great potential in this area. They are relatively unknown in the area and because this is an important market to them, they are looking for the right people to help with their expansion. I don’t know if it would be of interest to you but, if it is, I would enjoy working with you to develop this area. Would you be open to learning what we are doing?”*

When people express an interest in learning more with either of these invitations, invite them to a personal presentation or request that they review one of your tools.

The Could-You-Do-Me-a-Favor Invitation

With the could-you-do-me-a-favor invitation, you are essentially asking people to do you a favor by checking out your business. Here are some examples of this type of invitation.

- After talking with Joe about his investment business, you could say, *“Joe, I’ve recently started my own business working with a company that is seeing some remarkable growth. I’ve been impressed with what I’ve seen so far, but I’d be interested in getting your opinion. If I dropped some information in the mail that provides an overview of what this company is doing, would you be willing to take the time to review it and let me know your thoughts?”*
- When talking with Alex you could ask, *“Alex, could you do me a favor?”* (Sure.) *“I’ve started my own part-time business and I am really excited about its potential. I know you have a great deal of experience in (sales, marketing, business...) and I would like to ask if you would be willing to take a look at my business and give me some feedback and perhaps some advice.”*
- After talking with Barb about her vacation, you could say, *“I have recently teamed up with a group of highly respected people who are leading up the expansion of a rapidly growing company in this area. Who do you know that you consider to be sharp, talented, and aggressive who might be open for a change?”* Barb may respond with some names; however, it is more likely she will ask a question seeking further information. When she does you would invite her to learn about your business.

A Follow-up Response

If you have someone who seems hesitant in learning more after hearing one of your invitations, or if someone responds with a negative comment, here are the best responses you can give.

- *“Terry, I have the utmost respect for you. When I thought of people that I like and would enjoy working with, I put your name on a short list. If you don’t have an interest in learning more, that’s fine. I was just thinking of you.”* Then wait for a response. If he doesn’t respond with a decision to learn more, thank him for his time, move on, and make the next call.
- *“Mark, all I wanted to accomplish in this brief phone conversation was to see if you might be open to diversifying your income or doing something else. If this is not the right time for you, that’s okay. Your name came to mind, and I thought if it were the right time in your life, I’d really enjoy working with you.”*

These take-away responses not only work, but they also feel good to use.

INVITING BY USING VOICEMAIL

When you call people, you need to be prepared to hear their voicemail. When you hear a recorded message, you have two options. The first is to hang up and try again later. The second is to leave a short message.

Leaving a short message is recommended. People who have caller ID will know you called. Here is an example of the type of message you could leave for someone.

- *“Tim, I hope you had a great weekend. When you have a chance, give me a call on my cell phone. I have something I want to discuss with you. My number is 555-1234. That again is 555-1234. I look forward to our conversation. Take care.”*

When Tim returns your call, if you are not in a quiet location where you can focus on your invitation, answer the phone and tell him you are busy but that you do want to talk with him. Then schedule a firm time to call him back.

INVITING THROUGH EMAIL OR SOCIAL MEDIA

The only time to ever consider using email or social media in the invitation process is to schedule an appointment. That's it.

Here is an example using email to schedule a time to talk over the phone.

- *“Hey Emily, I hope you had a great weekend. I would like to talk with you for five minutes sometime in the next couple days. Would you be available to talk tomorrow evening between 6:00 and 8:00 or Wednesday afternoon between 2:00 and 5:00? Please confirm the number you want me to use? Thanks, Sue.”*

The advantage of this invitation is that you will be more productive with your time, because you will be calling people at a time when they are expecting your call.

Here is an example of using Facebook to schedule an appointment to get together in-person.

- *“Hi Peggy, I have something I want to discuss with you. Could I buy you a cup of coffee or drink sometime this week?”*

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When she responds, you would confirm a time and location to meet.

As you begin inviting people, make sure you are strategic in your invitations. Yes, your close friends may be willing to look at your business even if you say and do all the wrong things. However, even that has a downside because you will have just taught them the wrong way to invite. Later, when they join your team and duplicate your invitation, their results will suffer.

*The duplication process begins NOW—
when you make your invitation—
so lead by example and invite people
the same way you will want them inviting others.*

Create Your Personalized Invitation Script

Now that you have read a variety of invitations, you need to create the script(s) you will use when you call people. It has been proven that those who use a script or outline of what they want to say enjoy the best results. Using well-prepared scripts allows you to clearly articulate what you want to say when inviting people to look at our business. These scripts also help you stay focused on what you want to say and prevent you from saying too much.

You can use one of the scripts in this manual, or you can create a script that you would feel most comfortable using by selecting parts from previous invitations. When creating your script make certain it sounds natural and that you can read it smoothly and with feeling. Don't forget to create curiosity and interest, and be careful not to say too much.

If you do not feel comfortable working from a script, then create an outline of talking points to guide you through the conversation.

You should also ask one or more of your upline business partners to share with you the invitations that have worked best for them. If they have found something that is working for them, but conflicts with this training, then you should always follow their example.

Once you have finished your script or outline of talking points, practice reading it. You could role play with your spouse or record it and listen to your presentation.

Step 6. Prepare for Questions.

If you are successful in arousing interest and curiosity, it is likely that you will be asked questions because your prospects will be interested. It is important to anticipate their questions and be prepared to immediately address them with confidence. The objective is to present logical and reasonable responses to their questions, not to create resistance. Rather than answering a lot of questions over the phone, it's best if you answer their specific questions briefly. Then tell them they will learn more when they meet with you or review your tool.

As you answer people's questions, it is critical that you do not talk too much.

Here are some of the most common questions you will hear when people want to know more, along with some suggested responses.

“What are you doing?” “What kind of business is it?”

When they ask a question seeking more information, they are not looking for a phone presentation. They are simply curious. Here are a couple effective responses:

- *“Sue, rather than getting into the details over the phone, I would prefer if you reviewed the information I am sending you. It was designed to provide a professional overview of the business and it does a great job. Then, if you have an interest in learning more, we can sit down and kick around some ideas and review any remaining questions you have. Would that be okay with you?”*
- *“Bob, when I was first introduced to the business I had a lot of questions, and you will too. If you don't mind, I would ask that you review the information I am sending you. It's very impressive. It is designed to give you a professional overview of the business; then, if you're interested in learning more, we can get together and discuss it in greater detail and go over all your questions. Would that be okay with you?”*
- *“Peter, I prefer not to get into the details over the phone. You really need to see what we are doing. A small group of us are getting together Thursday night at 7:30. My business partner will provide an overview of the business, which will include some visuals that will help you grasp the market potential for what we are doing. When he is done, we can talk privately about any remaining questions you have. I think you will really like what you see. Would you like to be included?”*

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“What kind of product or service do you sell?”

If you are marketing a product or service in an industry that you feel is exciting, then you could mention the name of the industry, but you should avoid telling them anything specific about your product or service, unless it is some block-buster product or service that you feel at least 80% of the people would have an interest in learning more about. If someone asks this question, you can use one of the responses from the previous questions, or you can answer their question directly.

Here are a couple examples of a direct response.

- If you are marketing a service you could say, *“It’s a very impressive service with some huge market potential; however I prefer not going into the details over the phone. Our company has put together some information that really does a great job of describing our service and its market. If I dropped this in the mail to you today, would you be open reviewing it?”* Then proceed to set up a time to talk.
- If you have a product you could say, *“It’s a very unique product that is selling amazingly well. While I am excited to talk with you about it, I really would prefer not getting into the details of it over the phone. You really need to see the whole picture, and that can’t be done over the phone. When you see what we are doing, I think you will really like it. Would you be open to getting together so I can show you what I am doing?”* Then proceed to set up a time to talk.

Remember: Less is Better.

“Is this Network Marketing, Direct Sales, or MLM?”

No matter how well you invite, you will get this question from time to time. If you hear it frequently, you will want to modify your invitation so it doesn’t sound like you are inviting them to look at a network marketing business.

If you hear this question, be prepared for those who don’t understand the industry or who have been turned off by someone’s approach or pressure tactic.

Here are two different options of responses:

- *“Yes it is. Are you familiar with the industry?”* Then discuss their experience. If they have had any negative experiences, ask them to elaborate on them. When they are done, try to point out the differences with your company and the way you do things. Keep the conversation positive and if they appear open to learning about your business tell them with a confident tone, *“When you learn more about what our company can offer, you will be impressed. You really will. If I send you some information, would you be willing to review it?”*
- *“Joe, our business model is built on the strengths of different business concepts, including network marketing. When you review the information I am sending, I believe you will see what makes us unique. I was very skeptical at first, but I have really been impressed with what I have seen. Are you open to seeing an introduction to decide if this might be of interest to you?”*

“How much does it cost?”

When people ask this question, you can tell them a specific amount or you can use a response like this:

- *“Pam, our low start-up costs are just one of the many things that makes our business so unique, especially when you consider its potential. I really believe you will be impressed. Let’s get together so I can walk you through what we are doing. We can also kick around some ideas on how we could work together. It will be fun. What’s your schedule look like over the next couple days?”*

“I don’t know if I’m interested.”

If someone says anything that would make you feel like they are pondering your invitation, make a strong statement about your business and then ask for a decision. Here is a good response.

- *“Well, it’s up to you! This would only take one hour of your life to learn more. If you’re not interested, you’ve lost about an hour. But, what if this was the perfect fit for you and you choose not even to take the time to make an honest evaluation? What have you got to lose?”*

“I’m not interested!”

When you hear this response, it may mean they aren’t at a point in life where they are open to considering ways of diversifying their income, which is a completely acceptable response. If you hear it frequently, you should refine your script and try to

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improve your results. You should also talk to one or more of your upline business partners to see if they can offer you some insight. When people tell you they aren't interested, thank them for their consideration and ask permission to stay in touch from time to time. If it's appropriate you could also try this response.

- *“George, would you be willing to do me a favor?” (What’s that?) “If I dropped a CD in the mail that provides an overview of our business, would you be willing to pop it into your CD player when you have some time in the car and let me know who you think may have interest in what we are doing?”* With this response, he may agree to listen to your audio CD in the convenience of his car. When he does it may cause him to become interested. If not, he may give you some referrals.

If you don't have CDs available in your company, you will simply offer whatever tools are available.

Step 7. Get a firm commitment for an appointment.

When people agree to learn about your business, you then need to get a FIRM commitment from them, either to meet or to talk again. FIRM means definite, exact, for sure—not maybe or perhaps; not “I’ll try” or, “If I can.” When you are using tools, get a FIRM commitment for an exact time when you will follow up to discuss what they have learned. If you are meeting for a personal presentation, secure a FIRM commitment for a time and place where you will meet.

Remember, the four reasons you want to schedule firm appointments.

- It shows you take your business seriously, which in turn builds your personal brand.
- It allows you to spend your time productively.
- It serves as a deadline when prospects need to have reviewed your tool.
- It assures prospects that you will be calling them so they will be expecting your call.

When setting up times to meet or to talk again, remember you always want to create a sense of urgency.

The best two words to use in building a sense of urgency are “how soon”. “How soon are you available to meet?” “How soon can you review the information I am

sending you?” When you ask people how soon they can do something, you will generally get the earliest possible time.

When setting up a follow-up time by phone

When people agree to review one of your tools simply ask, *“Tim, how soon would you be able to review it?”* If he says he would be able to review it tonight, try to schedule a time to talk tonight after he reviews your tool. The reason you want to set up a time to talk immediately after he has reviewed your tool is because that is when his interest will be at its peak. With every passing moment, from the time he finishes reviewing your tool to the time you actually talk again, his interest will likely decline. Therefore, it should always be your goal to talk as soon as possible.

The reason his interest will decline is that he will begin to think about all the other things going on in his life. As he does he will slowly forget important parts of your business, including any positive emotions he felt as he reviewed the business.

If Tim responds to this question and says he could review your tool tonight after dinner, then you would want to say, *“Would it be okay if I call you tonight to discuss it further while it’s fresh on your mind?”* If he says yes, you could say, *“Great! What time would be best for you?”* If he says 8:30, your response would be, *“That’s perfect, I’ll make a note in my appointment book to call you tonight at 8:30. I believe you’ll be impressed with what you learn. If you happen to review it before then, please give me a call while the information is fresh on your mind.”*

When scheduling times to talk with people from different time zones, schedule the times using their time zones. This will avoid misunderstandings and it will make it easy for them.

You also want to avoid general follow-up times. If someone suggests that you give him a call on Wednesday, you should respond with, *“Wednesday works for me. Knowing how busy we both are, I would prefer if we could set up a specific time to talk.”* After that response, people are always willing to set up a firm or at least a tentative time to talk.

If they can’t commit to a firm time for whatever reason, try to at least set up a tentative time, and then tell them if there is a conflict to let you know.

If you feel it is appropriate, you can invite the spouse to review the tool as well.

When setting up a follow-up time to meet in person

18. CYCLE OF DUPLICATION

When scheduling times to get together in-person, set up a firm time and location to meet—just as you would for any other appointment to meet with someone.

It is also essential to ask your people to please call you if a conflict arises. Make sure they have your phone number. You don't want to be sitting at your local diner twiddling your thumbs.

If the appointment is more than two days away, confirm the appointment by calling them the day before the appointment. When following up, don't say you are calling to confirm the appointment or they may get turned off because they feel that you don't trust them. Instead say something like, "*Jake, I just wanted to call you and let you know I'm looking forward to seeing you tomorrow at noon for lunch at Denny's. Here's my cell phone number in case you need it: 555-1212. See you then.*"

If you feel it is appropriate, you can invite the spouse to come along.

Step 8. Get off the phone.

After you have a firm commitment, you want to gracefully end the conversation as soon as possible. If you continue with small talk after you have a commitment, your prospect will likely ask questions about your business. The best way to end a conversation is by saying something positive like, "I'm really excited about what this business can offer, and I think you're going to be impressed. I'm looking forward to seeing you Wednesday morning at 10:00 at Starbucks (day, time and location)." Or, "I'm looking forward to talking with you again tomorrow night at 9:00 (day and time)."

IMPORTANT PROSPECTING TIPS

1. Set the Example.

Remember, the duplication process begins with your invitation call. When you invite someone to look at your business, you must recognize the fact that you are teaching them how to invite. Now, they are not thinking, *I am being taught how to invite*; but, if they become your business partners, they will reflect back on what you said when you invited them and they will duplicate your example—good or bad.

2. Avoid telling people it's network marketing when inviting.

Most people have never been presented a network marketing opportunity correctly; therefore, they may be reluctant to learn about your business.

3. Evaluate your performance.

After each call, evaluate what you have said. Ask yourself, “How did I do?” As you strive for excellence in the invitation process, you will want to continue to refine your approach.

When someone declines your invitation, STOP and reflect on the conversation and see how you can improve. If you get three noes in a row, stop making calls and listen to the audio again. But when you listen to the audio this time put at the top of your pad of paper, *What Am I NOT doing?* Then listen to the audio again and write down everything you hear that you are NOT currently doing. This is also a great way to troubleshoot your business.

4. Be professional.

Treat people with respect and courtesy. Be a good listener and considerate of other’s opinions. Respond, do not react. Take your responsibilities seriously. Be punctual and dependable. Brand yourself as a person of integrity: do not exploit, deceive, or mislead others; do not engage in gossip. Practice humility and praise generously.

5. Ask permission to stay in touch.

When prospects tell you they are not open to learning more, ask if they would mind if you occasionally updated them on your progress. This will give you an open door to contact them in the future. A high percentage of the people who join your business will not join the first time they learn about the business because it is not the right time in their life. But if you handle yourself professionally and follow up occasionally to share how things are going and to give updates on your progress, you will be surprised how many of these people will join you later.

6. Keep a positive attitude.

Remember, when people say they are not interested, it’s okay. You are simply sorting and sifting for interest, looking for those who do have an interest. Never act disappointed when someone declines your invitation. If you handle yourself with poise and assurance, you will be respected. Then, if circumstances change they may express an interest in talking with you later.

7. Keep good records.

20. CYCLE OF DUPLICATION

At the end of your manual is a page called *My Daily Activity Monitor*. Make copies of this page and log all your results. Your goal should be to strive for excellence and become a master at the invitation process. Measure all your results and look for ways to improve daily.

8. Include a note with your tools.

If you are sending a tool, include a brief handwritten note. Make a positive statement about the business and add the time of your follow-up call.

Here is a sample note you could write.

- *“Tim, enclosed you’ll find the tool I was telling you about. It’s quite impressive to see what is going on with this company. I’m looking forward to kicking around some ideas with you. I’ll call you Wednesday evening at 8:30 to discuss this in more detail. Take care.”*

That’s it. Keep your note short.

WRAP UP

If you are like most new people, you will feel uncomfortable at first when inviting people to learn about your business. When people are uncomfortable with some activity, they generally avoid doing it. That’s human nature.

Challenge yourself to be disciplined and consistent in your prospecting efforts.

Just remember that one of the most important keys to success is having the discipline to do what you know you should do, even when you don’t feel like doing it.

People like you are succeeding every day. Believe in yourself and you, too, can achieve whatever you desire!