

# Tim Sales' Inviting Scripts

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## *Special points of interest:*

- *If you can invite well, you can always put prospects in front of good presenters and good trainers.*
- *How you invite, whether business first or product first will have much to do with "knowing" your prospect.*
- *How well you do at inviting will greatly depend on the growth of your communication skills.*
- *A good communicator will never sell what his prospect won't buy.*

## *Online Resources:*

### **Online Movies that Turn Prospects into Business Builders**

<http://www.mlmb Brilliance.com>

### **Business Expanding Books, Tapes and CDs**

<http://www.brilliantexchange.com>

## **Breaking the inviting process down to the basics**

I hope you will spend hours learning how to invite, because this is where you get good at network marketing.

I've said it for 10 years: you can be terrible at everything else and still earn good money in network marketing if you're good at inviting. If you can invite well, you can always put prospects in front of good presenters and good trainers.

The word invite in the context that I'm using it is the act of asking someone to do something. Go to a movie, meet for breakfast, watch a video, etc.

In network marketing you're inviting people to look at either the business or the product or both.

1. **Business:** This is where you show and educate your prospects about network marketing. Have them really understand and believe in its ability to provide adequate income and time freedom. Then show your product or service. This style is sometimes called "top down" or "business first."

2. **Product:** Show your prospects only the product (skin care, nutrition, telephone services, Internet services). After your prospect falls in love with the product they'll know the business is viable. This style is called "bottom up" or "product first."

The lack of understanding of these two methods causes much frustration to those of us who are in network marketing and those who are not.

### **Why are People Confused?**

Perhaps the best way for me to explain why the confusion takes place is with an example of a stockbroker. What does the stockbroker sell? You may reply, stocks. Well, not really. What the stockbroker actually sells is that you can make money with a stock. So the money you'll make is the product. You may have heard this referred to as "marketing intangibles." This is very much like network marketing because often the presenter prefers to "market the intangible," i.e., that you can make money. This isn't necessarily a bad method, unless you're talking to someone who doesn't understand this conversation.

*"The 'Brilliant Compensation' presentation is without question in my mind the BEST prospecting/training tool around.*

*The reason I say this is that no matter how timely an MLM companies products and services are, no matter how riveting the opportunity is...the absolute most critical issue with which your prospect must first and foremost, clearly understand, is exactly what is and what is not, the Industry of Network Marketing!*

*Once your prospect understands that Network Marketing is in fact not about being a super salesman or door to door salesman, then and only then will you have a receptive, open minded prospect minus many of the cliché negative perceptions of our Industry."*

- Anson M.



*"I began using the 'Brilliant Compensation' online program almost a year ago and my results have truly been unbelievable. I was just named a top sponsor in my company last week, so I know it's working.*

*The beauty of using this system is that I no longer have to overcome the objection of Network Marketing. This NEVER even comes up!"*

- Jackie U.

Suppose we're talking to a person who comes from a retail sales background. Let's say she owns a wax candle shop. If she hears a presenter talking about all the money she can make in network marketing, she'll constantly be struggling to understand where the money is coming from. Many times these people are walking around after the typical presentation saying, "I don't get it." The reason she doesn't get it is because she's used to holding in her hands the tangible product that makes her the money.

This also works in reverse. If you approach a stockbroker and rub hand lotion on his hands and say, "you can make a lot of money doing this," he won't get it either. He'll see it as a little "pretty party thing." Certainly not something that could create a lot of money.

#### **What's My Point?**

How you invite, whether business first or product first will have much to do with "knowing" your prospect. This is the reason networking with people you know is so effective. This is also why you should master both business and product invitations.

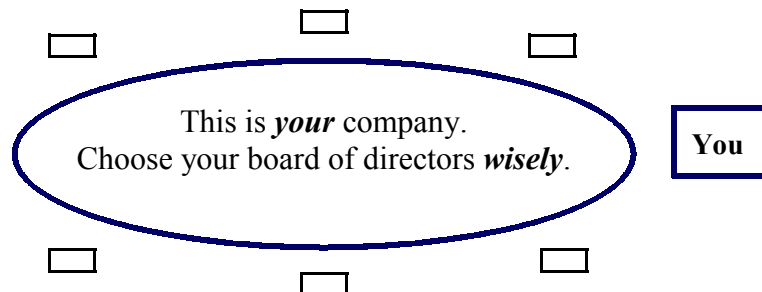
In your network marketing company, take the approach that you're starting your own company. You need a board of directors. In network marketing we call them **leaders**.

The most important thing for you to understand at this point is you don't necessarily have to know these people. You probably won't. **You** may personally find these leaders or someone in your organization could lead you to **them**.

What character traits do you want in your leaders? What character traits do your leaders want in you? Why is this important for inviting?

#### **Eagle Eye**

Your greatest asset will become your eagle eye at picking leaders. I've not found a better way to teach how to spot a leader than just plain experience. However, you can look for certain traits.



Here is a list of character traits to look for and also avoid when assembling your own board of directors...

Character traits you <b>DO</b> want in your board of directors.	Character traits you <b>DON'T</b> want in your board of directors.
<p style="text-align: center;">High Self-Esteem Goal Driven Entrepreneurial Aggressive Business Minded Open Minded Owner Mentality Ready to Act Now Decisive Mentally Tough</p>	<p style="text-align: center;">Passive Wishy-Washy Close Minded Employee Mentality Cynical Not Ready to Act Low Self-Esteem Easily Influenced by Others Worries About What Others Think</p>

How well you do at inviting will greatly depend on the growth of your communication skills. Most people have difficulty with communication. I did! However, the more I study it, the more I realize that **communication is what makes or breaks us in life.**

It's your ability to woo your significant other. It's your ability to get a job, get a raise, get a promotion, get along with others in the office. The signs on the road are the City communicating with us, giving us driving instructions. Whether written or verbal, communication is life. Don't most conflicts stem from mis-communications? Ever hear "You don't understand me?" It's definitely a skill worthy of much research and study.

#### **Don't Like "Sales?"**

Often, when people don't think they're good at communication they'll use the phrase, "I don't like sales" or "I'm not a sales person." Sales has nothing to do with it. In fact when you picture a sales person, what you're picturing is a poor communicator. When you've been sold, you knew it. You felt it. When you're in the presence of a really good communicator you may have bought something, but you were never sold anything.

A good communicator will never sell what his prospect won't buy. There's no way they could get there. A good communicator, whether a nurse or a networker listens and helps people get what they want.

That's all. A nurse has to learn the appropriate questions to ask so he/she can find exactly what the needs of the patient are. They must also learn the appropriate responses to the standard questions and concerns the patient has. A networker also must learn the needed questions and the appropriate responses to common objections so they can help their prospect get what they want.

**Qualify or Not**

Both of the Invitations below are the truth. Which one do you think will work?

**Invitation 1**

An invite call asking a girl on a date:

Boy: "I saw you on campus the other day and I'm interested in finding out more about who you are. I grew up in Boston, my parents are from New England. My dad's in the banking business. I'm studying finance as well. What are your interests? Are you available should I want to marry you? How many kids do you want? I want 3 kids. What's your religion? Shall we sit down and discuss the possibilities?"

**Invitation 2**

Boy: "I've seen you on campus and you seem to be a fun person. I'd like to take you to lunch and get to know you better. How does that sound to you?"

**Both have the same purpose in mind for meeting.** The argument in this industry is which one is better? People who are pro invitation #1 will tell you that they're pre-qualifying their prospects. So they're not wasting their time on people who don't qualify. The outcome was that this guy had to make 72 calls to get a girl to say "sure, why not."

*The outcome was 72 calls = 1 date.*

People who are pro invitation #2 will say that you sit down for lunch and you put your agenda aside and you just talk and be friendly. You listen to them. Find out what their needs and desires are. Help them get it.

The outcome was, she isn't interested in going out with you but she thinks you're a great guy and has 3 roommates and 2 sisters who she wants to set you up with.

*The outcome was 1 meeting = 5 dates.*

I'm suggesting to you that invitation #1 is "sales" and that invitation #2 is "networking."

I've heard distributors invite people to look at network marketing much like invitation #1. I'm not kidding. To show you, pick up a tape recorder and record yourself. Even though you know you're recording what you say, your conversations will still resemble invitation #1. Example: "My company does this, I'm making x amount of money, my company has this, and I have this, etc..."

Please understand that if you're working in the "cold market" you need to do a little qualifying. When I'm working with an inbound call, I find it to be the only way to cut through the riff raff.

**Purpose Behind Ever Running Advertisements**

My whole purpose in running an ad is to find someone *in transition*. Some people are in transition because they're lazy. Some people are in transition because they've been caught by circumstance (i.e. their corporation was sold, department eliminated, etc.). They're the ones I'm after! Once I find them I try to get to know them very well. Devote myself to him or her and truly help them build an organization utilizing people they know.

I was recently in a boardroom of a non-network marketing company where this corporation was trying to evaluate the value of one of the partners. The absolute number one most important thing that gentleman brought to the table was his "contacts." This placed his valuation at approximately \$10 million dollars.

Learning how to properly invite and truly network with people is not always easy, but can be profitable for you. I commend your willingness to study it. Be a student of this inviting subject forever, but don't wait more than a week before doing it, even if it's just tiny steps.

### **How To Use These Scripts**

First you *imitate*, then you *create*.

I personally didn't grow up in a business environment so I needed to learn *everything* including a *business vocabulary*. I was attracted to what successful people "said." I recorded their words onto a tape recorder, transcribed those words to paper, and then studied the words paying close attention to the arrangement and the emphasis. I then practiced saying them into a tape recorder until I mastered how to say it in conversation perfectly. Then I learned another script. Pretty soon I had 30 or more scripts running around in my head... *which became the business vocabulary I was trying to learn*. You're now the beneficiary of that research.

I feel it's unprofessional to read a script to a prospect especially if it's someone you know. I also feel it's wrong not to be yourself. But if what you use these scripts for is **mastery of successful "word tracks"** then I think they're extremely valuable. I've put these scripts into categories of what or who will be giving the presentation. Enjoy!

### **Watch a Video**

*This is my favorite. It's both effective and efficient.*

You: "Jeff, this is \_\_\_\_, I need your help. A very intriguing business has come across my desk recently. Quite honestly it's gotten me excited. Jeff, I'd like to send you some of the information and get your feedback and hopefully your help. What's your address(or)Is your address still \_\_\_\_?"

*\*If they ask for more information right then say:*

You: "I'm sure you've got questions and I definitely want to give you answers, but it's the big picture that I want you to see. Not bits and pieces. That's what's in the video I'm sending you. I'm going to run this to the post office right now (or) call FedEx right now so you can get this right away. Jeff, promise me this video is not going to sit on your counter top...that you'll watch it right away. Will you? Great. So let's talk \_\_\_\_ (Tuesday)."

**Listen to an Audio**

You: "I have the inside track on a solid way to make serious money. You need to hear this. Listen to this audio and let me know if any lights come on."

You: "Hi Jeff, this is Mark, do you have a minute or did I get you at a bad time?"

Jeff: "No, I have a minute."

You: "Great, I only have a minute myself...  
I'm working on a side business project related to \_\_\_\_\_ (fitness, technology, telephony etc). Are you familiar with the growth that's taking place with this industry?"

Jeff: "Sure!"

You: "Let me ask you a question. If the money was right and it didn't jeopardize your career, would you be open to a business idea that would allow you to take advantage of this positioning?"

Jeff: "Yes!"

You: "Great, does it make sense to get together and go through some of the details?"

Jeff: "Sure!"

You: "Are you open minded when it comes to business? \_\_\_\_\_. Good, listen to this audio and let me know if you see dollar signs."

**Hotel Meeting**

You: "Do you have your calendar in front of you?"

Jeff: "Yeah, go ahead"

You: "How does Monday night look for you?"

Jeff: "That works."

You: "Great, meet me at the East-Gate Marriott at 6:45... do you know where that is?"

**Online Movie or Presentation**

You: "Hey Ted, a business colleague showed me something I want you to see. What is your email address? I'll send it over to you right away. It will take you about 20 minutes to go through it and I believe you'll find it very valuable."

*Send them either "What the Wealthy Buy on Pay Day" or "Brilliant Compensation."*

OR

You: "Mark, I surfed into something you've just got to see. Are you on the web right now? If so, what's your email address and I'll hurry and send it over your way. Be watching your email for a message from me.

OR

*After creating an interest in your company's products or service say something like:*

You: "John, what we need to do first is get you some information that will explain how we're taking our products to the market. After that we'll be able to have a more intelligent conversation. You use the Internet right? Well write this down; better yet, can you log on now?"

### **Conference Call**

You: "Sue, a business recently came across my desk that I think is right up your alley. I can't explain it to you in five minutes. I need about 30. Can you take 30 minutes at 6:00 o'clock tonight? (Wait for agreement) I want to connect you into a national conference call. I'll call you at 5:57. This will be on my dime. Take care, I'll call you just before 6. Bye."

### **Meeting Done by You or a One on One**

*This script is the most effective (not efficient) method of doing network marketing that I've ever seen.*

You: "Jeff, this is Mark, it's been a long time. Let's catch up. Let's meet for breakfast...how does \_\_\_\_\_ (7:00) at \_\_\_\_\_ (restaurant) work for you?"

Jeff: "Sure"

*This is not the meeting to give them a presentation. This meeting is to **catch up**. Talk about what friends talk about ("whatcha been up to, where are you working these days, how old are your kids now, what are they up to, do you love your boss, what ever happened to old so-n-so, how's your golf game, how's your mom") somewhere in that conversation you may hear a need or a want that your business or your company's products can fill. He may also see a need you have.*

*This is not the place to be aggressive. Don't jump on solving their problems too quickly. I recommend you maintain your purpose for being there. **Catch up**. The first couple of times you do this you will be so shocked at how well it works! It will be difficult to resist the temptation to jump in and help at this point, which is why most people blow this most effective form of doing network marketing. If someone just bluntly asks you for a solution, you might be able to suggest another meeting or to view some materials at another time.*

### **Example:**

John: "I'm just plain worn out. Working 14-15 hour days. I very rarely take a vacation."

You: "Why don't you change?"

John: "What would I do?"

You: "Well, what do you want to do?. What would be the ideal scene for you?"

John: "Well, -to start, \$10K more per year, less time at the office, something I could call my own."

*Really listen to his answers and ask questions about them. Then (if it looks like a fit) offer this suggestion:*

You: "I've got a video I think will solve this situation. At the very least it will give you some education about it. I got it from a business colleague/friend. I'll let you use my copy if you think you'll be able to watch it in the next day or so. Could you do that?"

*Obviously, we recommend that you give them the Brilliant Compensation® Video because it comes from an educational stance, not a "get involved in my company" standpoint. Prospects get to start their due diligence based on a solid understanding of this industry. Once they believe in network marketing as a concept then you just share with them why you chose the company you're with.*

*\*\*Do not have this video on your person. Keep it in the car or preferably at your house and FedEx it to him the next day. If you prefer not to use videos, you can also use the Brilliant Compensation Online movie, available at <http://www.mlmbrialliance.com>*

*P.S. Don't do this wrong. If you've placed an "I'm going to sell him" bull's eye on his forehead it will show in everything you say and everything you do. Conversely, if you go to this meeting with the pure intention of catching up and caring about your friend and really listen to his needs then things will "fall" right. Whatever right is. This is the most effective method I know of succeeding in network marketing. **Master this one.***

### **Calling Cold Prospects on the Telephone**

*When I get on the phone with somebody, what I'm basically, ultimately trying to do is trying to get to know them – genuinely, honestly, get to know them. I call that "You have to make somebody's life better." Otherwise, there is no exchange of money anywhere. Show me someone who is trying to get rich and I'll show you a very tired, broke person. But you show me somebody who is spending their life committed to making people's lives better and I'll show you a wealthy and happy person who has an abundance of time on their hands. It's a difference in the intention. What I recommend that you do is that you get on the phone and you find out about that person.*

You: "Hello, \_\_\_\_\_, you've indicated an interest in a home-based business and I just wanted to know if you have found the business you are looking for."

*If they say "No" you then ask them:*

You: What is it the business would have to have for you to be interested in it?"

*Then, write down everything they say, because that person will tell you exactly how and what they will buy, or what it will take for them to sign up. Then say:*

You: "Okay, \_\_\_\_\_, I'm committed to your success and how I want to start things off is I want to get you an explanation of how we take our products into the market place. And after you've watched this, then you and I can have a more intelligent conversation about the specific products." *(have them watch Brilliant Compensation® online.)*

*Take it so far as to say:*

You: "I want you to look especially at two things. The basketball going through the garden hose is one area I want you to pay special attention to because when I start speaking specifics to you about the business I am in, then that concept is going to come into play a lot. And the other thing that I want you to pay special notice to is the conversation right near the end, when the guy is talking about leverage."

*Then you say:*

You: "Okay we will talk in 45 minutes" (or tomorrow or whenever it is) "And that's what we are going to talk about."

### **Luncheon**

You: "John, an interesting business has come across my desk. How long is your lunch break?" (If over an hour then continue the invite for the luncheon. If less than an hour, move to some other method i.e., video, hotel...)

You: "What are you doing for lunch tomorrow? A couple of business colleagues are getting together to talk about business. Come to lunch with me- here take down this address. (Give address). Dress is business and the cost is normally about \$15.00 a plate. I think you'll enjoy it."\*

*\*Note: The end of that script is optional. Traditionally if you invite someone to lunch then it's "on you." However, some people can't afford for it to be "on them." Use that script to make this situation less awkward.*

### **Residential**

You: "John, can we put our friendship on hold for a second and talk business? I was doing bills the other day and a thought occurred to me. Is this all there is? I don't know about you, but financially I'm living month to month. I also figured out that at the rate my savings are growing, I'd retire when I'm 150 years old! Well that thought got me looking. And John **I found something** (this statement has to come with absolute conviction). I'm inviting you and spouse/partner (and a couple of other people we know) to come over to the house Sunday night. 7:15- I want you in on this. You'll be here right?"

## Pre-recorded Message

You: "Hi, I'm (your name). If I could show you a way that you could earn extra income in a part-time business of your own, would you be interested in getting a little more information so you could make an educated decision?"

*If they are interested, exchange business cards and have them call a 24 hour recorded message to listen to a brief description of the opportunity.*

## Situational

*This is when you put or find yourself in conversational situations: work, golf, health club, grocery store, lunch with friends, tennis, business luncheons, etc.*

You: "Hi, I know this is a little different, but you strike me as someone who's motivated. Are you? I'm searching for top producers. Traditionally, we go through newspapers, executive search firms, and referrals. But we've found that we're most effective at finding the top talent by going straight to people who look like they're on the ball. However, looking like a motivated person is entirely different than being a motivated person. I'd like to send you some information that gives an overview of how we take our products to the market. Do you have a card so that I can send this to you?"

*Hand them one of yours (I recommend it be generic). Thank them and confirm address.*

You: "I'll send this to you right a way. Perhaps we should plan to speak in a couple of days? Maybe (count 4 days away) Thursday?"

*Get confirmation. Then point to the phone number on the card and ask:*

"Is this the best number to reach you on Thursday?" *(Get confirmation.)*

"What hours are you there?"

*Try to nail down an exact time. Note: Pay close attention to what your prospect is doing. If they seemed bothered let them go. It's not worth the icky feeling. This script works the very best on an airplane. Somewhere that you both have to be there for a certain amount of time.*

OR

You: "Have you ever thought about going into business for yourself?" Choose one of the below:

- with the kind of business you do (or you're in)...
- with your contacts...
- your training skills...
- with your personality...

"You would be terrific at the business I'm in. I'd love to give you a call (or leave this cassette) or send you a video explanation so you can look (or listen) to it at home."

OR

*The object of this upcoming approach is to exchange business cards. **No selling!***

You: "Hi, how are you?" (*talk socially*)

*Then ask what they do. A few sentences afterwards they'll ask you what you do. This is what you could say:*

"I'm a recruiter interviewing entrepreneurs who have the ability to develop and train marketing teams. It's a great profession and it pays very well, but it's difficult to find motivated people who want to work." Then go back to asking them about themselves. "How long have you been at your job?"

*Do not continue to discuss what you do. If they ask for more info, tell them now is not the right time. Exchange business cards and tell them you'll call them.*

### **Script for Someone who is "Too Busy"**

You: "I may be wrong, but I've just been exposed to a business that's right up your alley. Let's get together tomorrow; I want to run something by you..."

John: "I'm swamped, I don't have any time, I'm too busy."

You: "John, have you ever noticed that there are people who make 10 thousand a year and there are people who make 10 million a year... They both have 24 hours a day to work with. Are you interested in finding out the difference?"

John: "Yes!"

You: "I'm going to fire over a video that really explains it."

### **Previous Bad Experience with Network Marketing**

*This is a conversation:*

You: "So you really had a bad experience? What specifically was it that made it a bad experience."

*Listen closely to what they say and what they don't say. Your tone of voice should show concern, not "fix-it." What I listen for is whom are they blaming. Did the company fail them? Did the upline fail them? Did they fail themselves?*

You: "Do you believe that time makes a difference?"

Them: "What are you talking about?"

You: "Have you ever witnessed an entire industry change because of a single item like the Internet or a new kind of steel or Desktop Publishing?"

Them: "Yes of course."

(continued...)

You: "Well, I've seen this same kind of large change/paradigm shift happen to the network marketing industry. Just because someone has a bad relationship with his or her husband or wife, doesn't mean the entire male or female race is bad. Make sure the object of what you're choosing to dislike is the right object. The industry of Network Marketing is really good and effective."

You: "Do me a favor, can you forget for 90/50 minutes that you ever knew anything about it? I want to send you a non-hype video that's solely done on the industry. The video is produced by a gentleman who interviews a professor of marketing at the University of Illinois. His name is Dr. King. He received his doctorate in business administration from Harvard University. I want you to watch this video\* very closely because I know how sharp you are... and I know you like to stay on the cutting edge of business. I also know you aren't the type to make judgments on antiquated information- you make decisions based on facts. If I send it to you, will you watch it?"

Them: "Yes."

*\*The video this script is referencing is the Brilliant Compensation presentation. You can send your prospects the Brilliant Compensation audio, video, CD or Online movie.*

### **Power Phrases & Questions**

"Do you keep your eyes open to making money in areas outside of \_\_\_\_\_?" (Law, education, medicine, etc.)

"Is this the right time in your life that you could take action if presented with something that had enormous financial potential?"

"I'm working with a company that is perfectly positioned to capitalize..."

"I can't make you any promises, but there is a possibility for a huge financial home run!"

"I need to get some information in front of you..."

"For the right amount of money, would you be interested in sitting down and discussing...?"

"Is there any reason you'd ever consider a business outside of...?"

"John, we've never really talked business together, can we put our friendship aside for a couple of minutes to discuss business? Would you be open to ... ?"

"On a scale from one to ten, how open minded are you?"

"This thing is going to happen with or without you, the only question is who will participate and profit?"

"You can either watch us make money or join us in making money- your call, we're friends either way"

"I'm not sure if there's a fit here, but..."

"Would you be open minded to hearing about a business if it could potentially add substantially to your income, without jeopardizing what you do now?"

"Do you keep your eyes open for expansion and diversification?"

"Do you keep your eyes open to making money in areas outside of what you currently do?"

"I can't make you any promises, but from my vantage point the financials look good on this project I'm working on. Perhaps we should make the time to bring you up to speed on it. Are you available...?"

"For the right amount of money, will you take control of your time and carve out 50/90 minutes to learn how to...?"

"Is there any reason you'd ever consider a business outside of...?"

"I need to get some educational materials in front of you... what's your address?"

"I'm working with a business venture..."

"This is in your interest to learn more about."

"Ever think of owning your own business? What stopped you? What if...?"

"I'm working with a company that is actually (not theoretically) retiring busy people 15 to 20 years early. Does that sound like something that interests you, or not really?"

"I want you to get on a conference call tonight to listen to some quick details. It starts at 8PM. Does that work for you?"

Them: "Yes."

You: "Great, I'll call you just before 8 so I can hook you up to the call. What number should I call at 7:57? Thanks. Talk to you then. Bye."

"We've got to meet so I can show this/something to you."

"Are you near a fax machine?" Does it make sense to fax you a summary, you read it and then we speak?"

"I've finally found something that we can work together on! What are you doing right now?"

"I'd like you to meet a business colleague of mine. Let me pull her in on the call."

"Does it make sense to sit down and discuss this?"

"Let me get some information to you, I'm going to throw a video in the mail to you that explains how we take our products into the market. What's your address?"

"I'd like to put you on the phone with my business partner who can talk to you about this in a little more detail. What's a good time for us to talk in the next 24 hours or so?"

## **Posture and Dealing with Rude People**

*Occasionally, people will act condescending towards you. Especially if you're working within the cold market. Posture is critical, however it does not mean that you act like a jerk. There's a thin fine line between posture and jerk. Learn it. It's in your interest to be good at it.*

"I get the feeling you think I'm selling you something? Look, I'm not trying to be a wise guy, but we need to meet so you can check me out, and I can check you out and see if we want to work together. I'm about to invest an enormous amount of time into training someone. I've got just as much at risk as you. Let's just mutually respect one another's position, meet and see if we want to take it to the next level. Is that fair?"

*This is very effective at flushing out the tire kickers.*

## **Referrals**

*Most people blow getting referrals because they say way too much. The best way to get referrals is to not go into any details about it. Just use something simple like:*

"I'm working on a project in the fitness industry. Who do you know who's into fitness?  
. . .into health?"

"Who do you know who hates their love handles?"  
. . . is into eating right?  
. . . into working out?"

"Who do you know that is into computers?" Not necessarily their profession, although it could be, but also people who play with computers as a hobby?

"Who do you know who is a computer consultant?"

"Who is your computer consultant?"

"I'm looking for someone who deals with the Internet, who do you know?"

"I need your help. You know a lot of people. I'm currently working on a large project and need to find one or two people to help me. Can I give you a 30 second overview about this project and the profile of the person I'm looking for to see if you can help me locate the right people?"

"John, I need your help. Who's talked to you that's looking for an alternative income stream?"

"Who comes to mind that's looking for a career move?"

"Who's tired of being in traffic?"

"Whom do you know who hates their boss?"

"Who do you know that likes to work real hard, get the job done so they can go play?"

"How about someone really motivated by money and willing to do what ever it takes to succeed?"

"Quick question: Have you ever thought of doing anything else?"

*This last question is very important. Sometimes when I ask for referrals they say "Hey, how about me?" It is very important how you handle this! Don't do what most everyone does. Don't fall for it!*

*If they throw it out to you that they're interested don't get derailed. Keep asking for referrals.*

**Example:**

Referrer: "What about me, I might be interested?"

You: "You! No way, you're too busy." "Who else do you know that's interested in (fitness)?"

*If they try to bring it back to themselves again, deflect again.*

You: "Why would you be interested in doing this? You love your job!"

Them: "No I don't."

You: "Well I'd love to work with you, but it's straight commission. I didn't think you'd do that. How much time could you put in to a new project? It will probably take a couple of hours a day. Can you do that?"

*Praise a character trait that they have.*

You: "Well \_\_\_\_, with how hard you're willing to work on something you've certainly got an advantage."

You: "When would you like to get together and discuss this in more detail?"

*Note: Normally when I meet someone I will decide whether I would rather get referrals or ask him/her to do the business. If I decide that I want referrals, I'll use what I described above and I'll work the referrals. If I'm able to sponsor/recruit someone from his referrals I will call the person who gave me the referrals and say something like this.*

"Mark, I wanted to thank you for the referrals you gave me. One of the names you gave me was Nick. It looks like Nick and I may be working together. To show thanks, I can do one of two things. A) I can take you to dinner- on me. B) I can cut you in on a residual income. You decide."

*Obviously a whole bunch of questions are about to hit you. I will normally tack on the back of one of their questions:*

"Mark, you're on chapter 5 and we need to be on the table of contents. Here's what I'll do. I'm going to send you a video that will explain, from a "broad view," how we take our products to the market. Then we can meet and discuss how you can be compensated. Just so you know- this can be a lot of money."

## How To Invite Referral Prospects

*Introduce yourself and then say:*

"Is Sandy in please? Hello Sandy, this is (your name). I don't believe you and I have ever met, but (referral name) said I should talk to you. (Referral name) said you have an interest in the (\_\_\_\_) industry. Is that correct? What kind of experience do you have? (Listen to them). Much of my business focus is in the area of \_\_\_\_\_, if I could show you a business model that wouldn't jeopardize your current situation, would you be open to hearing about it?"

*If the answer is no, (I doubt it, this script is effective) ask:*

"Who do you know that is looking?"

*If the answer is yes, then say:*

"I would like to send you a video, that explains the broad view. There's one catch to all this, I need the video back in a few days. If I send it, do I have your word that you will look at it right away? Good, what's your mailing address?"

*If they say yes - But what is it?*

"Rather than take up your time on the phone, I would like to send you all the details on video. Then if you have questions, we can talk."

OR

"Hello, \_\_\_\_\_, this is \_\_\_\_\_. (Referral person) recommend I call you. (Referral person) said you're a good person to talk to about the \_\_\_\_\_ (fitness industry). I have something you might have an interest in. Let me ask you a question, if I could show you a way to profit from your knowledge in the fitness industry, that wouldn't interfere with your current situation would you say the timing is good or bad for you? Or is your mindset one that says, "True opportunity waits on no one?"

I hope these scripts have helped you. I commend you in your study. On the next page you will find some more of my best power phrases of what NOT to say, as well as phrases you SHOULD use when working with leads.

Much Respect & Admiration,

Tim Sales

*About Tim Sales. In 1989, near the end of an 11-year tour with the US Navy Underwater Bomb Squad Team, Tim Sales answered an ad in the Washington Post newspaper that led him to his first and only network marketing company. Five years later his network marketing income rose to over \$150,000 per month with over 56,000 people within his organization and over 2,400 new distributors per month entering from 20 countries. Tim's successful experience and knowledge makes him one of the most sought after advisors, speakers, trainers and creators of content in the industry. In addition, Tim is a contributing editor to all Industry publications, and is a teacher at the only university-affiliated Network Marketing Certificate Seminar offered for the industry, sponsored by the University of Illinois at Chicago. Tim's staff can be contacted by calling (888) 307-7104 or visiting <http://www.mlbrilliance.com>.*

**What to Say...**

- Avoid these phrases.  - Instead use these.

- I recently became involved.

- I'm working on a project.

- I'd like to get you involved.

- I'm looking for the right person.

- Are you looking for a business opportunity?

- Do you keep your eyes open for expansion/diversification?

- I think you would love this.

- It may or may not be for you.

- You would be good at this.

- This might be lucrative for us.

- New business opportunity.

- Business idea or project.

- Are you interested?

- You might want to see this.

- I want you to . . .

- You might want to . . .

- You might benefit from . . .

- I want . . .

- I thought you might want to know . . .

- You should . . .

- Is there any reason you would want. . .

- You need . . .

- I don't suppose you'd . . .

- What if I told you . . .

- What if you knew. . .

- Come to a meeting.

- Meet some other members of the team.