

Inviting Prospects and Guests

How to Invite

For you to be valuable to your prospects, you want to be able to provide information that will help them evaluate and determine the company opportunity and/or product's value or worth given their circumstances.

The objective of the any event or tool is to remove all confusion and to provide value in the area of concern for them. The Inviting Formula will help you in this process.

The Inviting Formula

Step 1. Greet. Establish a conversation so your prospect is talking freely and openly to you. Get connected with them either through common interests or reasons that brought you two together.

Step 2. Qualify. Find out what the prospect needs or wants as it pertains to your business. This means listening to what they are saying in step one and asking questions that will help clarify their needs or what is important to them (health concerns, income issues or freedom).

Step 3. Invite. Invite your prospect to look at some educational materials or to attend an event that will help them get what they need or want.

Step 4. Handle any questions or objections. Help your prospect get past what is stopping them from getting what they need or want. You may need to return to their particular issue and ask if it would be of value to review something (with no obligation) that could resolve it for them. Let them know that evaluation is always free.

Step 5. Close to action. Confirm what they have just agreed to do (watch a DVD, read some materials, or attend an event with you). Schedule the next time the two of you will talk and what each person is to do prior to that conversation (watch, read, or attend).

Step 6. Follow up or follow through. Help your prospect get what they've said they need or want by moving them closer to getting it. Ask them what interested them the most about the event or the tool you have given them. Begin to discuss how what we have to offer is a solution to their issues as well as the benefits of becoming a part of a community of support.