

Warm Market “Outline”

Initial Contact – The first 3 steps of the Inviting Formula

STEP 1 – Greeting

The greeting is more than a simple Hi or Hello. The purpose of the greeting is to get your prospect to talk freely and openly. This may take 1 minute or several minutes. However long it takes do not move on to step 2 until the greeting has been accomplished.

STEP 2 – Qualify

Qualify means to determine if your prospect has needs and wants that your business can fulfill. To determine this you need to ask a qualifying question. If your prospect expresses a desire for change or more out of life, he/she qualifies to move on to step 3. If your prospect is completely satisfied and expresses no desire for change you cannot help them and they do not qualify. Do not move on to step 3 unless they qualify.

STEP 3 – Invite

This is where you invite your prospect to take a closer look at the business by directing them to the wellness-to-wealth website that will provide more information about the opportunity and product so they can make an informed decision on whether or not they want to join you. Before you give them the website address, set an appointment to get back with them, after they go to the website, to determine if they want to move forward and learn more.

WARM MARKET SCRIPT

1. Hi (Name), this is (Your Name). How’s it going? Complete the Greeting.
2. Use one of the following example phrases or questions to qualify your prospect.

For Contractors, Realtors, Mortgage Lenders, Appraisers, Anyone who networks.
(Name), is the economy beating you up like everyone else? I’ve been thinking, there are a lot of us that network and work together, and if you’re like everyone else you could probably use a little help right now. While the economy is down I’ve been looking for something that would allow us to continue to network and work together as a team where we can all make money and I think I found it.

- Would an extra \$500 - \$1000 a month help you out right now? Or,
- Would an extra \$500 - \$1000 a week change your lifestyle? Or,
- Would an extra \$500 - \$1000 a month improve your lifestyle? Or,
- Would an extra \$500 - \$1000 week be worth 10 – 15 hours of your time? Or,
- Would \$2000 - \$3000 a month be worth 10 -15 hours of your time? Or,
- Would \$2000 - \$3000 a week be worth 10 -15 hours of your time?

The reason I am calling is because we all network and work with each other but due to the current state of the economy we could all use a little help right now. I’ve got something that on a part time basis could bring in an extra \$500 – \$1000 a week. Would that interest you?

Generic Questions

Would you have any reason to look at a business outside of (Their line of work)?

Have you ever thought about starting your own business? If you had to describe the perfect business what would it look like? I know of something that I think would benefit you, do you have something to write with?

Have you ever thought about what your life would be like if you had chosen a different career? I came across something I think would benefit you, do you have something to write with?

I've got a project I'm working on and I'm looking for a few key people to help me. Would you have any interest in starting something part time that could lead to more freedom in the future?

(Name), I've got something I want to talk to you about. It's a network marketing company that reached a \$billion in sales in just over 3 years. Yea, yea I know. This one is different. If you were to see the way it is laid out you'd understand why, and the timing couldn't be better which makes for a great opportunity. Do have 30 minutes?

3. (Name), I'm going to give you a website that takes about 30 minutes to go through. Do you have something to write with? When do you see yourself going online? After you go online we need to talk again because I want to get your feedback. Set up appointment.

The website address is www.wellnesstowealth.com. Once again, it takes about 30 minutes. The password is _____. It is only good for 24 hours so you may want to write it down.

Okay, I'll call you back on (Date) at (Time).

(When you call back, if they are interested in moving forward, follow the outline below and set up an appointment to do a 3-way call or, a 2 on 1 with a third (3rd) party expert for the close. Set appt. ASAP, same day if possible.)

(Name), I'm going to email you a five (5) page document that you will need to print out. This will explain how we get paid. What is the best email address to use? **(Write it down!)**

(3-Way Call)

You will need to block out approximately 30 to 45 minutes for this next call. When I call back I will have **(EXPERT)** on the line. He/She has been successful and will be able to answer any questions you might have.

(2 on 1 in person)

Let's get together. Where do you want to meet? You will need to block out approximately 30 to 45 minutes. When we meet I will introduce you to my partner **(EXPERT)**. He/she has been successful and will be able to answer any questions you might have.

So, I'll see (Call) you on (Date) at (Time). See (Talk) to you then. Bye.

(Complete steps 4 – 6 of the Inviting Formula)