

HBS005 – Inviting Scripts & Tips

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Here are the eight steps we went through on the podcast. There I will put them all together at the end and show you how it all works.

Step 1: Be in a Hurry

Step 2: Compliment the Prospect

Step 3: Make the Invitation

Step 4: If I____, Would You____?

Step 5: Get a Time Commitment

Step 6: Confirm

Step 7: Get a Time and Number

Step 8: Get off the Phone

These scripts can work with warm market prospect (people you know) and cold market prospects (people you meet while living your life). You'll see examples for both throughout this document.

So let's go through the steps:

Step 1 – Be in a Hurry!

People are always more attracted to a person who's busy and has things going on. If you start every call or face to face conversation with the feeling that you're in a hurry, you'll find your invitations will be shorter, there will be less questions and people will respect you and your time much more.

Here are some "In a hurry" script examples:

For warm market prospects:

"I don't have a lot of time to talk, but it was really important I reach you"

"I have a million things going on, but I'm glad I caught you"

"I'm running out the door, but I needed to talk to you real quick."

For cold market prospects:

"Now isn't the time to get into this and I have to go, but..."

"I have to run, but..."

So set the tone of urgency at the beginning of the conversation. It will make all the difference.

Step 2 – Complement the Prospect

The sincere compliment (and it must be sincere) opens the door to real communication and will make the prospect much more agreeable to hearing what you have to say.

Here are some complement examples:

For warm market prospects:

“You’ve been wildly successful and I’ve always respected the way you’ve done business.”

“You’ve always been so supportive of me and I appreciate that so much.”

“You’re one of the most connected people I know and I’ve always admired that about you.”

“You’re the most (or one of the most) important person/people in my life and I really trust your instincts.”

“You have an amazing mind for business and can see things other people don’t see.”

“I was thinking... who are the sharpest people I know? And I thought of you.”

“You’re one of the most positive and energetic people I’ve ever met.”

“Some people are very closed-minded which limits their opportunities, but I’ve always admired the fact that you’re open to looking at new things.”

“I need someone to find the holes in something I’m looking at and absolutely nothing gets past you.”

“You’re one of the most (health conscious/technology savvy/fashion or beauty conscious/wellness-minded/financially intelligent/etc.) people I know and I’ve always respected that about you.”

“You’re one of the smartest people I know and I really trust your judgment. “

“For as long as I’ve known you I’ve thought you were the best at what you do.”

For cold market prospects:

“You’ve given me/us some of the best service I’ve/we’ve ever received.”

“You are super sharp. Can I ask what you do for a living?”

“You’ve made _____ a fantastic experience.”

The key to the compliment is it must be sincere. Find something you can compliment your prospect on and do it.

Step 3 – Make the Invitation

Many people, especially those without a lot of experience, tend to use the Direct Approach most of the time. But as you gain more experience, you’ll find that you will use the Indirect and Super Indirect approaches much more often. Direct approaches are still very good so don’t give up on them, but practice using the other types and then you’ll know which one you’ll want to use in each situation.

Direct Approach Scripts

(After you’ve already done step 1 and step 2)

For warm market:

“When you told me _____, were you serious or were you just kidding around? (Wait for answer). Great! I think I’ve found a way for you to get it/solve the problem/ make that happen/etc.” (This is for situations where you know an area of their dissatisfaction)

“I think I’ve found a way for us to really boost our cash flow”

“I found something you really need to see”

“I’m launching a new business and I really want you to take a look at it”

“When I thought of the people who could make an absolute fortune with a business I’ve found, I thought of you”

“Are you still looking for a job (or a different job)? I’ve found a way for both of us to start a great business without all the risks.”

“If I told you there was a way to increase your cash flow without jeopardizing what you’re doing right now, would you be interested?”

“I’ve teamed up with a company that is opening/expanding in the _____ area”

“I’ve found something exciting and you’re one of the very first people I’ve called”

“When I thought of quality people that I’d really enjoy working with I thought of you. Would you be open to hearing what I’m doing?”

“Let me ask you something... Would you be open to diversifying your income?”

“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 replace your full-time income, would that interest you?”

For cold market:

“Have you ever thought of diversifying your income?”

“Do you keep your career options open?” (An oldie but a goodie)

“Do you plan on doing what you’re doing now for the rest of your career?”

You can follow any of these cold market scripts or any variation with the following: “I have something that might interest you. Now’s not the time to get into it but...”

Indirect Scripts

This approach is best used when you’re just getting started and it’s simply asking people for help or guidance. It helps to downplay yourself and play up to your prospects ego. It works amazingly well.

For warm market:

“I’ve just started a new business and I’m scared to death. Before I get going I need to practice on someone friendly. Would you mind if I practiced on you?”

“I’m thinking about getting started with a business I can run from my home. Would you help me check it out and see if it’s for real?”

“I found a business I’m really excited about, but what do I know? You have so much experience. Would you look at it for me if I made it easy and let me know if you think I’m making the right move?”

“A friend told me the best thing I could do when starting a business is to have people I respect take a look at it and give me some guidance. Would you be willing to do that for me if I made it simple?”

For negative and cynical people “I’ve started a business and really need someone to help me poke holes in it. Nothing gets past you. Would you be willing to examine it for me?”

For cold market:

This approach doesn't work as well with cold market because it doesn't really make sense for you to show this much respect for someone you've just met. Direct and Super Indirect work best for cold market.

Super-Indirect Scripts

Super-Indirect Approaches are incredibly powerful and play on a number of psychological levels. This is a networking approach that asks the prospect if they know someone else that might benefit from your business. I use this approach all the time with great success.

For warm market:

"The business I'm in clearly isn't for you, but I wanted to ask, who do you know that is ambitious, money motivated and would be excited about the idea of adding more cash flow to their lives?"

"Who do you know that might be looking for a strong business they could run from their home?"

"Who do you know that has hit a wall with their business and might be looking for a way to diversity their income?"

"Do you know any sharp people who live in _____? Yes? Great. Could I get their name and email address if you have it? I have a business expanding in that area and I want to see if they think it will be successful there."

"Do you know anyone involved in a serious job search?"

"I work with a company that's expanding in our area and I'm looking for some sharp people that might be interested in some additional cash flow. Do you know anyone who might fit that description?"

In most cases, they're going to ask you for more information before they give you any names (behind that request will be curiosity and intrigue thinking this might be for them... but they're not going to admit that to you yet). When they ask you for more information first, just respond like this. "That makes sense. You'll want to know about it before you refer some of your contacts" Then just move to step 4

For cold market:

Cold market is exactly the same as warm market for Super Indirect. Just use the scripts above or any variation that's comfortable for you.

Step 4 – If I, Would You

Don't ever give them the information unless they agree to do something in return. This has been my secret weapon for a very long time.

Let me offer you some examples:

"IF I gave you a DVD that laid out all the information in a very professional way, WOULD YOU watch it?"

"IF I gave you a CD that described the business, WOULD YOU listen to it?" "IF I gave you a magazine (or some other prospecting printed piece), WOULD YOU read it?"

"IF I gave you a link to an online presentation that explained everything, WOULD YOU click on it and watch it?"

If you've done the first 3 steps properly, the answer will be yes.

If they ask for more information first, just respond with "I understand that you want more information, but all of what you're looking for is on the DVD, CD or in the Printed

piece or Link. The fastest way for you to really understand what I'm talking about will be to review that material. So, if I gave it to you, would you review it?"

If they say no, they won't review it then thank them for their time and move on. Also, review steps 1-3 to see what you could have done better. Do NOT still give it to them.

Step 5 – Get a Time Commitment

"When do you think you could watch the DVD for sure?"

"When do you think you could listen to the CD for sure?"

"When do you think you could read the magazine for sure?"

"When do you think you could watch the link for sure?"

Don't suggest a time for them. Ask the question and have them give you the time. If it's not definitive "I'll try to do it sometime", then tell them. "I don't want to waste your time or mine. Why don't we just try to lock in a time you'll have seen it for sure?"

The key is to get them to say YES a second time. Saying yes to step 4 is NOT a commitment.

Step 6 – Confirm

If they tell you they'll watch the DVD by Tuesday night your response should be:

"So, if I called you Wednesday morning, you'll have seen it for sure right?"

If they say they'll listen to the CD by Thursday morning your response should be:

“So, if I called you sometime on Thursday, you’ll have listened to it for sure right?”

If they say they’ll watch the link by July 1st your response should be:

“So, if I called you on July 2nd, you’ll have watched it for sure right?”

The key to step 6 is they’ve now said 3 times that they’ll follow through and they’ve done it all by themselves. They’ve set a real appointment with you for the future.

Step 7 – Get a Time and Number

“What’s the best number and time for me to call?”

Now they’ve said yes 4 times and the chances they’ll follow through has been increased from less than 10% to over 80%.

Note: Please be sure to put this appointment in your calendar or a place where you won’t forget. 😊

Step 8 – Get off the Phone

Remember, you’re in a hurry right? The best thing is to say something like

“Great. We’ll talk then. Gotta run!”

So those are the 8 steps to an invitation, with lots of examples of what to say.

Obviously there are many possible variations for different kinds of prospects but I hope these examples helped you to understand how everything comes together.

Don't focus too hard on the exact script. Life doesn't work that way. But if you learn to let them know you're in a hurry, compliment them, invite the best way possible, pass on the tool with If I, Would You, confirm through the process I described and get off the phone, you'll do fine.

And remember... in recruiting, there are no good or bad experiences. Just learning experiences. As you go you'll learn more and more... and you'll get better and better. The best thing you can do is develop the skills to recruit on demand, in any situation. Then you will always know what to say. Practice, practice, practice...

If you would like even more training, I have a free gift for you over at LoseYourAlarmClock.com. That's my guide to how you can Lose Your Alarm Clock, fire your boss and be successful in your own home-based business. You can also get more at my blog, LynnHuber.com, and be sure to connect with me on my facebook page, Facebook.com/LynnJHuber and on Twitter [@lynn_huber](https://twitter.com/lynn_huber). Please do subscribe to my Home Business Success podcast on iTunes. We'll see you on the next show, and have an awesome week.