

# WORKBOOK: PROFESSIONAL INVITER

## Greet

Fill in the blank. The purpose of the greeting is:

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Reference CD 3 – Track 1, 0:23 or Transcript pg. 61



### Learning Activity – Starting Conversations with Strangers

Reference CD 3 - Track 3, 0:00 or Transcript pg. 65

The easiest way to start conversations with strangers is by talking about items in the environment. To do this you point out some item of interest in the environment and start the conversation about it. Remember, *greetings* turn into *conversations*, which then turn into *relationships*.

**Instructions:** Read the scenario, which describes a prospecting scene. Use the information provided in the scenario and pick out three things in the environment that you could use to greet a stranger and start a conversation.

### Walk In The Park

You faithfully take your dog, Charlie, on a daily walk when the weather is nice. For the last two weeks you seem to always run into another dog owner who has a beautiful black Lab. What first caught your attention was the way the owner interacted with the dog while working on obedience exercises. The owner really seemed to know what he was doing and it appeared that he was getting great results with the dog. On your walk today you noticed the Lab had a slight limp.

What items can you pick out of the environment and use to start a conversation with the Lab dog's owner? (*Answer ideas are provided in the Answer Key.*)

# P R O F E S S I O N A L I N V I T E R

Item	Statement/Question to start the conversation
1. _____	_____
2. _____	_____
3. _____	_____

## Commuting To Work

You're sitting on the train, commuting into the city for work. With all of the stops the ride is about 35 minutes, but due to heavy rain today the train is running about 20 minutes late. Today, you're sitting across from a professional-looking man wearing a nice raincoat who has been intently reading the finance section of the *Wall Street Journal*. The headline on the paper reads, "Markets prepare for a week of turmoil."

What items can you pick out of the environment and use to start a conversation with the man sitting across from you on the train? (*Answer ideas are provided in the Answer Key.*)

Item	Statement/Question to start the conversation
1. _____	_____
2. _____	_____
3. _____	_____

Now, write down three items and statements/questions that would be *too assertive* to ask the man sitting across from you on the train. (*Answer ideas are provided in the Answer Key.*)

Item	Statement/Question to start the conversation
1. _____	_____
2. _____	_____
3. _____	_____



### Learning Activity – Identify Greeting Lines

One consistent thing you'll find while studying the transcripts from the live calls in *Professional Inviter* are the "interested" questions Tim asks prospects during the greeting in order to get prospects to open up and talk freely. You'll notice that the questions Tim asks demonstrate Communication Quality #1 – "Be interested, not interesting," and that he uses the answers from the prospect to continue the discussion, always thinking with that information to ask more greeting questions.

**Instructions:** Read through the live call transcripts and highlight or underline all of the greeting lines. (*Answer ideas are provided in the Answer Key.*)

#### Live Call With Catherine:

Reference CD 3 – Track 2, 1:12 or Transcript pg. 63

Tim: Hello, can I speak to Catherine?

Catherine: This is she.

Tim: Hi, Catherine, my name is Tim Sales. You know Sue?

Catherine: Oh, yeah.

Tim: Well she gave me your telephone number and suggested that I call you. I am working on a project and I want to talk to you about it – can I?

Catherine: Sure.

Tim: She said that you're a bookkeeper. Is that what you do?

Catherine: Yep.

Tim: How long have you been a bookkeeper?

Catherine: Oh gosh, maybe 15 years now.

Tim: 15 years?

Catherine: Hmm-hmm.

Tim: Oh, alright! So, have you ever done anything else?

Catherine: Um, well I had my own business, and that was a

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house-cleaning business, and I had a lot of employees then, and um, did some work for my church – and then that was about it.

Tim: Ah, so you've been an entrepreneur?

Catherine: Yeah.

Tim: How did you get into the house-cleaning business?

Catherine: Um, I'm actually natively good at it. I'm Irish – so that just makes us good at that, and um...

Tim: Oh, so you have to be from Ireland to be good at business – is that what you're saying?

Catherine: That's right, but we can't cook! (laughter)

Tim: (laughter)

Catherine: So anyway, I don't know, it's just something I was good at and there was a big demand up in the Bay Area, so... It was a good business.

## **Live Call With Lynn:**

Reference CD 3 – Track 2, 3:14 or Transcript pg. 64

Tim: Is this Lynn Rose?

Lynn: This is Lynn Rose. Who's this?

Tim: This is Tim Sales.

Lynn: Tim Sales, how are you doing?

Tim: How are you doing?

Lynn: I'm good. Nice to hear your voice!

Tim: You too! Whatcha been up to?

Lynn: Uh... busier than busy. Working away, working at a couple different projects, but it's all good.

Tim: Yeah? Are you still using that incredible voice of yours?

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Lynn: Oh, too sweet.... (laughter)

Tim: (laughter)

Lynn: I am, I am. I am going to be actually traveling very soon and doing some concerts – and very happy about it.... (laughter)

Tim: Is it like, you know, big stuff? You know, is it something that I can like watch on TV here?

Lynn: Oh, isn't that nice! (laughter)

## **Live Call With Vincent:**

Reference CD 3 – Track 5, 4:04 or Transcript pg. 75

Tim: Hello, is this Vincent?

Vincent: Speaking.

Tim: Hey, this is Tim Sales, you had filled out a questionnaire wanting a home-based business?

Vincent: Yeah, I wanted to get some information on it.

Tim: Have a specific idea of what it is that you're actually looking for, man?

Vincent: No, not really. I have been out of work for a couple of years, so I'm looking for something.

Tim: What kind of work have you done in the past?

Vincent: I was an automotive technician for 16 years.

Tim: And you live in Mechanicsville?

Vincent: Yep.

Tim: (laughter) You find that coincidental?

Vincent: Nah, because there's a Mechanicsville, Virginia too, so - (laughter)

Tim: And were you from there, too?

Vincent: Oh, no. Uh-uh, nah, that would be too coincidental.

 **Learning Activity – Greeting Strangers**

The *most important* determinant in successfully greeting people is your *intent* in meeting the person. If you start each conversation by having a sincere intent to only *meet this person, learn about this person, and get to know this person*, your greetings will go smoothly. If, instead, your intent is to *prospect, get this person in your business, sell, manipulate, or trick this person*, you will find your greetings strained and unsuccessful.

**Instructions:** Get ready to greet and meet strangers! To complete this activity you will need to greet 10 strangers. The purpose of this activity is to increase your confidence and ability to just meet people. Don't worry about sponsoring someone or talking about your business or products; instead focus on the following:

- ✓ Being able to start a conversation with a stranger by picking something out in the environment and talking about it.
- ✓ Really listening and thinking with what the person says so that you can ask additional questions to help accomplish the greeting.
- ✓ Feel comfortable and at ease while talking with people you don't know.
- ✓ Just have fun greeting and meeting people with your intent only to greet and meet.

Use the following greeting charts to keep record of each greeting you do.

**Greeting #1**

What item did you use in the environment to start the conversation?

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Was the greeting successfully accomplished?  YES  NO

If YES, at what point in the conversation did the person open up and start talking freely with you? \_\_\_\_\_

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If NO, what do you think prevented the greeting from being accomplished? Would you do something different? \_\_\_\_\_

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**Greeting #2**

What item did you use in the environment to start the conversation?

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Was the greeting successfully accomplished?  YES  NO

If YES, at what point in the conversation did the person open up and start talking freely with you? \_\_\_\_\_

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If NO, what do you think prevented the greeting from being accomplished?  
Would you do something different? \_\_\_\_\_

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**Greeting #3**

What item did you use in the environment to start the conversation?

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Was the greeting successfully accomplished?  YES  NO

If YES, at what point in the conversation did the person open up and start talking freely with you? \_\_\_\_\_

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If NO, what do you think prevented the greeting from being accomplished?  
Would you do something different? \_\_\_\_\_

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**Greeting #4**

What item did you use in the environment to start the conversation?

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Was the greeting successfully accomplished?  YES  NO

If YES, at what point in the conversation did the person open up and start talking freely with you? \_\_\_\_\_

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If NO, what do you think prevented the greeting from being accomplished?  
Would you do something different? \_\_\_\_\_

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**Greeting #5**

What item did you use in the environment to start the conversation?  
\_\_\_\_\_

Was the greeting successfully accomplished?  YES  NO

If YES, at what point in the conversation did the person open up and start talking freely with you? \_\_\_\_\_  
\_\_\_\_\_

If NO, what do you think prevented the greeting from being accomplished?  
Would you do something different? \_\_\_\_\_  
\_\_\_\_\_

**Greeting #6**

What item did you use in the environment to start the conversation?  
\_\_\_\_\_

Was the greeting successfully accomplished?  YES  NO

If YES, at what point in the conversation did the person open up and start talking freely with you? \_\_\_\_\_  
\_\_\_\_\_

If NO, what do you think prevented the greeting from being accomplished?  
Would you do something different? \_\_\_\_\_  
\_\_\_\_\_

**Greeting #7**

What item did you use in the environment to start the conversation?  
\_\_\_\_\_

Was the greeting successfully accomplished?  YES  NO

If YES, at what point in the conversation did the person open up and start talking freely with you? \_\_\_\_\_  
\_\_\_\_\_

If NO, what do you think prevented the greeting from being accomplished?  
Would you do something different? \_\_\_\_\_  
\_\_\_\_\_



**Greeting #8**

What item did you use in the environment to start the conversation?

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Was the greeting successfully accomplished?  YES  NO

If YES, at what point in the conversation did the person open up and start talking freely with you? \_\_\_\_\_

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If NO, what do you think prevented the greeting from being accomplished?  
Would you do something different? \_\_\_\_\_

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**Greeting #9**

What item did you use in the environment to start the conversation?

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Was the greeting successfully accomplished?  YES  NO

If YES, at what point in the conversation did the person open up and start talking freely with you? \_\_\_\_\_

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If NO, what do you think prevented the greeting from being accomplished?  
Would you do something different? \_\_\_\_\_

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**Greeting #10**

What item did you use in the environment to start the conversation?

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Was the greeting successfully accomplished?  YES  NO

If YES, at what point in the conversation did the person open up and start talking freely with you? \_\_\_\_\_

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If NO, what do you think prevented the greeting from being accomplished?  
Would you do something different? \_\_\_\_\_

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## Qualify

**Fill in the blank.** The purpose of Qualifying is:

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Reference CD 3 – Track 6, 0:00 or Transcript pg. 77



### Learning Activity – Identify Qualify Lines

In order to present your business in the best possible way you must use relevant information concerning your prospect. “Relevant” means “Having to do with.” When you gather and use, in conversation, relevant information about your prospect, *you get and keep your prospect’s attention.*

**Instructions:** Read through the live call transcripts and highlight or underline the qualifying questions. Remember, sometimes more than one qualifying question is necessary to really discover that very valuable item that gets your prospect interested. Professionals want to find out not just what the person needs, wants or doesn’t want, but “Why is there that want or need?” (*Answer ideas are provided in the Answer Key.*)

### Live Call With Nadira:

Reference CD 3 – Track 8, 2:29, or Transcript pg. 90

Tim: Yes. Where are you from originally?

Nadira: Algeria.

Tim: Nigeria?

Nadira: No, Algeria.

Tim: Algeria.

Nadira: Yes, it’s a, I am sure people know more Morocco.

Tim: Yes.

Nadira: You know Morocco. It’s just east of Morocco.

Tim: Oh, okay, how long have you been here in the States?

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Nadira: Now it's my second year.

Tim: Your second year?

Nadira: Yeah.

Tim: So what have you been doing for the last couple of years here? And if I ask something too personal, just say, "That's too personal," okay...

Nadira: No, I came here because of the situation in my country and I have a daughter, so I wanted her to have a better education.

Tim: Uh-huh.

Nadira: So, ah, and my husband is still in Algeria. He's a doctor, too.

Tim: Uh, well that...

Nadira: So, that's how, you know.

Tim: Well, that must be difficult that you two are apart.

Nadira: Exactly. Yeah, uh-huh.

Tim: Does he have plans to come here?

Nadira: Yes, yes, uh-huh.

Tim: Any particular date, in other words is it...

Nadira: Oh, not right now, not right now, no, no, no, yeah.

Tim: Well, um...let me ask you this; what particular reason is it that you would most like to work from home?

Nadira: It's because of my daughter. And, as I told you, my husband is not here.

Tim: Yes.

Nadira: So, you know, she's at school and to me it's better if I can manage work and family.

Tim: Oh, of course. How old is your daughter?

Nadira: She's eleven.

Tim: Oh eleven, no kidding!

Nadira: Yeah, uh-huh.

What is it that Nadira needs and wants?

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**Live Call With Tisha:**

Reference CD 4 – Track 7, 0:30 or Transcript pg. 127

Tim: Hello, is this Tisha?

Tisha: Yes, it is.

Tim: Hi, my name is Tim Sales. You and I exchanged business cards the other day after talking in the gym.

Tisha: Yeah.

Tim: Do you remember me?

Tisha: I do... How are you?

Tim: I am good. Have I caught you at a bad time?

Tisha: Um, it's never a good time, but that's alright – go ahead.

(laughter)

Tim: Alright. Well, actually... thanks for that, by the way - I'd actually like to pick up on our conversation that we were having at the gym. I was thinking about it afterwards, and I am just curious if you would have a reason to look at something outside of project management?

Tisha: With regards to what?

Tim: With regards to your goal.

Tisha: You're talking about me wanting to pursue things that, okay, well, that conversation stems from, I have some business pursuits that I'd like to tackle outside of work. But with everything going on, I just

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haven't had the time to focus on it at all. So, I think that's what you are talking about, right?

Tim: Right.

Tisha: Yeah.

Tim: Do you mind sharing what it is that you'd like to actually ultimately achieve, if you were to look back and say, you know, when you're 100 years old, and say, "This is what I accomplished."?

Tisha: Not at all. The ultimate goal for me is that I want to own my own business – it's a health spa. And I'd like to basically, ultimately, change careers, but obviously there is a lot entailed with bringing a business like that up. So unfortunately I just don't seem to have the time to get there.

Tim: Is time the only barrier that you've got, you feel?

Tisha: It seems to be. There are others that, you know, play secondary, you know, capital costs and so forth – those types of things. But, I think those all come with being able to sit down and solidify better plans. But yeah, ultimately, the time is the root cause for me getting anywhere.

Tim: Got it. What would owning this club, this spa that you have in mind, what would that fulfill for you?

Tisha: A job that has more purpose. I just... I like my job and I am good at what I do. Unfortunately, it just doesn't bring me a whole lot of personal satisfaction, so... And, it aligns more along the lines of what I'm about in life anyway. So I think that, you know, it's a lower stress job, it's something that I would enjoy doing and I'd have more control over, you know, its growth and where I take it, than I do in my current position now.

Tim: Um, understood. Good. And so your idea on this spa, that it would be more value to other people.

Tisha: Yeah, you don't mind if I write that up in my business plan, do you? (laughter) That's *exactly* what I want.

Tim: Well, that's excellent. That's a worthwhile ambition. I can see why you would be wanting to get that.

Tisha: Yeah.

Tim: What I would like to do, if you are agreeable to it, is that I would like to send you an online movie and have you take a look at it. It's just about 20 minutes, and what it does is it just explains a concept; there's no hype or anything involved in it. It just explains a concept. And then I'd just like to just explore with you, because I think this could help you achieve what you're after here, in terms of adding value to people's lives. I think it would give you time and I also think that it would give you the additional resources in terms of money that you need to achieve that. Can we do that?

What is it that Tisha needs and wants?

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### Learning Activity – Get Below The Surface

Reference CD 3 - Track 6, 4:11 or Transcript pg. 78

Your task as a professional is to ask appropriate questions to get below the surface and find out your prospect's *true* needs, wants or don't wants. A good way to think of it is that your prospect's surface response is like a tag that reads, "Pull here to find out more." It's a fun treasure hunt.

The correct way to get below a surface response is to take whatever surface response is given and use it to base additional questions on.

**Instructions:** The purpose of this learning activity is to get you thinking about different questions you could ask a prospect to get below the surface answer given to you. Read the "surface response" and then come up with a minimum of two possible questions you could ask your prospect to get below the surface. Here's an example:

**Example – Get Below The Surface**

Surface response: My job is stressful.

Possible “Get Below the Surface” Questions:

- Do you enjoy the stress?
- Is there something you’d rather be doing that’s less stressful?

**Get Below The Surface #1**

You’re visiting with a friend, who is an accountant, that you worked with at a previous job. During the conversation you start talking about some of the fun times you had working together at the accounting firm, and then you ask, “So how are things there now?” Your friend responds with, “Things are okay; I just wish I was making more money.”

A novice network marketer would think this line alone qualifies the friend to be invited to look at a business. But a professional networker knows this is just the beginning, and will use this line to ask additional qualifying questions and get below the surface.

Surface response: *Things are okay, I just wish I was making more money.*

Possible “Get Below the Surface” Questions:

*(Answer ideas are provided in the Answer Key.)*

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**Get Below The Surface #2**

You’re on a phone call with a lead you generated through a social networking site. The lead responded to a video campaign you created, and expressed interest in learning how to create residual income working from home. When you asked the lead, “You have expressed an interest in working from home. Do you have a specific idea of what it is that you’re actually looking for?” the lead replied, “No, nothing in particular, I just like the idea of working from home.”

Surface response: *No, nothing in particular, I just like the idea of working from home.*

Possible “Get Below the Surface” Questions:

*(Answer ideas are provided in the Answer Key.)*

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## Invite

**Fill in the blank.** The purpose of the Invite step is:

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Reference CD 4 – Track 1, 0:00 or Transcript pg. 103



### Learning Activity – Invite Prospects

Once you’ve greeted your prospect and qualified them to find out if they do in fact have a need or want for what your business (or product) offers, the next step is to start educating them as to how your business can deliver that.

Remember, the critical step in inviting is to use the relevant information gained in the Qualify.

**Instructions:** We’re going to be referencing the live call transcripts with Nadira and Tisha that we used in the Qualify learning activity. There are two steps to complete this activity:

**Step 1:** Read through the transcripts and identify what the prospect needs, wants or doesn’t want.

**Step 2:** Using the relevant information you’ve identified, write an “Invite” line using the information provided.

*(Answer ideas are provided in the Answer Key.)*



**Live Call With Nadira:**

Reference CD 3 – Track 8, 2:29 or Transcript pg. 90

Tim: Yes, where are you from originally?

Nadira: Algeria.

Tim: Nigeria?

Nadira: No, Algeria.

Tim: Algeria.

Nadira: Yes, it's a, I am sure people know more Morocco.

Tim: Yes.

Nadira: You know Morocco. It's just east of Morocco.

Tim: Oh, okay, how long have you been here in the States?

Nadira: Now it's my second year.

Tim: Your second year?

Nadira: Yeah.

Tim: So what have you been doing for the last couple of years here?  
And if I ask something too personal, just say, "That's too personal,"  
okay...

Nadira: No, I came here because of the situation in my country and I  
have a daughter, so I wanted her to have a better education.

Tim: Uh-huh.

Nadira: So, ah, and my husband is still in Algeria. He's a doctor, too.

Tim: Uh, well that...

Nadira: So, that's how, you know.

Tim: Well, that must be difficult that you two are apart.

Nadira: Exactly. Yeah, uh-huh.

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Tim: Does he have plans to come here?

Nadira: Yes, yes, uh-huh.

Tim: Any particular date, in other words is it...

Nadira: Oh, not right now, not right now, no, no, no, yeah.

Tim: Well, um...let me ask you this, what particular reason is it that you would most like to work from home?

Nadira: It's because of my daughter. And, as I told you, my husband is not here.

Tim: Yes.

Nadira: So, you know, she's at school and to me it's better if I can manage work and family.

Tim: Oh, of course. How old is your daughter?

Nadira: She's eleven.

Tim: Oh eleven, no kidding!

Nadira: Yeah, uh-huh.

**Question #1:** What is it that Nadira needs and wants?

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**Question #2:** Using the relevant information from Nadira, write what you would say to invite her to watch an online movie.

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**Live Call With Tisha:**

Reference CD 4 – Track 7, 0:30 or Transcript pg. 127

Tim: Hello, is this Tisha?

Tisha: Yes, it is.

Tim: Hi, my name is Tim Sales. You and I exchanged business cards the other day after talking in the gym.

Tisha: Yeah.

Tim: Do you remember me?

Tisha: I do... How are you?

Tim: I am good. Have I caught you at a bad time?

Tisha: Um, it's never a good time, but that's alright - go ahead.

(laughter)

Tim: Alright. Well, actually... thanks for that, by the way - I'd actually like to pick up on our conversation that we were having at the gym. I was thinking about it afterwards, and I am just curious if you would have a reason to look at something outside of project management?

Tisha: With regards to what?

Tim: With regards to your goal.

Tisha: You're talking about me wanting to pursue things that, okay, well, that conversation stems from, I have some business pursuits that I'd like to tackle outside of work. But with everything going on, I just haven't had the time to focus on it at all. So, I think that's what you are talking about, right?

Tim: Right.

Tisha: Yeah.

Tim: Do you mind sharing what it is that you'd like to actually ultimately achieve, if you were to look back and say, you know, when you're 100 years old, and say, "This is what I accomplished."?

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Tisha: Not at all. The ultimate goal for me is that I want to own my own business – it's a health spa. And I'd like to basically, ultimately, change careers, but obviously there is a lot entailed with bringing a business like that up. So unfortunately I just don't seem to have the time to get there.

Tim: Is time the only barrier that you've got, you feel?

Tisha: It seems to be. There are others that, you know, play secondary, you know, capital costs and so forth – those types of things. But, I think those all come with being able to sit down and solidify better plans. But yeah, ultimately, the time is the root cause for me getting anywhere.

Tim: Got it. What would owning this club, this spa that you have in mind, what would that fulfill for you?

Tisha: A job that has more purpose. I just... I like my job and I am good at what I do. Unfortunately, it just doesn't bring me a whole lot of personal satisfaction, so... And, it aligns more along the lines of what I'm about in life anyway. So, I think that, you know, it's a lower stress job, it's something that I would enjoy doing and I'd have more control over, you know, its growth and where I take it, than I do in my current position now.

Tim: Um, understood. Good. And so your idea on this spa, that it would be more value to other people.

Tisha: Yeah, you don't mind if I write that up in my business plan, do you? (laughter) That's exactly what I want.

Tim: Well, that's excellent. That's a worthwhile ambition. I can see why you would be wanting to get that.

**Question #1:** What is it that Tisha needs and wants?

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**Question #2:** Using the relevant information from Tisha, write what you would say to invite her to an online web meeting.

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**Learning Activity – Inviting Prospects Using Your Favorite Method**

**Instructions:** The purpose of this activity is for you to practice writing invite lines based on your favorite or most common method to introduce a prospect to your company or product. There are two scenarios provided. Use the information provided in each to write an appropriate invite script for the prospect.

**Prospect #1: Natalie**

Information determined in the Qualify:

Natalie is looking for something she can do at home to help supplement her husband’s income. She wants to make a little money on the side and stay at home with her two children, without having to resort to opening an in-home childcare business. Natalie needs the extra income to pay off some medical bills and also to have a little expendable income for family vacations.

Write an appropriate invite using the most common resource (video, conference call, web page, online presentation, brochure, etc.) you use to invite prospects to learn about your business:

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**Prospect #2: Russell**

Information determined in the Qualify:

Russell is a middle-aged businessman and has been in sales for most of his career; selling everything from pest control to cars. He’s most recently been a salesman for hot tubs and patio furniture. In recent years sales have been steadily declining and he’s looking for a new line of work where he can use his

strong sales abilities. Russell prefers commission-type jobs and is looking for something that gives him some flexibility with his work and travel schedule.

Write an appropriate invite using the most common resource (video, conference call, web page, online presentation, brochure, etc.) you use to invite prospects to learn about your business:

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## Close To Action

**Fill in the blank.** The purpose of the Close to Action step is:

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Reference CD 5 – Track 4, 0:19 or Transcript pg. 164

In the Close to Action step, you must create agreeable steps to move the prospect towards what he/she needs or wants. A correct Close to Action includes the following:

- Gets the prospect to agree to do something that will move the prospect closer to getting what he/she wants. Makes the connection that your business can help them get what they want.
- Allocates responsibilities and specifies what things the prospect will do, and what things the network marketer will do.
- Determines when each will complete the assigned task(s) and sets a specific date and time to follow up.



**Learning Activity – Choose The Correct Close To Action**

Reference CD 5 – Track 4, 0:00 or Transcript pg. 164

**Instructions:** Read each Close to Action script and determine which one is correct. Then, determine what element is missing to make the other two scripts incorrect. (*Answer ideas are provided in the Answer Key.*)

**Close To Action With Catherine:**

**Version 1**

Tim: I'll tell you what – if I can get your email address I'm going to send you the instructions to read some literature on a couple of web pages about our business and how this can help you towards that vacation with your kids. What's your email address?

Catherine: It's Catherine@myemailaddress.com

Tim: Great. And I will send this over to you as soon as we get off the phone. When do you think you'll get a chance to look at the web pages?

Catherine: Probably within the next day or two. Just give me a couple of days.

Tim: Okay. How about if we talk on Friday, does that work for you?

Catherine: Sure, Friday should work.

Tim: Alright, and what's the best time to reach you?

Catherine: Let's say 3:00 p.m.

Tim: Okay, Friday at 3:00 p.m. I've got you penciled in here. I'll send you the email as soon as we're off the phone. When you get the email just click on the links and review the information, and then I'll call you on Friday at 3:00. Sound like a plan?

**Version 2**

Tim: I'll tell you what – if I can get your email address I'm going to send you the instructions to read some literature on a couple of web pages about our business and how this can help you towards that vacation with your kids. What's your email address?

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Catherine: It's Catherine@myemailaddress.com

Tim: Great. And I will send this over to you as soon as we get off the phone. When do you think you'll get a chance to look at the web pages?

Catherine: Probably within the next day or two. Just give me a couple of days.

Tim: Okay. How about if we talk on Friday, does that work for you?

Catherine: Sure, Friday should work.

Tim: Okay, let's talk on Friday. I've got you penciled in here. I'll send you the email as soon as we're off the phone. When you get the email just click on the links and review the information, and then I'll call you on Friday. Sound like a plan?

## **Version 3**

Tim: I'll tell you what – if I can get your email address I'm going to send you the instructions to read some literature on a couple of web pages. What's your email address?

Catherine: It's Catherine@myemailaddress.com

Tim: Great. And I will send this over to you as soon as we get off the phone. When do you think you'll get a chance to look at the web pages?

Catherine: Probably within the next day or two. Just give me a couple of days.

Tim: Okay. How about if we talk on Friday, does that work for you?

Catherine: Sure, Friday should work.

Tim: Alright, and what's the best time to reach you?

Catherine: Let's say 3:00 p.m.

Tim: Okay, Friday at 3:00 p.m. I've got you penciled in here. I'll send you the email as soon as we're off the phone. When you get the email just click on the links and review the information, and then I'll call you on Friday at 3:00. Sound like a plan?



# W O R K B O O K

**Which version is the correct Close to Action?**

Version 1

Version 2

Version 3

**Of the two incorrect versions, why are they incorrect?**

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**Close To Action With Vincent:**

**Version 1**

Tim: Alright, what I'd like to do with you if we could, Vincent, is have you review two online movie clips.

Vincent: Uh-huh.

Tim: And after you take a look at these two movies we can have a more in-depth conversation about what we're doing.

Vincent: Yes, sounds good.

Tim: And so let me give you a web address that you can go to. It's [www.explorefreedom.com/trump](http://www.explorefreedom.com/trump).

Vincent: Okay, got it.

Tim: Alright, so Vincent, when do you think you'll have time to watch the movies? You'll need about 40 minutes to watch both of them.

Vincent: Well, I have some time right now; can I watch them now?

Tim: Absolutely. Why don't you watch them now and then let's plan to talk at 7:00 or so. Does that work for you?

Vincent: Yeah.

Tim: Alright, I'll call you back at this number at 7:00.

# W O R K B O O K

Vincent: Sounds good.

Tim: Alright, buddy, nice talking with you.

Vincent: Thank you very much.

## **Version 2**

Tim: Alright, what I'd like to do with you if we could, Vincent, is have you review two online movie clips.

Vincent: Uh-huh.

Tim: And after you take a look at these two movies we can have a more in-depth conversation about what it is that we're specifically doing and how there's a possibility to get you working again without injuring your back.

Vincent: Yes, sounds good.

Tim: And so let me give you a web address that you can go to. It's [www.explorefreedom.com/trump](http://www.explorefreedom.com/trump).

Vincent: Okay, got it.

Tim: Alright, so Vincent, when do you think you'll have time to watch the movies? You'll need about 40 minutes to watch both of them.

Vincent: Well, I have some time right now; can I watch them now?

Tim: Absolutely. Why don't you watch them now and then let's plan to talk at 7:00 or so. Does that work for you?

Vincent: Yeah.

Tim: Alright, I'll call you back at this number at 7:00.

Vincent: Sounds good.

Tim: Alright, buddy, nice talking with you.

Vincent: Thank you very much.

# W O R K B O O K

## Version 3

Tim: Alright, what I'd like to do with you if we could, Vincent, is have you review two online movie clips.

Vincent: Uh-huh.

Tim: And after you take a look at these two movies we can have a more in-depth conversation about what it is that we're specifically doing and how there's a possibility to get you working again without injuring your back.

Vincent: Yes, sounds good.

Tim: And so let me give you a web address that you can go to. It's [www.explorefreedom.com/trump](http://www.explorefreedom.com/trump).

Vincent: Okay, got it.

Tim: Alright, so Vincent, when do you think you'll have time to watch the movies? You'll need about 40 minutes to watch both of them.

Vincent: Well, I have some time right now; can I watch them now?

Tim: Absolutely. Why don't you watch them now and then I'll call you back. Does that work for you?

Vincent: Yeah.

Tim: Alright, I'll call you back at this number.

Vincent: Sounds good.

Tim: Alright, buddy, nice talking with you.

Vincent: Thank you very much.

**Which version is the correct Close to Action?**

Version 1

Version 2

Version 3

**Of the two incorrect versions, why are they incorrect?**

---

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## **Follow-Up And Follow-Through**

**Fill in the blank.** The purpose of Follow-Up is:

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Reference CD 6 – Track 1, 0:00 or Transcript pg. 177

**Fill in the blank.** The purpose of Follow-Through is:

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Reference CD 6 – Track 1, 0:00 or Transcript pg. 177



### **Learning Activity – Follow-Up Schedule**

Reference CD 7 - Track 1, 0:41 or Transcript pg. 225

When prospects don't answer the phone for a scheduled appointment Tim recommends a follow-up schedule. Remember these tips:

- ✓ Always be professional and upbeat; don't play guilt games.
- ✓ Don't put the responsibility of the return call exclusively on the prospect. Share it.
- ✓ Always leave your phone number; say it slowly, and then repeat it.

# W O R K B O O K

**Instructions:** Using the Follow-Up Schedule guidelines on CD 7 - Track 1, use the calendar below to create a follow-up schedule.

1. Circle the dates on the calendar that you will make a follow-up call.
2. In the spaces provided on page 280, write what you will do when you make the call.

*(Answer ideas are provided in the Answer Key.)*

## Follow-Up Schedule

You have been communicating with Sarah about your business. On the last phone call Sarah agreed to review some information on your website and you did a complete Close to Action and scheduled a follow-up call for Wednesday the 8th. Create a follow-up schedule based on this information.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Each number in the list on page 280 represents a follow-up action you are going to do. In the **Date column** put the date of the month you will do the action. In the **Action column** write specifically what you will do to follow up with Sarah.

*(Answer ideas are provided in the Answer Key.)*

# W O R K B O O K

Date	Action
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____



## Learning Activity – *Brilliant Compensation*<sup>®</sup> Follow-Up

Reference CD 6 - Track 2, 0:00 or Transcript pg. 179

The purpose of the Follow-Up is to re-contact your prospect and move him/her towards what they've stated they need, want or don't want. The beginning of CD 6 - Track 2 covers Follow-Up Procedures, and specifically talks about three things you do during the follow-up conversation:

1. **Qualify** the prospect and see if they watched *Brilliant Compensation*<sup>®</sup>
2. **Merge the prospect's needs/wants/don't wants** with the concepts in *Brilliant Compensation*<sup>®</sup>
3. **Merge your product/service to the trends** discussed in *Brilliant Compensation*<sup>®</sup>

### Qualify For *Brilliant Compensation*<sup>®</sup>

**Instructions:** The most common follow-up conversation Tim has with a prospect is centered around the prospect watching *Brilliant Compensation*<sup>®</sup>. See if you can pick out the Qualify lines that Tim uses in segments of these Follow-Up Calls. Underline or highlight the Qualify lines. (*Answer ideas are provided in the Answer Key.*)

# W O R K B O O K

## Qualify With Tisha:

Tim: Hi, Tisha, this is Tim Sales calling, how are you?

Tisha: Good. How are you?

Tim: I am doing good.

Tisha: Good!

Tim: Ah, so your day going well?

Tisha: So far, but it's still early.

Tim: Yes, it is indeed. So did you get a chance to watch the movie?

Tisha: I did.

Tim: Ah, good girl! You did your homework.

Tisha: I found time, it was like 10 minutes before this phone call, but I got it.

Tim: Oh, good.

Tisha: (laughter)

Tim: So tell me, did you... is there a particular part that you liked?

Tisha: To be honest, there wasn't a particular part that rang true with me. But I got the overall concept of how different customers and their spending habits and what's important to them, and what they value are so uniquely different that I think it's caused me to go back and take another look at my business plan.

## Qualify With Ruth:

Tim: (Answering phone) Hey, this is Tim.

Ruth: Hi, Tim, it's Ruth. How are you?

Tim: I'm doing good! How are you doing?

Ruth: I'm okay. Sorry I had to run out, you know, farming, it's harvest

season, so you never know.

Tim: And you're in grain, right?

Ruth: Yes.

Tim: It *is* harvest season.

Ruth: Yes, it is.

Tim: Alright. So did you watch my little animated character?

Ruth: Yes, a couple times.

Tim: So, what did you think of *Brilliant Compensation*®?

Ruth: I thought it had all the earmarks for success, I guess, depending on what the product is. You know, it sounds good.

**Qualify With Catherine:**

Tim: Catherine, Tim Sales calling you again.

Catherine: Oh, hi.

Tim: How are you?

Catherine: I'm fine.

Tim: So, did you do your homework?

Catherine: I did.

Tim: You did! Ah, that's awesome.

Catherine: Yeah, I didn't want to break my promise. Usually, you know, usually when I tell someone I'm going to do something, I do it, so...

Tim: And so did you kind of see anything in there that made logical sense to you?

Catherine: Well, yeah, it all did and it was very interesting because I never considered... I really did think that the people in a multi-level, you know, people at the top made more compensation than people at



## W O R K B O O K

the bottom. You know, and you think at this point, why would I even waste my time?

Tim: Um.

Catherine: So that was kind of a fallacy that I had. And it actually piqued my interest. I was surprised. Because I... to tell you the truth, I didn't think... I was being nice to you. I mean, not that I'm trying to pretend, but I really didn't think it would move me from my position and it kind of did.

Tim: Well, very good.

Catherine: Yeah.

Tim: So what was the part that made like the *most* sense to you? That you went "Ah!"?

Catherine: Um... Mr. King actually had a formula. You didn't seem like you're just gone off the cuff and it wasn't a pep rally, and you actually seemed to have some method behind your madness. And so... Yeah, I mean, it definitely got my interest. I mean, are *you* going to be training me? Because, I would need someone to train me.

### **Qualify With Yen:**

Tim: Well, what did you think of the content? Did you watch both movies?

Yen: I only watched the one that you mentioned. No, actually both, yeah, I remember now. Yeah, it was very impressive, very, very nice. It's interesting how people spend money, eh? (laughter)

Tim: Yes.

Yen: Different categories, eh?

Tim: Yes.

Yen: People who have no money, people who have a lot of money.

Tim: What was like your favorite part?

# W O R K B O O K

Yen: I think the one that have different... different breaks, you know, like brackets, different... it's like a pyramid.

## **Qualify With Nadira:**

Tim: This is Tim Sales calling.

Nadira: Oh, hi! Thank you for calling!

Tim: You're very, very welcome. How are you today?

Nadira: I'm fine, thank you.

Tim: Good.

Nadira: Uh-huh.

Tim: So, you got a chance to watch the videos.

Nadira: Yes, yes I did.

Tim: And what did you think of them?

Nadira: Well, very interesting. (laughter)

Tim: Good.

## **Qualify With Steven:**

Steven: This is Steven.

Tim: Oh, how are you? Are you the one that I was working with on the computer?

Steven: Yeah, yeah. I did watch those two what do you call them, CDs or videos.

Tim: The two movies?

Steven: Yeah.

Tim: Alright, so you finally got your computer working?

Steven: Oh yeah, I called a friend of mine and you know, he came and did whatever he had to do.

# W O R K B O O K

Tim: Oh, very interesting. Okay, so you got a chance to watch the movies?

Steven: Yes, yes I did. Uh-huh.

Tim: Alright, and what did you think of the first one about the wealthy, the middle class and the poor?

Steven: Oh, that was really impressive. I mean, that is a really good analogy. In fact, you know, I was just thinking about it at my work yesterday. And I was trying to remember and write down what I recall.

Tim: Good.

Steven: That concept sounded really good.

Tim: That's been my lessons learned. My parents were, you know, on the poor side and so I learned so much throughout just observing and seeing, you know, when I *did* make money, you know, and then it... all of a sudden it goes out... So, good, I'm glad you enjoyed that. What did you think of the second video? What did you like most about it?

Steven: Ah, the network concept.

Tim: Ah, good.

Steven: Yeah, I mean, that sounds... in theory that sounds very, very good. Also, the thing is really simple, I mean a real good fair deal for everybody. Yeah.

Tim: What did you think of the basketball moving through the garden hose conversation?

Steven: Yeah, that as well... actually that aspect of it gave me another way of really analyzing this network type of business.

Tim: Uh-huh. Okay, good.

**Merge The Prospect's Needs/Wants/Don't Wants With The Concepts In *Brilliant Compensation*<sup>®</sup>**

**Instructions:** The second thing you must accomplish during the Follow-Up Call is to explain how the trends discussed in *Brilliant Compensation*<sup>®</sup> can help your prospect achieve what he/she desires. See if you can pick out the lines Tim uses in the segments of these Follow-Up Calls to merge a prospect's need or want with a concept from *Brilliant Compensation*<sup>®</sup>. Underline or highlight the phrases that apply. (*Answer ideas are provided in the Answer Key.*)

**Merge Needs/Wants With Tisha:**

Tim: So tell me, did you... is there a particular part that you liked?

Tisha: To be honest, there wasn't a *particular* part that rang true with me. But I got the overall concept of how different customers and their spending habits and what's important to them...

Tim: Oh, good, good.

Tisha: Yeah.

Tim: Can you see why I thought of you as it relates to you being able to get back this thing that you want called "Time"? There was an example that I gave at the end about if you have 50,000 people and each of those work for one hour, then you're being paid on 50,000 hours. If you were to wake up tomorrow morning and try to put in 50,000 hours tomorrow, it would be kind of hard to do, right?

Tisha: That would be a long day!

(laughter)

Tim: And so could you see now how, as it relates to time, that that's how you actually get more *of* it?

Tisha: Yeah, I do, but if I can be honest, I've had this perception and it's kind of a stigma – and it's just perhaps only my perception – of individuals have approached me for various things, you know, Pampered Chef party, consulting, Mary Kay... and I have this perception of these individuals that I didn't want to have the same

# W O R K B O O K

association or have any of my friends or customers or anything else perceive *me* that way. And it seems to me that a vast majority of them either don't believe in the product they sell, they're not knowledgeable in the product that they sell... But I'll give you credit, with the video that I saw, it seems like the approach that your group or what have you is taking is a lot more professional-based than what my past experiences have been.

## **Merge Needs/Wants With Nadira:**

Tim: This is Tim Sales calling.

Nadira: Oh, hi! Thank you for calling!

Tim: You're very, very welcome. How are you today?

Nadira: I'm fine, thank you.

Tim: Good. So, you got a chance to watch the videos.

Nadira: Yes, yes I did.

Tim: And what did you think of them?

Nadira: Well, very interesting. (laughter)

Tim: Good.

Nadira: Yeah, and...

Tim: Could you see a possibility to get your husband here?

Nadira: Well, I'm waiting for him to get his citizenship because I'm applying next year...

Tim: Uh-huh.

Nadira: ....for the citizenship and with this he'll be here, as soon as I get it.

Tim: Oh, that's excellent.

Nadira: Yeah, yeah.

Tim: Well, I want to help you get him here.

**Merge Your Product/Service To The Trends Discussed In *Brilliant Compensation*<sup>®</sup>**

**Instructions:** The third thing you must accomplish during the Follow-Up Call is to explain how your product or service is in alignment with the trends discussed in *Brilliant Compensation*<sup>®</sup>. See if you can pick out the lines Tim uses in the segments of these Follow-Up Calls to merge his product with a trend concept from *Brilliant Compensation*<sup>®</sup>. Underline or highlight the phrases that apply. (*Answer ideas are provided in the Answer Key.*)

**Merge Product/Service To Trends With Yen:**

Tim: What was like your favorite part?

Yen: I think the one that have different... different breaks, you know, like brackets, different... it's like a pyramid.

Tim: So had you been exposed to network marketing before?

Yen: Ah, no.

Tim: No.

Yen: No.

Tim: And so you liked the part where I describe four levels deep.

Yen: Yes, that's it.

Tim: And then I compare that to a regular company where the only... the top person, the CEO, gets paid off the efforts of other people.

Yen: Uh-huh.

Tim: Good.

Yen: Yeah.

Tim: Alright! Did you pick up the part in the very beginning of *Brilliant Compensation*<sup>®</sup> where I talked about what trends are driving the economy and I discuss the basketball through the garden hose, and that if you can get in front of that basketball, then that's where you make the most amount of money?

# W O R K B O O K

Yen: Um, okay.

Tim: Remember that part?

Yen: Uh-huh, I remember.

Tim: And the basketball represents the 76 million baby boomers.

Yen: Right.

Tim: And it's really a billion people worldwide, because we're in a world market right now.

Yen: Um huh.

Tim: You know, everyone's our market now.

Yen: Yeah, everything is marketing right now, you're right.

Tim: If you can get in front of what a billion people *want*, then that's the way to create a lot of income. The particular trend that I am taking advantage of is the trend as it relates to health and wellness.

Yen: Right.

Tim: Because what you told me that you wanted was more time with your family, right?

Yen: Correct.

\*\*\* The main emphasis of *Professional Inviter* is to teach you the skills required to successfully communicate with and invite prospects to look at your business or product. You can get additional and more detailed training on how to present your business or product on the follow-up call with the *Professional Presenter* training package.

## Handle Questions And Objections

Fill in the blank. The purpose of Handling Questions and Objections is:

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Reference CD 4 – Track 4, 1:04 or Transcript pg. 115



### Learning Activity – Handling The “No Time” Objection

Reference CD 4 - Track 6, 3:19 or Transcript pg. 125

The “I’m too busy” or “I don’t have the time” objection is a very easy objection for the prospect to throw at you as their reason for not doing the business. Before you can facilitate handling the “No time” objection you must identify which “Too busy” or “No time” objection your prospect is dealing with. There are three of them:

- Legitimate “No Time” – in this case, your prospect is in a situation where there really isn’t any time to talk right at that moment.
- Frame of Mind “No Time” – in this case your prospect’s frame of mind is that they don’t have time, as if someone else is controlling their time.
- Unexpressed Objection Using “No Time” – in this case your prospect uses “Too Busy” or “No Time” as a mask to cover up the real objection.

Be sure to review CD 4 - Track 6, 0:00 and 5:41 and refresh your memory with the details of how to properly handle the “Legitimate No Time” and “Unexpressed Objection Using No Time” objections. The rest of this activity focuses on how to handle the Frame of Mind “No Time” objection.

The purpose of this activity is to make you very effective at handling the Frame of Mind “No Time” objection. This will be accomplished through role play. First, you will learn the script and practice drawing the illustration on your own. Then you will practice explaining this objection to another person.



**“No Time” Objection – Part 1**

**Instructions:** Learn the script below. Start by reading through the script several times. You don’t have to memorize this verbatim, but it is important to hit all of the main points (which are in bold). After you’re familiar with the script you may want to write down the main points on a 3x5 card or sheet of paper to use as a guide while you practice the script, moving smoothly from one point to the next. *Do not move on to Part 2 until you can smoothly deliver this script.*

**Helpful Idea:** Listen to the live call with Tisha (CD 4 - Track 7, 0:00) to hear a very good example of how Tim resolves Tisha’s concern about not having enough time.

**Very important:** At the beginning of handling this objection you integrate your prospect’s need or want in the conversation. For the purpose of this activity your prospect wants to work from home so she can take her children to school and not feel rushed trying to get to work, and also be home when her children get home from school. The script will use this need/want – but remember that when you use this with prospects you will integrate their own need/want/don’t want here. The area of the script that you will modify for each prospect based on his or her need/want/don’t want is underlined.

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**“No Time” Script**

Prospect says: You know, I’m just too busy right now and don’t think I’ll have the time to do this. I just don’t know how I can fit one more thing into my schedule.

You: You’re too busy? **Okay, just so I don’t misunderstand you – when you say you’re too busy, what is it that you’re too busy for?**

Prospect: I’m too busy to do *anything* else.

You: **I understand that one. You feel you want to change something so that you can be at home when your kids come home**, but you’re so busy with everything in life that you can’t do anything else. Is that the way you feel?”

Prospect: Exactly!

You: **Let’s see if we can figure this out.** Because the risk of not solving this is that it continues another ten years and your kids will be all grown up! So let’s solve it. Everyone has 24 hours, right?

# W O R K B O O K

Prospect: Yes.

You: Okay, and that **24 hours can be divided into three even columns of eight hours each.** So picture a piece of paper with three columns each having eight hours. **In the column on the left, let's say that that's the sleep column** and we really don't want to mess with that one – you need your sleep.

**The second or middle column is the work column** – and for right now we probably don't want to mess with that one, either. I'm assuming you couldn't just up and quit your job, right?

Prospect: Correct.

You: Okay, so **the right-hand side of this paper would contain the last column of eight hours and let's label that column 'Getting what you want.'** Can you visualize this?

Prospect: I can.

You: **The only place we can pull time from to achieve this goal is the right-hand column.** So if what you really want is to not have to go to work so that you can be at home to get your kids off to school in the morning without being rushed and to welcome them home when they get off the bus in the afternoon, then we have to use some of that time in the third column to work towards that goal.

Now - and this is the key part – pretend that **no-one controls that eight hours but you, and you decide what you do in that eight hours** and you do it. Can you pretend that with me?

Prospect: Okay.

You: Alright – **right now, decide the time that you will take tomorrow to view this movie that can get you what it is that you truly want.**

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## "No Time" Objection – Part 2

**Instructions:** Practice drawing the "Too Busy/No Time" illustration described in the script above. Use the space on the next page to practice drawing the illustration. An illustration with all of the elements needed can be found in the Answer Key.

W O R K B O O K

**“No Time” Objection – Part 3**

**Instructions:** When you can smoothly deliver the script and are comfortable drawing the “Too Busy/No Time” illustration, find a “drill partner” and practice delivering this script and drawing the illustration in a role-play setting. You are the network marketer and your drill partner is the prospect.

Continue practicing the delivery of the script and illustration until you can deliver the explanation without any hesitation whatsoever. The benchmark you want to achieve is that you’re able to easily communicate the ideas so that they are easily understood and your prospect’s objection of “Too busy/No time” is resolved.



**Learning Activity – How To Answer “Is This MLM?”**

Reference CD 4 - Track 8, 2:46 or Transcript pg. 135

This is a very common objection and usually comes up when your prospect has been previously exposed to network marketing. Other variations of this objection are:

- Is this network marketing?
- Is this one of those pyramids?
- Is this like Amway, Mary Kay, Shaklee, etc.?

Regardless if your prospect has first-hand experience with MLM, or his/her knowledge is only based on hearsay, you follow the same steps and ask the same series of questions to resolve this objection.

**There are two main steps you must do to handle the MLM objection. What are they?**

Reference CD 4 - Track 8, 4:17 or Transcript pg. 136 (*Answer ideas are provided in the Answer Key.*)

1. \_\_\_\_\_
2. \_\_\_\_\_

**Four Questions To Handle "Is This MLM?"**

Reference CD 4 – Track 8, 4:52 or Transcript pg. 136

**Instructions:** Listen to the procedure and example conversation outlined on CD 4 - Track 8 at 4:52. Or, refer to the transcript on page 136. Pay close attention to the four questions Tim asks the prospect in order to gather information and resolve the "Is this MLM?" objection.

The four questions you ask to resolve "Is this MLM?" are missing in the script below. Your job is to determine the appropriate place in the script for each question. Write each question in the appropriate space provided. (*Answer ideas are provided in the Answer Key.*)

- What do you think it takes for it (MLM) to work as an individual?
- Do you have personal experience with an MLM company, or are you referring to someone else's experience?
- Does network marketing work? Not for you, not for anyone you know - just does *it*, as an industry, work?
- How do you know of MLM?

Prospect: Is this MLM?

Networker: Yes, this is MLM. \_\_\_\_\_  
\_\_\_\_\_?

Networker: \_\_\_\_\_  
\_\_\_\_\_?

Prospect: No, not really. I just have a friend that was doing some kind of business and she wouldn't leave me alone. It didn't matter how many times I said "No," she wouldn't give up. Eventually I just started to avoid her.

Networker: Well let me ask you something. \_\_\_\_\_  
\_\_\_\_\_?

Prospect: Well, sure, I suppose so.

Networker: Okay then, so \_\_\_\_\_  
\_\_\_\_\_?

Remember, once you get your prospect's response to the fourth question you guide them to realize that **TRAINING** is what is needed for an individual to succeed in MLM.

## Putting It All Together



### Learning Activity – Test Your Understanding Of The Inviting Formula

**Instructions:** The purpose of this activity is to test your knowledge and understanding of each part of the Inviting Formula. Using the transcript provided, mark directly onto the transcript to identify the following:

1. **Greeting** - Underline the scripts or lines that Tim uses to accomplish the Greeting. Put a **ⓐ** by each Greeting line. (There are 10 of them.)
2. **Greeting Accomplished** - Put a **★** at the spot where the Greeting is accomplished and the prospect starts talking openly and freely to Tim.
3. **Qualify** - Underline the question that Tim uses to Qualify the prospect and mark with a **ⓠ**.
4. **Need/Want/Don't Want Identified** - Put a **★** with a **ⓠ** next to it as the spot where Tim completes the Qualify and finds out that very valuable thing that the prospect needs, wants or doesn't want.
5. **Invite** – Underline the Invite scripts and mark them with an **ⓔ**. (There are four of them.)
6. **Close to Action** - Underline the Close to Action scripts and mark them with a **Ⓒ**. (There are three of them.)
7. **Questions/Objections** - If there are any Questions or Objections, put a **Ⓡ** next to the objection the prospect brings up.

*(Answer ideas are provided in the Answer Key.)*

### Invite Call With Nadira:

Hello?

Tim: Hello, can I speak with Nadira?

Nadira: Oh yeah, this is she.

# W O R K B O O K

Tim: Hi, Nadira, my name is Tim Sales. Did you fill out a questionnaire having to do with a business that you could work from home?

Nadira: Yeah.

Tim: Yeah, do you have an idea of what it is that you're actually looking for? Is it just a business in general, or did you have a specific idea in mind?

Nadira: Uh, well, you know... Somebody called me this afternoon and we had a long talk and apparently it's not working for me.

Tim: Um, okay, what specifically isn't working?

Nadira: Well it was about my background. It was about what I wanted to... my income, my yearly income and uh, yeah.

Tim: Oh, well, I'm sorry, I am not that person and I am not calling in regards to that person.

Nadira: Uh-huh, seems like I had no chance to work at home.

Tim: Well...

Nadira: Uh-huh...

Tim: I disagree with that. (laughter)

Nadira: Well, yeah.

Tim: I think that there would've been several people who have said I couldn't have done it, but I ended up being able to. Uh, did he give a particular reason why he felt that you couldn't?

Nadira: Um, not really.

Tim: Alright.

Nadira: But, you know, I just decided not to do it because, well, uh, I try something else.

Tim: What are you going to try?

Nadira: Because I am foreign doctor, a medical doctor, from overseas,

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and I'm here getting my equivalence. And in meantime I was looking for a job and I thought working at home was the best way for me.

Tim: Uh-huh. Any particular specialty that you have?

Nadira: Yes, GI, gastroenterology.

Tim: Ah, gastroenterology, yes. And so are you wanting to work in that particular field here in America?

Nadira: Well, I was... yeah, that was my first plan, but you know, I know it will take a long time to get there, like at least three or four years and, you know, everything can change...

Tim: Sure.

Nadira: In four years, you know, you never know what's going to happen, so.

Tim: Well, unless you *make* it happen - one or the other.

Nadira: That's true, that's true, yeah, I wanted to do something at home, but related with at least the medical field.

Tim: Yes. Where are you from originally?

Nadira: Algeria.

Tim: Nigeria?

Nadira: No, Algeria.

Tim: Algeria.

Nadira: Yes, it's a, I am sure people know more Morocco.

Tim: Yes.

Nadira: You know Morocco. It's just east of Morocco.

Tim: Oh, okay, how long have you been here in the States?

Nadira: Now it's my second year.

Tim: Your second year?



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Nadira: Yeah.

Tim: So what have you been doing for the last couple of years here? And if I ask something too personal, just say, "That's too personal," okay...

Nadira: No, I came here because of the situation in my country and I have a daughter, so I wanted her to have a better education.

Tim: Uh-huh.

Nadira: So, ah, and my husband is still in Algeria. He's a doctor, too.

Tim: Uh, well that...

Nadira: So, that's how, you know.

Tim: Well, that must be difficult that you two are apart.

Nadira: Exactly. Yeah, uh-huh.

Tim: Does he have plans to come here?

Nadira: Yes, yes, uh-huh.

Tim: Any particular date, in other words is it...

Nadira: Oh, not right now, not right now, no, no, no, yeah.

Tim: Well, um...

Tim: Let me ask you this; what particular reason is it that you would most like to work from home?

Nadira: It's because of my daughter. And, as I told you, my husband is not here.

Tim: Yes.

Nadira: So, you know, she's at school and to me it's better if I can manage work and family.

Tim: Oh, of course. How old is your daughter?

Nadira: She's eleven.

# W O R K B O O K

Tim: Oh eleven, no kidding!

Nadira: Yeah, uh-huh.

Tim: Ah, so what, she's just now going into... ah...

Nadira: Middle school.

Tim: Six grade, seventh grade?

Nadira: Yeah, middle school.

Tim: Yes, oh...

Nadira: She's starting her first year there.

Tim: Big step!

Nadira: Yeah, yeah.

Tim: I bet you're very proud of her.

Nadira: Absolutely, and she is a good student, too. We are *very* proud of her.

Tim: Oh, oh, that's so fantastic.

Nadira: Yeah.

Tim: You have Internet access obviously, because that's how you filled out the form.

Nadira: Yeah, yeah, uh-huh.

Tim: I want to go through two steps with you. One is that I want you to take a look at an online video clip. Do you have something to write with?

Nadira: Yes.

Tim: Go to [www.explorefreedom.com/trump](http://www.explorefreedom.com/trump), t-r-u-m-p.

Nadira: Okay.

Tim: Alright?

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Nadira: Yeah.

Tim: I want you to look at this little short clip.

Nadira: Okay.

Tim: And, then you and I will talk again, and then I'll give you specifics about the business that we're doing.

Nadira: Uh-huh, okay...

Tim: And, when you go to that particular page...

Nadira: Yeah...

Tim: It will have my picture there.

Nadira: Okay.

Tim: And, on the left side you are going to... there's two movies. One is, I think it's called *What the Wealthy Buy*...

Nadira: Uh-huh.

Tim: ...and then the other one is called *Brilliant Compensation*<sup>®</sup>.

Nadira: Okay.

Tim: If you can watch both of those...

Nadira: Uh-huh.

Tim: And then you and I will plan to talk.

Nadira: Okay.

Tim: When do you think you'll get a chance to actually look at them?

Nadira: Oh, well, maybe tomorrow.

Tim: Tomorrow.

Nadira: I can do that, yeah, I could, yeah, yeah; I'm at home tomorrow.

Tim: You are at home tomorrow?

Nadira: Yeah, yeah, uh-huh.

# W O R K B O O K

Tim: Okay.

Nadira: Yes, I can do that... tomorrow morning, maybe.

Tim: Okay, what would be a good time for us to talk after you've had a chance to look at these?

Nadira: Um, well like at 2:00 maybe, 2:00 p.m.

Tim: 2:00 p.m.

Nadira: Yes, I can watch in the morning and then we talk about that.

Tim: That works for me.

Nadira: Okay.

Tim: Alright, I have penciled that in that I will call you tomorrow at 2:00.

Nadira: Okay.

Tim: Alright, and I look forward...

Nadira: What's your name again?

Tim: My name is Tim. T-I-M.

Nadira: T-I-M.

Tim: Yes.

Nadira: Okay.

Tim: And, you'll see my picture and my name...

Nadira: Okay.

Tim: ...and all my contact information will be on that Explorefreedom/trump page.

Nadira: Okay.

Tim: Okay.

Nadira: Uh-huh.

# W O R K B O O K

Tim: I look forward to talking to you tomorrow.

Nadira: Okay, thank you, bye.

Tim: Bye-bye.

Nadira: Bye.

## Follow-Up Call With Yen:

**Instructions:** The purpose of this activity is to test your knowledge and understanding of a Follow-Up Call. Using the transcript provided, mark directly onto the transcript to identify the following:

- Greeting - Underline the Greeting line that Tim uses to get the prospect talking openly and freely. Mark it with a (G). (There are three of them.)
- Qualify - Underline the Qualify line that Tim uses in the follow-up. Put a (Q) by the qualifying question. (There are three of them.)
- Merge Needs - Underline the main lines that Tim uses to merge the prospect's needs/wants with the trends in *Brilliant Compensation*<sup>®</sup>. Mark the lines with **(MERGE NEEDS)**. (There are two of them.)
- Merge Product – Underline the main lines that Tim uses to merge his product to the trends in *Brilliant Compensation*<sup>®</sup>. Mark the lines with **(MERGE PRODUCT)**. (There are two of them.)

(Answer ideas are provided in the Answer Key.)

Yen: Hello.

Tim: Hey, is this Yan?

Yen: This is Yen speaking.

Tim: Ah Yen, I'm so sorry, this is Tim Sales calling. I spoke to you last night.

Yen: Oh, Tim Sales, yes, I remember you.

Tim: Yes, alright! So did you see my... the website?

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Yen: I did, I did.

Tim: And what did you think of the Flash?

Yen: It was very nice, very well done.

Tim: Good.

Yen: Good job, yes.

Tim: It's a good technology.

Yen: Yes.

Tim: You ever worked with Flash?

Yen: A few... two times, yeah, I've been doing a couple projects, here and there.

Tim: Yeah.

Yen: Yeah, but I'm very familiar with Flash. Yeah, Flash is nice.

Tim: I *love* working with Flash.

Yen: You work with Flash?

Tim: A little bit, I know the program, not kept up with it since its last revision. But, yeah, I've programmed a little bit in it...

Yen: Yeah, uh-huh.

Tim: Well, what did you think of the content? Did you watch both movies?

Yen: I only watched the one that you mentioned. No, actually both, yeah, I remember now. Yeah, it was very impressive, very, very nice. It's interesting how people spend money, eh? (laughter)

Tim: Yes.

Yen: Different categories, eh?

Tim: Yes.

Yen: People who have no money, people who have a lot of money.

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Tim: What was like your favorite part?

Yen: I think the one that have different... different breaks, you know, like brackets, different... it's like a pyramid.

Tim: Right.

Yen: Do you remember that one?

Tim: Yes.

Yen: That was very interesting.

Tim: So had you been exposed to network marketing before?

Yen: Ah, no.

Tim: No.

Yen: No.

Tim: And so you liked the part where I describe four levels deep.

Yen: Yes, that's it.

Tim: And then I compare that to a regular company where the only... the top person, the CEO, gets paid off the efforts of other people.

Yen: Uh-huh.

Tim: Good.

Yen: Yeah.

Tim: Alright! Did you pick up the part in the very beginning of *Brilliant Compensation*<sup>®</sup> where I talked about what trends are driving the economy and I discuss the basketball through the garden hose, and that if you can get in front of that basketball, then that's where you make the most amount of money?

Yen: Um, okay.

Tim: Remember that part?

Yen: Uh-huh, I remember.

# W O R K B O O K

Tim: And the basketball represents the 76 million baby boomers.

Yen: Right.

Tim: And it's really a billion people worldwide, because we're in a world market right now.

Yen: Um huh.

Tim: You know, everyone's our market now.

Yen: Yeah, everything is marketing right now, you're right.

Tim: If you can get in front of what a billion people *want*, then that's the way to create a lot of income. The particular trend that I am taking advantage of is the trend as it relates to health and wellness.

Yen: Right.

Tim: Because what you told me that you wanted was more time with your family, right?

Yen: Correct.

Tim: And you want to spend time with your children and be there, and things like that. Well, the way that you do it logically - it's the only logical way to do, to look at this - is to get in front of one of those big trends. We're taking advantage of the trend having to do with health.

Yen: Okay.

Tim: And what we specifically do is —**Chime**—.

Yen: And how about if we can continue talking on this topic... I'm at work right now and...right now I cannot really talk, you know.

Tim: I get it.

Yen: You know?

Tim: I get it, so you'd love to talk about it, but you can't because you're at work.



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Yen: Right, right at this moment, yes. So how about if we do that tomorrow or this evening?

Tim: Okay, let's talk tonight. What's a good time for you tonight?

Yen: How about if you give me your phone number... yeah, I got your phone number and I give you a call.

Tim: About what time, because I have several different things to do tonight and I want to time it right. What's a good time?

Yen: When the kids go to bed, it's around 9:00.

Tim: 9:00?

Yen: Yeah.

Tim: That will work for me, okay. I will expect your call right at 9:00.

Yen: Okay.

Tim: Alright, thanks, man.

Yen: Thank you.

Tim: Bye-bye.

P R O F E S S I O N A L I N V I T E R