

# CONTACTING AND INVITING

## *Inviting without “telling.”*

### **The Inviting Mindset Comes First:**

We're doing two things here. We're inviting people to see the benefits of our membership and to see the benefits of our opportunity. It's about getting customers, keeping customers, and staffing your company with a team of associates who grow your company along with yourself. Just one new associate can develop a team of thousands of associates over time. Customers make us money. Recruiting Associates and building a team makes us grow!

### **RULE #1 in approaching and inviting people to look at LegalShield:**

#### **Invite, without “telling”.**

History in LegalShield has proven that the less we say, the more we make. Until they can get the whole presentation, no presentation. Hold back please and just invite. No mini explanations or presentations. If you try to explain our services and/or our opportunity in your process of inviting your contact to an event or to review a tool or website, they will inevitably make a decision right then and there - without getting the full story. And it's usually a NO, not interested. But when you are the usher, not the preacher, results dramatically improve! Create curiosity. Invite without explaining. To help you fully understand this and get 100% comfortable with this, please review all of the coaching information below.

### **RULE #2 in approaching and inviting people to look at LegalShield:**

After you invite your first few, ask yourself if you are feeling good about how you are doing. If it's not going like you want, please feel comfortable **calling your upline support for some additional coaching**. We ALL want coaching to help us get better quicker.

**Getting Their Attention:** To clear your contact's mind and get their full attention, this always works. This works on the phone and in person. Simply ask, “*May I ask you a question?*” (They respond yes.) “*OK, here's the question.*” Then begin your quick approach/invitation in which you are going to ask them to review some information.

### **The Simplest Proven Warm Market Script - Used by LegalShield Top Earner's:**

- *“I've got something really important to show you (or to share with you).”*
- *“It'll only take about 15 minutes.”*
- *“You may or may not be interested.” (taking pressure off them immediately)*

You can say those 3 sentences in any order and it works.

Compelling phrases to consider adding:

*"... would you do me a favor?"*

*"... would really mean the world to me and my family if you'd take a look at this"*

*"... would really like your opinion" (especially if you look up to them).*

*"... appreciate you supporting me"*

*"... can I count on you?"*

**When your contact asks you what it is, these are effective responses:**

*"That's a great question. It's about Identity Theft and Legal empowerment" (nothing more!!!)*

If they ask you for more information - like "So what exactly is that?" you can respond:

*"That's another great question - I promise you all the answers are in this short CD/DVD/ website/(whatever you invited them to review)."*

*"That's another great question - I'm in training - wouldn't want to mess that answer up - (then re-invite) - just join me at my Grand Opening / or - just listen to this CD / etc. - and you'll get all the answers."*

### **Being Transparent Script:**

This script has worked over and over. You'll quickly see why it's powerful.

*"You know, (Name), I've been really dissatisfied with my work schedule / my income / my job situation for quite a while." OR "You know, I'm \_\_\_\_ yrs. old and I honestly thought I would be much further ahead by now, but I'm not, and I came to the realization that if I didn't change something, nothing would change." "So I've been looking for months now for a way to change things – for a way to get some of my time back and earn really good money. (Name), I **THINK** I have found it. I really want you to check it out. **It may or may not be for you, but I cannot leave you out of this.** I'm working with some very wealthy individuals who are showing me the way. All I want you to do is - (join me for lunch or seminar, come over to my house on (date), meet me at restaurant/coffee shop, check out a website, a CD, DVD, a conference call, etc.)" **"It would mean the world to me and my family if you would. Can I count on you?"***

### **Practice makes a difference.**

It's a great idea to jot down a few of the phrases suggested in these scripts and the ones below that you relate to and are comfortable with. Then practice inviting a few times so that you get comfortable with inviting **in your own words**. Reading scripts never works well.

### **Point to realize:**

Isn't it great that our proven system does not include anyone having to learn any details about our services or opportunity in order to launch their business and get momentum going? This is **TRULY duplicatable** for everyone to be successful with.

## **10 STEPS to approaching and inviting professionally:**

By becoming familiar with these powerful tips, and by using as many of them as you are comfortable with, you'll find your success in getting people to actually review a tool and to show up at an event increases dramatically.

1. Be in a hurry.
2. Compliment the prospect.
3. Get their attention.
4. Make the invitation.
5. If I...would you?
6. Confirmation #1, Get the time commitment.
7. Confirmation #2, Confirm the time commitment.
8. Confirmation #3, Schedule the next call.
9. Get off the phone.
10. Practice makes a difference.

### **1. Be in a hurry.**

The shorter the talk, the better, as there is less time for questions. Also, people are attracted to others who are going somewhere, who have things going on.

#### Examples for warm market:

"I don't have a lot of time to talk, but it was really important I get in touch with you."

"I've got a ton going on, but I'm glad I caught up with you."

"I'm headed to my next appointment / out the door / but I needed to talk with you right away."

### **2. Compliment the prospect.**

Give a sincere compliment. This opens the door to real conversation and puts your contact in a better frame of mind.

#### Examples for your warm market:

"You've been tremendously successful and I've admired the way you do business."

"I've always thought you are the best at whatever you choose to do."

"You've always been 100% supportive of me and I value that very much."

### 3. Get their attention.

It's great to clear your contact's mind so you have their full attention. This works every time. Just ask, "May I ask you a question?" They respond positively. "Great, here's the question." Now you have their full attention to give them an invitation to review a tool or attend an event.

### 4. Make the invitation.

There are 3 different approaches to choose from each time:

**a) Direct Approach:** Use this when you want your contact to look at the opportunity for himself.

Examples for your warm market:

"\_\_\_\_\_, I've got something really important to show you (or share with you). You may or may not be interested, and it'll only take about 15 minutes. Can you give me 15 minutes? It would really mean the world to me and my family."

"When you told me you were sick of your work environment / wanted to take your family on a real vacation / wanted to be able to buy a really nice new house, car, boat, etc. - were you serious or just kidding?" Assuming they tell you they were serious, "That's good because I think I've found a way for you to get it."

"I think I've found a way to generate another income stream without disrupting my life. When I was thinking of who else could do great here, I thought of you."

"Off the record, if there was a business you could start working part time from home and not disrupt your busy schedule, and it could replace your full-time income, would that interest you?"

**b) Indirect Approach:** Here you are asking for someone's opinion, help, or guidance. This is a great place to start inviting when you are new in the business. Play yourself down and build up the other person.

Examples for your warm market:

"I'm a new business owner and I'm in training and before I really get going, I need to practice on someone friendly. May I have 15 or 20 minutes of your time to practice on you?" (Reminder - You are NOT going to present to them - you'll be giving them an exposure with a tool or event and set a time to follow up with them.)

"I've just started a new business and before I get in too deep, I really would value your opinion of it. Would you let me know if you think I'm making the right move if I made it easy for you by reviewing this?"

“I was told by a good friend that when someone starts a new business it’s a good idea to have other people look at it to get their advice and opinions. Would you be willing to do this for me if I made it easy for you?”

**c) Very Indirect Approach:** Let your contact know that they are not a prospect and you just want to know if they can recommend someone who might be good for your business.

Examples for your warm market:

“My company is expanding in this area and we are looking for motivated people who might be interested in creating an additional income stream for themselves, part time or full time. Do you know anyone who might be interested?”

“Do you happen to know anyone who might be looking for an additional cash-flow, who would like working from home with a strong proven business?”

“The business I have is clearly not anything you’d be personally interested in, but I just want to ask if you know anyone who is sharp and ambitious who might be motivated in creating more income without disrupting their current busy life?”

Most people would want to know more about your business before referring - that’s when you give them the invitation to the tool or event and assure them it’s easy and quick to review.

## 5. “If I ..... would you?”

Examples for your warm market:

“If I give you this CD (show it), would you listen to it in your car?”

“If I got you an invitation for a really great informative seminar, would you come?”

These questions employ the law of reciprocity. You’re giving them something for them to in turn do something. Never beg. Just build value in what you are offering.

## 6. First confirmation.

In order to increase the likelihood of your contact actually reviewing the material or showing up at an event, these confirmation steps make a huge difference. Only about 5% of anyone’s contacts will do what they say they will do up to this point. To increase this to up to 80%, you must complete these invitation steps process professionally.

After you have said “If I .... would you?” and they have agreed, the next step is to get a time commitment.

Example for your warm market:

“When can you listen to the CD for sure?”

Never suggest a time. Wait for their answer. It’s a stronger commitment when THEY determine their schedule and state when they will review it. Most of the time, they will give you a specific time. In the rare occasions they may answer with something vague like “I’ll try to get around to it.” If they are vague, tell them very politely, “I don’t want to waste your time or mine so can you tell me a time when you will have listened to it for sure?”

Now they will have answered positively twice: Once to “If I .... would you?” and once to your last question agreeing to a time.

**7. Second confirmation.**

Confirm their time commitment. Do not hand them the tool or invitation card, etc. until they confirm their time commitment. This is one more positive answer.

Example for your warm market:

“So when I call you this Thursday afternoon, you will have listened to it for sure, right?”

Your contact will confirm or maybe adjust their time commitment. This is stronger commitment. They have now confirmed 3 times that they will review the material. They have actually set the appointment time for you to follow up with them!

**8. Third confirmation.**

Set up the contact method.

Example for your warm market:

“What’s the best way to reach you on (scheduled date/time)?”

You now have received 4 positive confirmations and this whole process takes just a few minutes. Predictably, you have increased your chances of your contact really reviewing your material from about 5% to about 80%.

**9. Get off the phone or step away from your contact.**

Do not allow more time for questions, etc. You are in a hurry, remember? And you are very busy.

Example for your warm market:

“Fantastic, we’ll talk then! Thanks so much - gotta run.”

**10. Practice makes a difference.**

Then practice inviting a few times so that you get comfortable with inviting in your own words. Reading scripts never works well. After you begin inviting, if you are not happy with how it's going after the first 2 or 3 invites, please contact your upline support. Everyone can benefit from a little coaching. This can expedite your success!

### Examples of all 10 steps:

#### Direct Approach Warm Market Example:

1. "I don't have a lot of time to talk, but it was really important that I get in touch with you.
2. You've always been 100% supportive of me and I value that very much.
3. "\_\_\_\_\_, May I ask you a question? Ok here's the question.
4. I've got something really important to show you (or share with you). You may or may not be interested, and it'll only take about 15 minutes. It would really mean the world to me and my family. Can you give me 15 minutes? (They reply positively.)
5. If I give you this CD (show it), would you listen to it? (They reply positively.)
6. Fantastic! So when can you listen to this CD? (They reply with a time & only then do you hand them the CD.)
7. So when I call you tomorrow around noon you will have listened to it for sure? (They reply positively.)
8. OK, what's the best way to reach you then tomorrow around noon? (They reply.)
9. Wonderful, we'll talk then! Gotta run - thanks so much!"
10. Ask yourself how did you do?

Remember you can be inviting them to listen to the CD or any other LS tool, or you can be inviting them to attend your Grand Opening/PBR, or any LS event.

#### Indirect Approach Warm Market Example:

1. "I don't have a lot of time to talk, but it was really important that I get in touch with you. Do you have a minute? (They reply positively.)
2. Great! I've always admired the way you evaluate things and how successful you've been.
3. May I ask you a question? Here's the question.
4. I have started a new business and I'm really nervous about talking to people about it. I just need a little practice with someone friendly. May I practice on you? (The reply positively.)
5. Fantastic! So if I give you this CD that sums it all up, would you listen to it for me so we can talk briefly about it afterward? It's about 15 minutes. (They reply positively.)
6. Fantastic! So when can you listen to this CD? (They reply with a time & only then do you hand them the CD.)

7. So when I call you tomorrow around noon you will have listened to it for sure?  
(They reply positively.)
8. OK, what's the best way to reach you tomorrow around noon? (They reply.)
9. Wonderful, we'll talk then! Gotta run - thanks so much!"
10. Ask yourself how did you do?

### Very Indirect Approach:

1. "I know we are both very busy - especially you.
2. You've been tremendously successful and I've admired the way you do business.
3. May I ask you a question? Ok, here's the question. I've just started something a new business and it's clearly not anything you'd be personally interested in, but I want to ask if you know anyone who is sharp and ambitious who might be motivated in creating a significant income part time or full time without disrupting their current busy life? (They reply positively.)
4. Wonderful - I'm sure you need to know a little about what I'm doing before you make any recommendations. I'll keep it super easy for you -
5. So if I give you this CD, would you listen to it? It's about 15 minutes. (They reply positively.)
6. Fantastic! So when can you listen to this CD for sure? (They reply with a time.)
7. So when I call you tomorrow around noon you will have listened to it for sure?  
(They reply positively.)
8. OK, what's the best way to reach you tomorrow around noon? (They reply.)
9. Wonderful, we'll talk then! Gotta run - thanks so much!"
10. Ask yourself how did you do?

Contacting and Inviting is a skill worth getting great at. It's usually a relief to realize that it's not about knowing the details. It's about getting others to review the LegalShield information so they get the FULL presentation.

You are the inviter not the presenter!

So how will you ever learn the details? By continuing to use our proven success system, you will be following up with all of your contacts once they have had the invitation. In that follow up process, you'll be introducing your contacts to your LS business partner/upline coach via a 3-way call most of the time, and THEY will be answering all the questions your contact asks and THEY will be giving them the details and inviting them to their next exposure or to sign up if they are ready! You will be listening and learning!

You'll learn about this easy system in the FOLLOW UP Procedures.