

Adapted from *Go Pro* by Eric Worre

<p>Skill #2 - Inviting Prospects to Understand Your Product or Opportunity (pg. 46-47)</p>	<p>Emotions of Inviting:</p> <p>Rule #1: Emotionally detach yourself from the outcome.</p> <p>Rule #2: Be yourself.</p> <p>Rule #3: Bring some passion; enthusiasm is contagious!</p> <p>Rule #4: Have a strong posture; be bold.</p>
<p>8 Steps to a professional invitation (pg. 48)</p>	<p>Step One: Be in a hurry</p> <p>Step Two: Compliment the prospect</p> <p>Step Three: Make the invitation</p> <p>Step Four: If I, would you?</p> <p>Step Five: Confirmation #1 –Get the time commitment</p> <p>Step Six: Confirmation #2 – Confirm the time commitment</p> <p>Step Seven: Confirmation #3 – Schedule the next call</p> <p>Step Eight: Get off the phone</p>
<p>Direct Approach – Person who hates their job (pg. 62-23)</p>	<p>“Hey, I don’t have a lot of time to talk, but it was really important I reach you. Listen, you’re one of the most financially intelligent people I know and I’ve always respected that about you. When you told me you really didn’t like your job were you serious or were you just kidding around?”</p> <p>“Great, I think I’ve found a way for you to create an exit strategy. I have a _____ (CD, DVD, link) that describes what I’m talking about better than I can. If I gave you this _____, would you listen to it?”</p>

	<p>“When do you think you could listen to it for sure?”</p> <p>“So if I called you _____, you’ll have reviewed it for sure, right?”</p> <p>“All right, I’ll check back with you then. What’s the best number and time for me to call?”</p> <p>“Got it. We’ll talk then. Gotta run and thanks!”</p>
<p>Indirect Approach – A good friend (pg. 63)</p>	<p>“Hey, I’m running out the door, but I needed to talk to you real quick. Do you have a second? Great. Listen, you’ve always been so supportive of me and I appreciate that so much.”</p> <p>“I’ve just started a new business and I’m really nervous. Before I get going I need to practice on something friendly. Would you mind if I practiced on you?”</p> <p>“Great! If I gave you a _____ (DVD, Link ec.) that laid out the information in a professional way, would you watch it?”</p> <p>It’s about ___ min long. When do you think you could watch it for sure?”</p> <p>“So if I called you _____, you’ll have reviewed it for sure, right? Great, what’s the best number and time for me to call you?”</p> <p>“Awesome, we’ll talk then. Gotta run and thanks!”</p>
<p>Super Indirect Approach – A highly successful person (pg. 64)</p>	<p>“I know you’re busy and I have a million things going on too, but I’m glad I caught you. You’ve been wildly successful and I’ve always respected the way you’ve done business.”</p>

	<p>“I’ve recently started something new and I’m looking for some sharp people. It’s clearly not for you, but I wanted to ask, who do you know who is ambitious, money motivated and would be excited about the idea of adding a significant amount of cash flow to their lives?”</p> <p>“I understand that you’d want to know more about it before you recommend people. I have a _____ that explains exactly what I’m doing and the kind of people I’m looking for. It’s brief.”</p> <p>“If I sent you _____ would you review it?”</p> <p>“Thanks. When do you think you could view it for sure?”</p> <p>“Okay, so if I called you _____, you’ll have reviewed it for sure, right?”</p> <p>“Okay, I’ll check back with you then. What’s the best number and time for me to call?”</p> <p>“Great! Thanks again; I appreciate it so much. Talk to you _____!”</p>
<p>Cold Market Prospect – Someone who has done a good job selling you something – Direct Approach (pg. 65)</p>	<p>“Now isn’t the time to get into this and I have to go, but you are super sharp and I happen to be looking for some sharp people. Do you plan on doing what you’re doing now for the rest of your career?”</p> <p>Good. I have something that might be of interest to you. Now isn’t the time to get into it, but I have a _____ that explains it all in great detail. If I gave you _____, would you watch it?”</p> <p>“When do you think you would have time to listen/watch it for sure?”</p>

	<p>“So if I called you Monday, you’ll have reviewed it for sure, right”</p> <p>“All right, I’ll check back with you then. What’s the best number and time for me to call?”</p> <p>“Okay, here it is (or, I’ll send you the link...) Thanks again for the excellent service and I’ll talk to you soon!”</p>
--	--