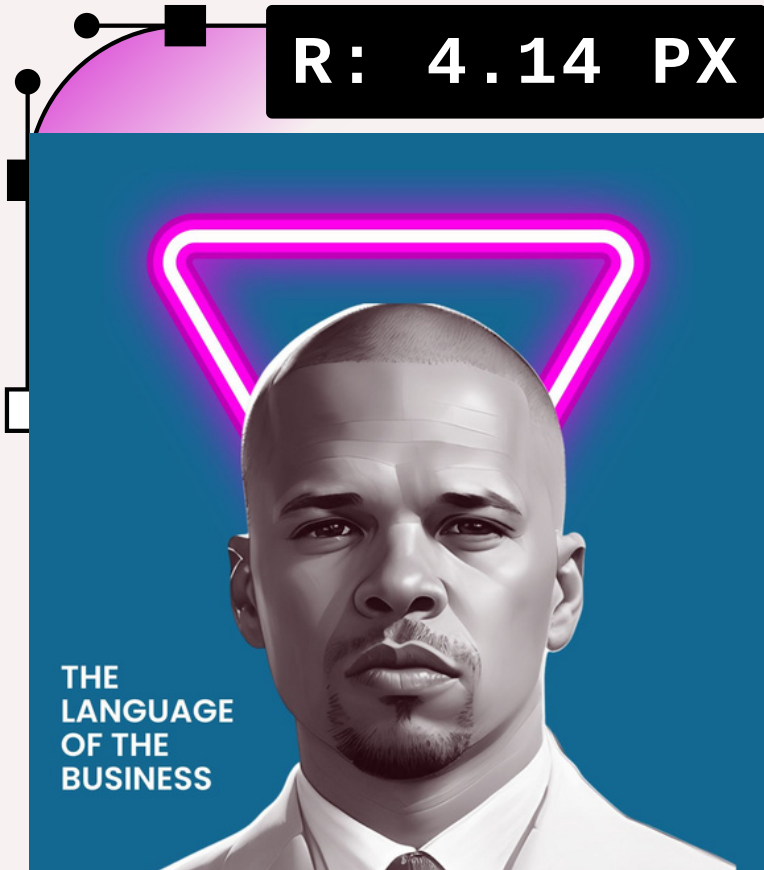


Matthew Harris

THE LANGUAGE OF THE BUSINESS

Use these scripts to explode your recruiting & prospecting.



POWER SCRIPTS

THE LANGUAGE OF THE BUSINESS: POWER SCRIPTS BY MATTHEW HARRIS

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Introduction:

Words have tremendous power. They shape our world. They influence others. They can bring you great riches and joy in life or utter frustration and calamity.

To help you master the skills of the network marketing professional we put this guide together to help give you the words you need to use in your every day business activity.

Practice them.

Memorize them.

Use them.

When you do that you will separate yourself from the masses of distributors who are unfortunately going nowhere fast in their businesses. And you will become a true network marketing professional. To your success.

Dream-then find a way,

Matthew Harris

Power Prospecting Phrases: The Invitation

Mastering the invitation process is critical to becoming a top producer and earner. Remember, there are 3 keys to an effective invitation: be in a hurry, get their attention, and don't be afraid to take it away.

Direct approach:

You - "Hey! I'm in a rush, but I had to call you. I was just on the phone with a top executive for a company that's going through a lot of growth right now and he/ she asked me if I knew anyone who might be open to making a significant income this year and I thought of you! I don't even know if you'd be open to the idea or not, but let me get you some information and if you like it then cool....if not, no big deal!"

Your contact - *"Sure....what is it?"*

You - "The best way to get the information is to....listen in on this conference call/go to this website/hop on this webinar/listen to this recording (give them the tool).....what's the soonest you can check it out?"

IMPORTANT - ALWAYS SCHEDULE when you will follow up with them and move on to the next call!

Indirect approach:

You - Hey! Let me ask you a shot in the dark question....I'm in the process of expanding a business in the area and I'm looking for a go getter type, someone who wouldn't be opposed to making an extra thousand dollars or so a month...do you know anyone like that?

Your contact - "I think I might be interested...depending on what it is...."

You - You'd be interested? That's great! Tell me why...

Your contact responds.....

You - "The best way to get the information is to....listen in on this conference call/go to this website/hop on this webinar/listen to this recording (give them the tool).....what's the soonest you can check it out?"

IMPORTANT - ALWAYS SCHEDULE when you will follow up with them and move on to the next call!

Note - If they're not interested get a referral

Take it away:

Let's say your prospect is starting to get very negative or it's clear they're not interested....

"Hey Mr prospect..Like I said earlier, I'm in a rush, so I can't talk much longer, but it sounds to me like this isn't your cup of tea...listen, let's catch up later on..I've got another call I need to be on. See you later!"

Power Prospecting Phrases: The Followup

It's been said over and over again in network marketing that, "the fortune is in the followup." This is so true and its worth repeating here. If you don't follow up with your prospects that would be like planting seeds, but never going back to collect your harvest. Your prospects will barely ever follow up with you. It is your responsibility to follow up with them. Here's the most effective way to do that.

You - Hey Ms. Prospect, did you check out the information (video/conference call/webinar) I sent you?

Prospects responds...

You - Great! It was awesome, wasn't it?

Prospect responds...

You - What did you like best about what you saw/ heard/read?

Prospect responds

You - *"Great! Tell me more about that..."*

Prospect responds

You - *"So are you open to getting more information or are you ready to get started right away?"*

At this point in the conversation if your prospect is not ready to signup, move them to the next exposure i.e. get them on a 3 way call, invite them to a meeting, invite them to a live opportunity call, invite them to try your product, etc.

The idea is to keep your prospect moving from exposure to exposure until they make a decision to join.

Power Prospecting Phrases: The Close

A lot of networkers struggle with getting their prospects to make decisions. This is the point of the process that we refer to as the “close”. Remember, your prospects needs what your business has to offer. By using these persuasive techniques you’re helping them improve their lives, get on the path to achieving their goals, and you’re giving them an example that they can emulate with their prospects once they join.

A MAJOR key in closing is to assume that your prospect is going to get started immediately. They will often follow your lead and respond to what’s expected of them.

You - "Let's get you started! Are you going to get started with the basic package to get your toes wet or are you going to really position yourself for success and be able to make more money faster by going with the big package?"

Your prospect responds...

You - Great! How do you want your name spelled on your commission checks....

From this point on just take down their details and their payment information for them.

Power Prospecting Phrases: Overcoming Objections

As you improve your posture and the power language becomes more and more natural you will find that fewer and fewer people give you objections. But objections will never disappear even when you become a top producer so be sure you know how to overcome them.

One of the best ways to overcome objections is to respond the powerful questions. The person who asks the questions in a conversation controls the conversation.

A powerful question I like to ask is, "*What do you mean by that?*"

For example, if someone tells you, "*I tried one of those things before.*"

Immediately respond with "*What do you mean by that?*"

Let your prospect tell you what they really meant by their initial response.

Remember, most people's objections are just knee jerk responses so by asking powerful questions you give them an opportunity to actually diminish their "objection" on their own.

Common Objections:

OBJECTION - *"I don't have the time."*

You - QUALIFY....*What do you mean by that?*

They respond

You - *"I totally get where you're coming from. I felt the same way once and then I realized if I didn't make time now to do this, I'd never have time later on in life to really live my dreams and be financially independent...let me ask you this, if I could show you how to build this business in the little pockets of time that you do have would you be open to learning how?"*

OBJECTION - *"I tried one of those things before"*

You - QUALIFY....*What do you mean by that?*

They respond

You - *"Oh I see, let me ask you this...what was the reason you worked with xyz opportunity?"*

They respond

You - *So have things changed?*

They respond

You - *"Great, well what if this worked for you? What would that mean for you? "*

They respond

You - Ask them your closing question.

OBJECTION - Is this a pyramid scheme?

You - Pyramid scheme?? (in shock) Are you into those kinds of things, because I'm sorry I can't help you if you are.

OBJECTION - I can't afford it

You - *"Are you interested in becoming a customer or making money with the business?"*

If they respond that they can't afford to get started in the business..

You - *"I get where you're coming from. I wasn't sure if I could afford to sign up either, but I realized I couldn't afford to wait any longer live my dreams and be financially free. Can you wait to be financially free?"*

They respond

You - *"No? Great! So which packages are you looking to get started with the small package to get your toes wet and try the business out or the big package so you can make the most amount of money the fastest and never have to worry about money again?"*

OBJECTION - I'm not interested

You - *"I can respect that...not interested in what? Getting results on the product or making money in the business?"*

QUALIFY what they're not interested in

OBJECTION - I was in a previous business so now I don't know how I could go back to all my friends and talk to them about a different opportunity

You - *"What if I could show you a way to build a business without having to go back to those same people right away? Would you be open to hearing how?"*