

Module 12

Inviting: Listening and Sharing

Meaningful Specifics contained in the Inviting: Listening and Sharing video.

- Building your Max business is reliant upon you extending invitations.
- Customize your personal story based upon the needs of the prospect you are conversing with.
- Be a consultant, not a salesperson.
- Choose the tools that match the needs or interest of your prospect.
- Resist the temptation to tell everything you know or present more information than required. You do not need to present, let the Max tools present for you. Listen more than you speak.
- A “no” from your prospect now does not mean “no” forever.
- Be authentic by being interested in them more than trying to be interesting to them.
- Use this formula when asking inviting questions. “If I . . . would you . . . ?”
- Seek a time commitment from your prospect for your follow up call.

Worksheet

Inviting—the second skill in the Duplication Cycle. Once you know a prospect’s need, invite them to look at a video or other tool, or attend an event. The invitation is simply connecting their need with the tool or event that you feel meets one of their needs or interests. Keep your invitation simple.

“If I _____, would you _____?”

This inviting script is simple and easy to ask. Simply stated it means:

“If I sent you a video would you watch it?” You can adapt this question to every situation.

Practice these inviting scripts.

- You know how you said that you feel tired in the afternoon? I just watched a video that might interest you. If I sent you the video, would you watch it?
- If I had a way to help your (restate the need they told you during conversation), would you be interested?
- I might know of something that could help your (restate their need.) If I sent you a video about how you can _____, would you watch it?

Write and practice your inviting scripts based on your prospect’s needs.

One final point. Once you extend your invitation, set a time to follow up. If you are using the Max App, you can set the call back date and time based on when your prospect agrees to your follow up call. Your phone will then alert you to make your follow up with your prospect.

Contact your mentor and role play the inviting scripts you have written.