

PROSPECTING FUNNEL

Is your prospect a...

Close Friend/ Familiar

Acquaintance/
Stranger

INVITATION:

Option 1: "This may not be for you, but....."

Option 2: "I feel so blessed that...."

You know that in the past I have

Here's where I am now

I excited where I am going.

And I want you to go with me.

As a friend, would you please take a look at something for me?"

Option 3: "I am working with someone who is helping me reach my goals, and I know he/ she can help you too. When can I introduce you?"

Confirm the date: Repeat the date and time. Offer to pick them up (if in person) so you can introduce them to your mentor. Also ask, so are we confirmed, yes or

INVITATION:

1. **Connection:** Listen, understand, be interested vs. interesting

2. **Develop their WHY:** "So you want to be able to do....[paint a picture]"

3. **Emotionalize their WHY:** "How does it make you feel when....?"

4. **Edification:** Create an emotional connection between prospect and mentor you wish to introduce (based on personality type). "I want to have more ____ too, and my mentor is helping me do that. He/ she can help you too."

5. **Make the invitation:** Give options so they feel in control, then narrow down date

6. **Confirm the date:** Repeat the date and time. Offer to pick them up (if in person) so you can introduce them to your mentor. Also ask, so are we confirmed, yes or no?

#1-- Weekly Opportunity Meeting

#2-- 3-Way Call

#3-- Email Video Link & Follow-up
IMMEDIATELY with a Phone : "If I send you a video, when could you watch it?"

CLOSE:

"Now's your time. Let's get started.
I'm ready to take your application."

TRAIN:

1. EMD in 1 week
2. SEMD in 30 days

GET PLUGGED IN: EVERYTHING YGY

1. Business Training
2. Product Training
3. Resources