

# Contact & Invite Scripts

A Guide For Creating Interest

Rhythm of the Business

*DAILY*



## INTENTION + MECHANISM = RESULTS

There are many mechanisms available that can be used to take someone through the Evaluation & Alignment Phases, however, their **willingness** to even enter this process is MOSTLY based on the *intention* – especially YOUR overall intention behind the actions, or words...

## IT ALL BEGINS HERE!

100% Intention = 100%Results

“We make a living by what we get, we make a life by what we *give*.”

...Sir Winston Churchill

**Be Critical –**

***Form the habit of asking yourself “What is my intention?”  
before taking any step with a Contact!***



## INTENTION -vs- DESIRE

*“... A purposeful plan to perform an action, which will lead to a desired outcome. Unlike desire, which means simply focusing on an outcome, without a purposeful plan of how to achieve it.”*

*... Lynne McTaggart, The Intention Experiment*

- Intention is like a magnet. It has the power to ‘attract’ the support of all that’s in harmony with it – so think BIG!
- A BIG idea will attract people who think BIG! (*especially one that warrants the active participation of others*)
- Defining it and Getting Aligned with it sets up ...The LAW of ATTRACTION

## What’s the BIG IDEA?

*...powered by Nikken*

***(Not to be confused with YOUR personal motive! – see Workbook)***

Q. *What do you do?*

A. *I am building an International Organization that builds Wellness Homes!*

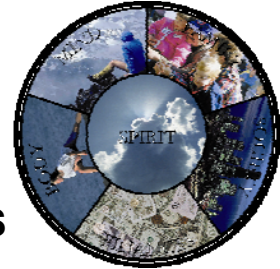
*... Royal Diamond, Michael DiMuccio*



## A MICROCOSM OF THE MACROCOSM

**Masuda gave us a Huge Idea...**

**Humans Being More through the 5 Pillars of Health: GLOBAL WELLNESS**



We EXPERIENCE Masuda's Big Idea in HBM Training, and when we give & receive a "Masuda Rollout" & when we give and receive a Masuda hug. We learned the formula for getting in touch with our own Big Idea in HBM with the  $I + M = R$  Formula, where I (intention) = 100%. Intention is a way of saying we need to get totally in touch with our own Big Idea - what drives, motivates, inspires us? For many, maybe most of us, it has to be bigger than us, bigger than our personal motives.

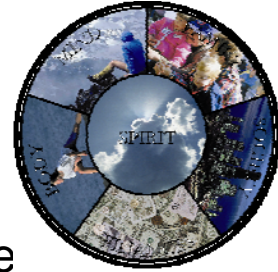
Building our Nikken business ALSO needs to be inspired from a Big Idea. That's how Masuda got off to such a huge start with Nikken - it wasn't about Masuda it was all about his Big Idea! When we duplicate this, we too will be successful because we're duplicating the passion of global wellness, regardless of how small or large our piece of "global" we are linking to.

Mechanism/method is the *means* not the inspiration. It doesn't drive or motivate for the long term. For the long term, we require strong vision, a Big Idea that's bigger than us - bigger than reaching any pin level, income level or earning any incentive. **So what's the big idea that inspires you and will inspire others to enrol in helping to achieve it?**

Start with the idea of being healthy yourself... then facilitating your family and friends to become healthier and maybe expand it out to your community. Maybe you're driven like Masuda to spread wellness globally. If that inspires you, you are a candidate to build a global Nikken business. *Your needs will be taken care of in the process.*



## A MICROCOSM OF THE MACROCOSM



With Nikken's intention to promote The 5 Pillars of Health, by creating Wellness Homes on every Street in every Community around the Globe

***What will be the **contribution** you and your Partners make to this Global Vision that warrants the building of a large Nikken organization?***

- whether 500; 5,000; or 50,000 Wellness Homes - by when?
- or perhaps, Wellness Classrooms?
- or, Wellness Workplaces?
- or, Wellness Cottages?
- or, Wellness Boats?
- how about, Feeding the hungry?
- or, Wellness Homes for the poor?
- ... the list is endless!



**What's the BIG IDEA?**

**...powered by Nikken**

Define it and Get Aligned with it - The LAW of ATTRACTION will ensure the right people are inspired to join – if it is communicated with 100% *clear* intention!





**Do NOT underestimate the importance of the preceding pages... They form the basis of Aligning your THOUGHTS, WORDS and ACTIONS.**

In completing the Workbook and reviewing the support material, you will have aligned the following:



Nikken's (macrocosm):

Your Team's (microcosm):

Your (personal):

**PURPOSE**

**VISION**

**PLAN**

**Getting INTENTION Aligned sets up...**

**The LAW of ATTRACTION**



### GETTING STARTED on EXPANDING MY NETWORK

**Where will my large organization come from?**

**Hot Market** - MyContact List (Top 30) - People you know and who know you

**Warm Market\*** - Referral Market – People your Contacts, Clients and Partners know (This is *their* hot market, where you'll find 95% of your new contacts.)

**Cold Market** – People you don't know, but who are one *qualifying* conversation away from being in your Hot Market (3ft rule, ads, niche markets)

**\*ASK and it is GIVEN: An Endless Supply**

A new Partner = 100 referrals (their MyContact List)

A new Client = 5 referrals

A Connector = 1 referral

**Fact: As with ALL Partners, the process started for you, with YOUR name being added to your sponsor's MyContact List ...**



### Build your MyContact List

#### WHO

There are many people you know - and people *they* know - who are looking for better ways to manage their health or financial challenges.

Every Royal Ambassador business begins the same way – with a ‘hot’ list of contacts we know personally. Yet, before long, it reaches out into the networks of others we once didn’t know.

*Who you know REALLY does matter - and more so who THEY know!*

**So take the time to *build* your initial contact list.**

Use the MyContact and Memory Trigger Lists found in the New Partner Trak Tool Box – Business Forms section. Keep a pen and pad handy at all times, because it will be an ever expanding list, you’ll think of names at the oddest times and want to clear your mind for more.

***Work towards building a list of at least 100 names.***

***This is what you’ll also be asking others on your team to do!***





### **Pre-Qualify your MyContact List (Select TOP 30 – A List)**

#### **PURPOSE**

Once your list is prepared, you are ready to give some thought to your approach when first contacting these people. This will be based on your *feel* for what they are best qualified...

- **Are they a potential Partner?**
- **Or a potential Wellness Home Client?**

When this has been determined, your next step is to prioritize your potential Partner list – those most capable of building a significant business if they had the desire\* to do so. This is your TOP 30 List.

#### **Asset? (A List)**

Ask yourself: Would you say this person is influential, resourceful, has a large contact base, successful in business, all the things that would make a Diamond or Royal Diamond? If these people could see what you see... they would definitely be an asset to your business and belong on your A List.

***\*Fact: The more successful someone is, the easier it is to contact them, the more open they are and willing to help... it is all based on your approach.***



## Review of Approaches

### HOW

You will want to decide the best method to make the initial contact for each person.

• Phone • E-mail • Drop-by • Mail (see page 16 for Phone options – page 23 for E-mail options)

### WHAT

During that first contact, it is important to **have, or use a well rehearsed script** when asking for the first meeting. This is their first impression! The following are points to consider...

#### WHAT is your goal in that first contact?

- to set a one-on-one meeting?
- an ABC meeting?
- to invite them to an event – i.e. Wellness Home Briefing / Nikken Health Break?
- or, to send them to an on-line presentation, a Web Cast; or an info pack?

#### WHAT presentation is best to use?

- For Individuals & Personal Contacts
  - Partnership Offering™ / Health Break™
- For Medical & Health Care Professionals
  - Sleep Consultant Program™
- For Spa, Hotel, Bed & Breakfast Industries
  - The Wellness Room Program™

*Any script you construct or use should include the following Formula for creating interest. The addendum section of this document has the script writing broken down into details.*

**Contact & Invite Scripts = Creating Interest Formula**  
**(My Motive + Their Motive + The Offer)**



# Contact & Invite Scripts

## *Creating Interest Formula*

### **My Motive**

(My Motive + Their Motive + The Offer)

We now know logistically why a person has made it to your top 30 list: that it's based on their influence, business savvy etc...

But now we want to know a different why... **Why do you like them?**

We are looking for **heartfelt** statements such as:

- Passionate
- Helpful
- Cares about people
- Admired
- Respectful
- Trustworthy
- Family Man
- Finds a Cause and Sticks with it
- Driven to succeed
- Has great integrity etc...

***Example: “(Name), I have come across something that I’ve become very passionate about, that I feel is important and worthy of your attention. I thought of you because of the respect I have for you and the passion you have for people. You’ve always impressed me as someone who really cares - the way you help others, which in all honesty, is a quality I very much admire about you ...”***



# Contact & Invite Scripts

## Creating Interest Formula

### Their Motive

(My Motive + Their Motive + The Offer)

Based on what we know about the person - or what they have revealed to us during a conversation – here's where we suggest **two possible benefits** they might receive by partnering with us in this worthy idea.



Again we're looking for **heartfelt** statements that address **THEIR needs/desires**:

- To help people in a meaningful way
- To have the freedom of time to...
- To have the money freedom for...
- To contribute to a worthy cause
- To rise to a challenge
- To have fun
- To deal with a health issue
- To fuel their own BIG idea
- (To Balance 5 Pillars!) ...

**Example:** *“With your involvement and influence (Name), I know this is a way we can make a meaningful difference in lives of many people. And I also know, with that in mind, the rewards would be equally great - significantly more than just financial... although that's there too!*  
***Does any of this interest to you, so far?”***

***They ask – “What’s this about?”  
... continue with The Offer...***



# Contact & Invite Scripts

## Creating Interest Formula

### The Offer (Partnership)

(My Motive + Their Motive + The Offer)

The goal is to **sell the process**. You're not going to have this person agreeing to build a Nikken organization in 15 minutes. You're inviting them to evaluate a business and asking them to commit to reviewing the information (in a chosen format). After which, they'll discover whether Nikken is for them, or in what manner they may be able to help us.

- Don't mention Nikken, magnets, network marketing... just talk about the fact that you have an idea you feel very strongly about
- that you feel very strongly about this person you're calling and who they are as a person
- that you know there are some things that are important them, and that this idea would enable them to contribute to and fulfill this need.
- that you appreciate that this might not be for them and you're calling them anyway because you're looking for their help

- Always begin the offer with:

*“(Name), although this may not be for you, I would really love for you to consider helping me... I’m putting together a team of like minded people, who are committed to living an extraordinary life. We’re in partnership with the world’s #1 provider of Wellness technology and believe... (the BIG Idea). All I’m asking from you - is to check it out – the business, the products that drive the business, and the plan. If after that, you find it’s not for you, perhaps you can still help - by considering who you may know that I should be speaking with... fair enough?”*

- Now set the appointment to...

The bottom line is you want to inform them, by being up front, open and honest. Let the information process do the ‘selling’! That’s the key.





# Contact & Invite Scripts

## *The Initial Contact - Phone*

Now we have a contact, we know what the motive is for contacting them, and *all of it is true*. We've established they would be an asset for the company if we could encourage them to join us. We've looked at what would be a possible motivation for them to evaluate this and are clear about what it is we're asking them to do... now we have to make the initial contact.

### **BY PHONE: Who will make the call?**

- Will you be on the phone doing it on your own?
- Or is your Coach standing by while you talk?
- Or is your Coach doing the call with you (ABC)?
- Or is your Coach calling while you stand by listening?

**SUPPORT TOOL:** If you haven't done so, listen to the *Contact & Invite* CD with Michael DiMuccio (Item #933 CD) as well, *Making Contact and Easy as ABC* CD with Michael DiMuccio & Marty Jeffery (Item #AUD003 -001 CD) available through [www.teamtools.ca](http://www.teamtools.ca)

### ***Example – New Partner making the call:***

#### ***Start the Call with:***

***“Hi Susan, have you got a couple of minutes? I know your time is short which is why I don’t want to get into too much detail with you, but I’ve come across something I’m very excited about – in fact passionate about - and I believe it will make a difference in the lives of many people. And I really believe its something that’s worth your attention.”***



# Contact & Invite Scripts

## *The Initial Contact - Phone*

They will usually respond with WHAT IS IT?

*“Well the reason I called you, is because I know how much you like to help people and that’s one of the reasons why I’m involved. There’s an opportunity to help a lot of people and we can make a difference - not only in their lives but we can also make some money. You came to mind because of our association (our affiliation)... I’m very passionate, you’re a very passionate person, I’ve enjoyed working with you (being in your sphere of influence) and sharing that time with you... and I’m looking at bringing people of your caliber back into my life, and I think this is a means by which I could do that.*

*Now if you’ve got a few minutes, I’d like to pop in, come and see you personally” (one option)...*

**Continue the Call with:**

*“Susan I would like to invite you to evaluate the business I am building and the technology we are introducing to the world. I know the more you know about what we’re doing, the more you’ll want to know and will consider ways you could help us with that. Again this may not be for you, but you may know someone we should be speaking with... is that fair?”*

Continues on next page...



# Contact & Invite Scripts

## *The Initial Contact - Phone*

**(second option)** Point her to a Wellness Home Briefing to be held at your home, or your Partner's home.

*“Susan, we’re putting a team together, equally focused, equally committed on helping other people, and we’d like to include you in that meeting where we can give you more of the bigger picture.”*

### *Example – Coach making the call:*

*“Hello Gary. My name is Mike DiMuccio. You don’t know me, but we have a mutual friend, Susan Wentworth. Well, Susan and I were talking about something we’re very excited about and we decided its worthy of your attention. When I talked to Susan about why we would be contacting you, she said she loves the idea of being involved with you and bringing you back into her life... She said you’re such a caring person, that you’re the first person on the job - would that be true of you? (pause for answer) She said that if you see what we see, not only would we have the opportunity to help a lot of people, we might even make some money at this. Would that be of interest to you?...”*

*“We would like to introduce you to our partner: the World Leader in Wellness Research and only provider of Total Wellness through a concept called The Wellness Home... ”*



# Contact & Invite Scripts

*ABC or 1-on-1*

## **Example Script:** to invite a potential Core Partner to an ABC appointment (your guest, you and your Coach):

Hi \_\_\_\_ (Julie) \_\_\_\_\_, how are you doing?  
Listen (Julie), I have my business cap on tonight, do you have a quick minute? I've just started a new business that I'm very excited about. I believe it will have one of the biggest if not the biggest impact on health over the next 20 to 30 years and very few people know about it! (*the BIG Idea*) My partner and I are looking for a few key partners in the area and I thought about you. (*State your motive*)... (*State their motive*)... (*Make the offer*)... (Julie), this may not be for you, however, it will take about 45 minutes to go over things in our first meeting, although you will probably have a sense if this is for you within the first 10 minutes. If you like what you see, we can book more time to go into detail later on. And, if you find it's not for you, perhaps you can still help! While evaluating this, please consider who you may know that I should be speaking with ...fair enough? Now... I have some time on Tuesday morning or Wednesday evening... would either of those times work for you?

**A - Upline/Coach**  
**B - New Partner**  
**C - Contact (guest)**

## **Alternative (your guest and you):**

Same as **the ABC invite** except instead of: "*My partner and I are looking for a few key partners...*", say: "*I am looking for a few key partners...*".



**Example Script:** to invite a potential Core Partner to a private event such as a Wellness Home Briefing (business in-home) using the agenda in the New Partner Tool Box:

Hi \_\_\_\_ (John) \_\_\_\_\_, how are you doing?  
Listen (John), I have my business cap on tonight, do you have a quick minute? I have just started a new business marketing Wellness Homes that I'm very excited about. I believe it will have one of the biggest if not the biggest impact on health over the next 20 to 30 years and very few people know about it! (*the BIG Idea*) I'm looking for a few key partners in the area and I thought about you. (*State your motive*). (*State their motive*). (*Make the offer*)... (John), this may not be for you, however I would love your feedback and help. What I'm asking, is for you to check it out – the business, the products that drive the business, and the plan. And, if you find it's not for you, perhaps you can still help! While evaluating this, please consider who you may know that I should be speaking with ...fair enough? My partner and I are hosting a private overview of the business and tour of the Wellness Home Concept this Wednesday night from 7:00 to 8:30pm. Would that work with your schedule?

**Alternative (*public* Wellness Preview\*):**

Same as the **Wellness Home Briefing** except:

“My partners and I are hosting an informal gathering to overview the business and showcase the Wellness Home Concept this Wednesday night from 7:00 to 8:30pm. Would that work with your schedule? ...”





# Contact & Invite Scripts

## *Nikken Health Break (Product Night)*

**Example Script:** to invite a potential Client to a local event such as a Nikken Health Break (product in-home) using the agenda in the New Partner Tool Box:

Hi \_\_\_\_ (John)\_\_\_\_\_, how are you doing?  
Listen (John), I only have a couple of minutes, do you have a quick minute? I have just had my home certified as a Wellness Home and I'm very excited about it! I believe it will have one of the biggest if not the biggest impact on my health and my family's health (*the BIG Idea*). (*State your motive*)... (*State their motive*)... i.e. I know you are really interested in ways to improve your health and thought you would want to be here when the Wellness Home Expert comes over to explain all of the benefits to us. These technologies are having great results with things like sleep, back problems, breathing problems, joint problems, headaches, stress etc, etc. Do you know anybody with those kinds of problems John? (Wait for answer, almost always 'yes') ... (*Make the offer*)...I'm inviting a few friends to come and learn about ways ...

We can improve our health, right here in the privacy of our Home. This is just an information session so I want people to leave their checkbooks at home, no obligations here. The session is this Wednesday at 7:00 pm and goes till 8:30. Does that work for you?

### **Alternative (your guest and you):**

Same as the **Client invite** except: "I know you're really interested in ways to improve your health and thought you would want to see the latest. I'd like to share with you what I've learned..."



# Handling Questions or Objections

## *While Inviting Guests*

### **Q. Is this Network Marketing?**

A. It's a business that markets wellness homes. The way we're compensated is through a network income model, and we operate through a professional system similar to one used in the franchise industry.

### **Q. Well Joan, I'm really busy right now!**

A. I can totally understand that John. Like I said, this may not be for you, however, I've learned that busy people always make room for things they consider to be a priority. In any case, you'll probably know within the first 10 minutes, whether or not, this is worth investigating further. Is there a time next week that would work better for you?

### **Q. Well Joan, I'm really busy right now, do you have a website I could go see first instead?**

A. Absolutely John. I'll send you an email invitation. The link starts off with a 4½ minute flash presentation designed to get you thinking about the wellness industry, and entering the site afterwards allows you to review further information that will give you a taste of what we're offering. You will need my access code which is:\_\_\_\_  
After which, if you're interested, we can get together to go through everything in greater detail.

***They say:*** Sounds good!

***You say:*** When would you like me to follow up with you?



**For more on this, review the FAQs link in the New Partner Tool Box.**

### **BY EMAIL: eVites**

Use the following eVite invitations for all steps of the Partnering Process – both as invites and follow up email. Go to [www.wellnessnetwork.com/evites](http://www.wellnessnetwork.com/evites) and simply click on the email you wish to forward, enter your name and email information, your personal message, names and email addresses of the people you wish to send the email – it is that simple – and it is FREE!

**NOTE:** The main email image and message can not be edited. You can only send up to 5 emails at a time. We recommend you send yourself an email message as a test to review each eVite. Refer to the **eVites Overview and How to Guide** in the New Partner Tool Box.

- eVite 1 Partnership Offering Invitation
- eVite 2 Wellness Home Briefing Invitation
- eVite 3 Wellness Home Briefing Follow Up email
- eVite 4 Strategy Session Invitation
- eVite 5 Strategy Session Follow Up & Alignment Phase Meeting

#### Other Available eVites:

- eVite 6 Conference Call / Web Meeting Invitation
- eVite 7 Monthly Wellness Event Invitation
- eVite 8 Nikken Quarterly Event Invitation – for guests



# Follow Up

## On-line eVites

### Partnership Offering



## New Partner Tool Box

You have been invited to evaluate our Partnership Offering

**Partnership Offering**  
Wellness Home Briefing

The health care system in developed countries around the world will not be able to handle the demands due to the aging global population. The "Perfect Storm" is directly headed at the health care system. The solution - we MUST shift to Wellness - there is NO other choice!

Global challenges create global opportunities. We are looking for Partners to help us achieve a worthy goal of creating one million Wellness Homes around the world. A goal that will positively impact millions of lives around the world while creating billions of dollars in shared revenues.

By clicking the link below, you will be invited to view a 4 minute overview to our Partnership Offering. Afterwards, if interested in learning more, you will be giving access to detailed on-line presentations to properly evaluate and validate the Business, the Wellness Home Products and our unique Business Plan and global expansion strategy.

[Click here to view our Partnership Offering](#)

### Wellness Home Briefing

You are Invited ... To our Wellness Home Briefing Event

*(please see event details above, be sure to confirm your attendance via phone or email - Thank you!)*

**The Wellness Home**

You will discover:

- The overall scope of the Wellness Industry
- The Wellness Home Concept
- The Wellness Home Company
- The Wellness Home products & technology
- An overview of our global vision and expansion plan.
- The next steps to receiving the information you want.

The Wellness Home Briefing is the first step in an Evaluation Process in a unique and special Partnership Offering. We will do our best to provide a fun, relaxed environment that promises to be informative, educational and worthy of your valuable time. You will not be pressured to make any decisions other than deciding what you would like to do next.

In the meantime, click on the link below and view a 4 minute brief overview of our Partnership Offering.

[Click here to view presentation](#)

We thank you in advance for your consideration for joining us.

### Follow Up to WHB

Thank you for attending our Wellness Home Briefing. I trust it was worth your time and hope you gained some valuable information.

Here are a few links to learn more about the Nikken Wellness Home Products and interesting information about the Wellness Industry, the Company Nikken and the Network Marketing Industry:

[Vision for Wellness](#) Click on the image to enter the Partnership Offering site. Here you can view several presentations about the Business, the Products and the Plan. For the access code, see my message above.

[Can magnets really help diabetic neuropathy?](#) Click on the image to learn more.

[Click images to Review Articles](#)

**Additional Links of Interest:**

- Nikken's Office of Home Page
- Nikken's Sleep Center
- Nikken's Body Balance Weight Loss Program
- Nikken's Junk Green/Jenny
- Nikken's 1/2 Phone In Knowledge
- Nikken's Whole Food Revolution
- Nikken's Lactoferrin Gold 5.0
- Nikken's Wellness Nutrition
- Recent new Wellness Home product announcements
- US Nikken Virtual Catalog
- CDR Nikken Virtual Catalog

If you have any further questions, please do not hesitate to ask.

### Strategy Session

You are Invited ... To our Strategy Session

*(please see event details above, be sure to confirm your attendance via phone or email - Thank you!)*

**Why attend the Strategy Session?**

You will discover:

1. The Business Model
2. The Wellness Trak Operating System
3. The Business Plan - \$50K/\$150K x 6 Generations
4. The Nikken Compensation Plan - Ways to Earn
5. The Launch Strategy
6. Investing in your Business
7. Return on Investment:
  - Active Income
  - Reproductive Income
  - Passive Income
8. Support to help you learn, build and sustain growth
9. Q&A - meeting other partners

This third and final step in our Evaluation Process is designed to help you evaluate and validate the Business Plan with a focus to have ALL your questions answered. You will then be 100% informed and can make the decision that's right for you.

### Get Aligned Meeting

Thank you for attending the Strategy Session meeting. You have now officially completed the Evaluation Phase of our Partnering Process. The second phase of the Partnering Process is the Alignment Phase. This phase helps prepare you in launching a successful business with Nikken. It starts with the Get Aligned Team Meeting - see below for an invitation to this meeting.

You are Invited ... To our Get Aligned Team Meeting

*(please see event details above, be sure to confirm your attendance via phone or email - Thank you!)*

**WORKBOOK**

**Why attend the Get Aligned Team Meeting?**

Think of this meeting as your "Getting Started" meeting. Using the Wellness Trak Workbook and Nikken 90 Day Planner as our guide, we will help properly prepare you in a way to ensure you create YOUR personal success story in the first 90 days of launching your business!

You will meet other key successful partners during this meeting either live or via webcast or conference call.

Before attending this meeting, please complete the following:

1. Section I, II and III of the Wellness Trak Workbook - [click for free download](#)
2. Review the "Investing in Your Business" guide - [click for free download](#)

[Forward email](#)

### Nikken Health Break

You have been invited to evaluate our Wellness Offering

The health care system in developed countries around the world will not be able to handle the demands due to the aging global population. The "Perfect Storm" is directly headed at the health care system.

The solution - we MUST shift to Wellness - there is NO other choice!

There has been a Major Breakthrough in Wellness and we want to share it with those we care most about.

Please join us for:

**the NIKKEN health break**

(see details above)

You will discover:

- The Value of Total Wellness
- The Wellness Home concept, products and breakthrough technologies
- The World's #1 Wellness R&D Company and only provider Total Wellness

**Why attend a Nikken Health Break?**

- Hear stories of families impacted by living in a Wellness Home.
- Plan - you can experience, see, touch and smell the products at the Health Break.
- Learn how to improve your overall health and wellness in a comfortable, pressure free environment.

We thank you in advance for your consideration for joining us.

In the meantime, click on the link below and view a short 4 minute overview of why this information is so important to learn about right away.

[Click here to view](#)







**In a word – LEVERAGE**

**At each critical step in the process ...period!**  
Not only will you leverage the credibility and experience of others, but you will learn how to keep the person engaged and moving forward in the process... even if it only results in ONE new name!

**Q. I'm not sure this is for me? (As a follow up, or before a decision!)**

A. I appreciate that. However, if this was something you were going to commit, whole heartedly to, who would be the **ONE** person you would most want involved with you? (or who you feel would be great at this?)

**Remember you asked up front for this as a way they can 'help'!**





### General information about scripts:

First, do not be attached to the outcome of the call. Expectations will bring disappointment. If you see every call as a possibility versus an expectation you will not be disappointed. People will feel this from your energy (your tone and physiology). They want to feel at the end of the evaluation process that if they choose not to join, you will not judge them negatively for that decision. This way, people will be attracted to learn about what you have to offer because they won't feel there is a hidden agenda of "wanting them to join", only a process of evaluation. They want to feel that you would like them on the team, but not that you *need* them on the team.

### Understanding scripting: There are generally 6 parts to a good script:

1. **Permission statement:** *example:* Is this a good time? or Do you have a quick second...?
2. **Transfer enthusiasm:** because you are sold yourself, and therefore it's not fake but real enthusiasm
3. **Give honest compliment to your prospect – your motive:** it establishes why you are calling "them"
4. **Suggest what you see in it for them – their motive:** it establishes why they might benefit from the information
5. **Offer a disclaimer:** that there is no obligation...and mean it. The prospect needs to feel that they have real freedom to investigate what you have to offer. If not, they will move away... no one likes to be pushed. Do not be tied to the outcome of your call, this takes away their freedom to choose without pressure.
6. **Call to action – the offer:** ask what you want from the call

Understand that what we offer is very powerful and is worth people's time. Again, if someone feels that they can go through evaluating this business without pressure or emotional attachment from the person approaching them, the better the chances that the person will take the time to investigate what you have to offer. People need to know that you would appreciate them being part of your team but that ultimately their decision is the right decision for both of you.

*Their decision is the right decision;* our job is to ensure that they have enough information to properly assess the value of this for themselves. Remember that this is a sorting process, not a convincing process. The proper tools will facilitate this delivery of information to make it simpler and more duplicatable.



### The TOP TEN – Getting it Right!

- The value of your time and their time is critical! Ensure that if **you're going to see** their top ten, they really *are* their top ten.
- Your new Partner has qualified a list of their 'TOP 30', but may not really know what it means to be a top ten, because there's no context.
- Your new Partner may think their top ten is who *they* can influence to get into the business, people they want to convince (to convince, themselves, they made the right decision!)

### Putting it into Context

Who is in a top ten list? *Someone that you would want them to take you to see...*

First establish the context with your new partner, because their idea of their top 10 may be different than your idea of a top 10 list. To help them make the distinction, you could ask...

***“If I was running for President of the United States and was looking for a Vice President, of all the people you know that are influential - in any field of work they're in - of all the people you know, who would be a candidate for me to talk to, about being a running mate...? Who comes to mind? ...Who would be such a person?...Any one particular person?”***



### The TOP TEN – a.k.a. ‘The Chicken List’

- Ask questions to get their top ten.
- Notice you asked “if **I** was the one who was looking for a VP”...makes them think!
- Who would you put in front of Michael DiMuccio, or Reid Nelson, or another Royal Diamond?
- Your new Partner sees Michael/Reid in a different light than they see themselves.
- Because they respect Michael or Reid, your new Partner will mention a *few* names from their MyContact TOP 30 List - people they respect and admire.
- They may even think of names they would never have considered! This is more likely to happen when you ask pertinent questions.

You have just created CONTEXT! ***NOW, CONTACT THEM TOGETHER – ABC!!***

### Product / Technology Demos

You'll find the Product Demos document in the New Partner Library – Product Knowledge section of the Trak. Since this is a critical component to *creating interest*, be sure to properly instruct your new Partner on how to do effective mini-demos. It is the key to breaking down any resistance in the initial meeting and gives them the tools to expand their list anywhere they go.



### PROSPECTING PROCESS -vs- PARTNERING PROCESS

- **Cold Market Prospecting** first begins with the art of **ATTRACTING** New Contacts.
- **Prospecting** is then the process of *interviewing (qualifying)* a New Contact, through some form of dialogue and Q&A, to determine if and WHY (Your Motive + Their Motive) they should be added to your MyContact List. In other words, going from being **Cold** to being **Hot**. ONLY THEN the...
- **Creating Interest Stage** begins with the **C/I Script**... and the Partnering Process initiated.
- **The Partnering Process** sorts them into the categories of Client, Partner or Core Partner.

#### Hot Market

MyContact List → → Pre-Qualified Contact → C/I → Partnering Process

#### Warm Market

Referral List → → → Pre-Qualified Contact → C/I → Partnering Process

#### Cold Market

Attracting → Prospecting (Qualify Contact) → C/I → Partnering Process

Prospecting = Interviewing & Qualifying

Partnering Process = Sorting (C, P, CP)



## EXPANDING MY NETWORK

Your ability to put people on a list, call them and book an appointment is the most critical thing you must do to succeed. What would happen to your business if everyone on your team was seeing a lot more people!?!?

There is a book that will significantly help you and your team to succeed:

**"Double your Contacts"** - by Michael J. Durkin, is a book that works on the foundation of achievement...our belief. At the beginning of the book Michael Durkin states that: "I am going to teach you the belief systems that you will need to be successful at contacting and booking meetings...you are in the prospecting business! Accept it and don't ever forget it...you must get face-to-face with a steady stream of *qualified* prospects. Once you have developed this ability, there is nothing that can stop you from being successful!"

This book has some powerful stuff to help a person evaluate and rewrite Belief Systems that create success.

Go to [www.doublingyourcontacts.com](http://www.doublingyourcontacts.com) to obtain your copy.





### OBSERVATION – 3 FOOT RULE

Keep a list of the 5 key attributes you are most looking for in a partner. Now observe the people around you for those who impress you with one, or more such qualities:

*Example - Talking to a Stranger Who has Impressed you:*

*“Listen I have to tell you I’m very impressed by you. The way you’ve taken care of us, your demeanor and how you’re so on the ball with things, really impresses me. My associate lives here in Brisbane, we’re here on business setting up and expanding our business and we’re looking for people who really get it. And you impress me as somebody who, given the right opportunity, could really go places. We don’t really have the time now but if this sounds like something you might want to know more about, give Kathy your number and she can call you to set up an appointment and tell you more about it next week. Would that interest you?”*

**4 things that a cold prospect wants to know when you call:**

- Who are you? (what is the connection or common interest)
- Why are you calling? (your motive – from your observations)
- Why are you calling “me”? (their motive)
- What do you want from me? (the offer)



# Contact & Invite Scripts

## *Sleep Consultant Program*

### **Script for cold market contact with a Health Care Professional using the Sleep Consultant Program:**

Ask to speak with the practitioner but if they cannot take the call it is your job to sell the idea of the program to the 'person who answers the phone'.

"Well, the reason for my call is that I work with a team of practitioners that have developed a program called the Sleep Consultant Program. The program was developed to provide Health Care Professionals with a new approach for assisting patients or clients who suffer from inadequate or poor quality sleep. By introducing the "Sleep Consultant Program" in your clinic you could offer a possible solution to your patients with no health or financial risk (the program offers a "try before you buy" methodology). In addition, the Program can create a revenue stream, without being in conflict of interest and without requiring a significant investment of time or effort on your part.

I was hoping to arrange a 20 minute meeting with.... to discuss the Program in detail – to see if there is a fit within your clinic".

### **Common questions you may get from this script:**

Q. Is this to promote a product?

A. The SCP focuses on two areas of value – first, is an Educational Program that is designed, developed and delivered by Health Care Professionals – This Seminar is to Help educate your patients on the importance of Sleep, the impact it has on their long term health and provide potential lifestyle modifications they can do to help obtain better quality sleep.

The program also gives Patients an opportunity to have a free no obligation trial of a sleep system that has been chosen by our team of physicians as the best designed to assist with better sleep restoration.

Q. Do you have a website or can you fax us something?

A. Yes, we have an on-line presentation that provides an Overview of the Program, the different options of how it can be integrated onto a clinic, as well as the Educational Life Seminar program on sleep that is designed, developed, and delivered by Health Care Professionals.

Go to <http://scp.visionforwellness.com> and input this access code: \_\_\_\_\_. This site will give you an overview of the Program and we can certainly follow up with a live get together after to go through the details if you are interested.

*They say: sounds good*

*You say: when would you like me to follow up with you?*



# Contact & Invite Scripts

## Wellness Room Program

### **Script for approaching someone in charge of Hotel, B&B or Spa using the Wellness Room Program:**

Hello, my name is \_\_\_\_\_. The reason for my call is that I work with a group that has developed a program called “The Wellness Room Program”. The Program was developed to allow establishments such as yours to offer a unique service that provides value to your clientele and, at the same time, can increase revenue for your business.

Baby boomers are spending billions of dollars each year in the industry that a leading economist has called the “Wellness Revolution”.

The Wellness Room is an integration of unique technologies that provide your guests with an enhanced experience while staying in a room that is designed to offer health benefits. This allows you to meet their wellness demands as well as capitalize on the opportunity.

I was hoping to arrange a 20 minute meeting with (you) to discuss the Program in detail – to see if there is a fit with your establishment.

### **Common questions you may get from this script:**

Q. It sounds interesting but is there a website where I can get more information?

A. Certainly,

Go to <http://wrp.visionforwellness.com> and input this access code: \_\_\_\_\_. This site will give you an overview of the Program and we can certainly follow up with a live get together afterwards to go through the details if you are interested.

*They say:* sounds good

*You say:* when would you like me to follow up with you?

