

Tim Sales' INVITING FORMULA

From the *Professional Inviter*

PART 1. GREET

The purpose of Greeting is to get your prospect willing to talk freely and openly to you.

PART 2. QUALIFY

The purpose of Qualifying is to find out what the prospect needs, wants and doesn't want as it pertains to your business.

PART 3. INVITE

The purpose of Inviting is to ask your prospect to review information that can help them achieve what they've stated they need, want, or don't-want from the qualify section.

PART 4. HANDLE QUESTIONS AND/OR OBJECTIONS

The purpose of Handling Questions and Objections is to get the prospect beyond the questions and/or objections which are apparently stopping them from attaining what they've stated they need, want or don't want.

PART 5. CLOSE TO ACTION

The purpose of the Close to action step is to conclude or complete what is currently being said or done and then start putting your prospect's needs/wants/don't-wants into existence.

PART 6. FOLLOW-UP OR FOLLOW-THROUGH

The purpose of the Follow-Up is to re-contact your prospect and move him/her towards what they've stated they need, want or don't-want. The purpose of the Follow-Through is when your prospect indicates readiness to act (join, enroll, sign-up), then you follow-through by delivering all they need to get what they've stated they need, want or don't-want.

The TEN COMMUNICATION QUALITIES

By Tim Sales From *Professional Inviter*

1. Be interested in the prospect.
2. Do not be distracted by anything.
3. Have a sincere, friendly facial expression.
4. Use the correct amount of assertiveness.
5. Communicate easily – no tension, strain, fakeness, sounding rehearsed, stuttering or hesitating.
6. Make sure your body doesn't distract the prospect.
7. Tell the truth.
8. Know what you're talking about.
9. Communicate at the prospect's level of understanding.
10. Have the intention to make the person's life better.