

BUSINESS INVITE

Private Small Group Presentation

By Gary Mooers

Important points: (Review these points prior to making the call.)

- **The purpose of the call is to set an appointment**
- **Use F.O.R.M. (Family, Occupation, Recreation, Money)**
- **Stress urgency (...I only have a minute...)**
- **Compliment the prospect (must be sincere)**
- **Invite**
- **Be very brief.**
- **DO NOT for any reason give out any information about Rexall, the business or anything. Keep them in suspense. If they keep pushing, you have two choices. (1) You can tell them that if you start talking it's going to take 45-60 minutes to explain everything and that you doubt they or you have the time. Make a viable excuse to postpone the discussions till the meeting day. Or, (2) You can ask them if they have five minutes, and patch them into a pre-recorded telephone call, describing our business and products, then ask for the appointment.**

“Hi (Name), this is _____ . How are you doing?” (Carry a casual conversation based on F.O.R.M.)

“Well I know you are very busy and I am just running out the door myself. You know, (name), I have always had a lot of respect for you, and I called you because I am launching a new business. I was thinking of people I would really enjoy working with and I immediately thought of you. Would you be open to looking at a way to increase your income, if it didn't jeopardize your current career?”

If they ask for more information, answer with:

"I'm working with a new division of a 104 year old company, helping them launch their home based business division. I've never seen anything this promising in my business career. Do you have five minutes right now?... Great, hang on and I'll conference you into a recorded overview of our project..."

3 way prospect into one of the five minute overviews...

After the 5 minute call, say:

“You know, what's really exciting about all this is that the Baby Boomers are all getting older, and are all concerned about heart disease, cancer,

**Alzheimer's, arthritis, overweight, and on and on. Do you have any concerns in these areas?" (Now be quiet until they answer.)
(Give them a chance to elaborate.)**

Well, we are in front of that huge wave coming across the U.S. and Asia. We'll be launching this business on _____ night at my house. Could you rearrange your schedule to be included?

Wait for answer... (If that evening doesn't work for them, set up a 1-on-1 or 2-on-1 appointment.)

Great, we will be starting at 7:30, can you get there about 15 minutes early? I have someone I'd like you to meet before we get started..."

"Very good; by the way this will be a small select group and if anything happens to keep you from making it, will you give me at least a 48 hour notice so I can have someone (take your place/else join us)?"

Schedule the appointment

"Oh, by the way, if you have a chance, check out my website between now and then. That will save us a lot of time when we get together, and will give you a much better idea of what we're all about."

If there is enough time between the invitation and the PSGP, get an audio or two to the prospect for them to learn more before the actual meeting.

"You take care."

INVITE to MEET
Computer Savvy Prospect
By Gary Mooers

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“Hi (Name), this is _____ . How are you doing?” (Carry a casual conversation based on F.O.R.M.)

“Well I know you are very busy and I am just running out the door myself (urgency). You know, I've always had a lot of respect for you (compliment), and I called you because I am launching a new business with some very sharp business (and medical) professionals. I was thinking of people I would enjoy working with and I immediately thought of you. Would you be open to looking at a way to increase your income, if it didn't jeopardize your current career?” (Wait for response. Most people will ask you what this is all about. If so, use the next paragraph.)

It's an international internet venture. You've heard of Rexall haven't you? They've moved away from their traditional corner drug store to an IBO format, which stands for independent business owner. We have a graphical storefront, similar to that of Amazon.com. We have one of the first ever e-franchise technologies.

I'm putting together a team of people in this area to launch this division. The individuals I am looking for need to meet a couple of criteria:

1. I'm looking for people who want to enhance the quality of their life and diversify their income
2. They need to be both willing and able. Willing in that you'd be willing to invest some time into this, maybe 7-10hrs. a week. If this is something you believe makes sense, would you be willing to carve out 7-10 hours a week?

By able I mean, as in any business there is an investment the investment will be roughly about \$300 to get started. Would the \$300.00 be a problem?

Great, Why don't we get together and go over the details. (Set the appointment)

If they continue to ask questions, here is where you offer the overview call:

"Do you have five minutes right now? Great, what I'd like to do to help you understand what we are doing is plug you into a recorded overview of our project. Hang on just a second, while I conference us into that call..."

After the call:

"Pretty exciting, isn't it? That's great! What time is good for us to get together for a cup of coffee or soda, in the next day or so?"

If the prospect is long distance, offer to mail a video, a couple of audios ("would you prefer cassette or c.d.?"). do not send any written material at this time. Schedule a specific appointment for follow up NOW, while you are on the phone with your prospect.

"Well I'll see you (talk to you) then. Oh, by the way, if an emergency comes up that would prevent you from keeping this commitment, could you give me at least 24-hour's notice so I have time to put someone in your place? And I'll do the same for you."

"You take care."

INVITE TO MEET

Recent Acquaintance

By Gary Mooers

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“Hi (Name), this is _____ . How are you doing? You and I met last week at the (event)” (Carry a casual conversation based on F.O.R.M.)

“Well I know you are very busy and I am just running out the door myself (urgency). You know, when we were together at the (event), I was very impressed with how you handled yourself. You appeared very (genuine, professional, relaxed)(compliment), and I called you because I am launching a new business with some very sharp business (and medical) professionals. I was thinking that you would be a great addition to our team. Would you be open to looking at a way to increase your income, if it didn't jeopardize your current career?” (Wait for response. Most people will ask you what this is all about. If so, use the next paragraph.)

"I'm working with a new division of a 104 year old company, helping them launch their home based business division. I've never seen anything this promising in my business career. So how does your schedule look over the next day or so?"

If they continue to ask questions, here is where you offer the overview call:

“Do you have five minutes right now? Great, what I'd like to do to help you understand what we are doing is plug you into a recorded overview of our project. Hang on just a second, while I conference us into that call...”

After the call:

“Pretty exciting, isn’t it? That’s great! What time is good for us to get together for a cup of coffee or soda, in the next day or so? I have some ideas on how we can work together...”

If the prospect is long distance, offer to mail a video, and a couple of audios (“would you prefer cassette or c.d.?”). Do not send any written materials at this time. Schedule a specific appointment for follow up now, while on the phone with your prospect.

“Well I’ll see you (talk to you) then. Oh, by the way, if an emergency comes up that would prevent you from keeping this commitment, could you give me at least 24-hour’s notice so I have time to put someone in your place? And I’ll do the same for you.”

“You take care.”

INVITE to MEET

Warm Market

By Gary Mooers

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"I'm working with a new division of a 104 year old company, helping them launch their home based business division. I've never seen anything this promising in my business career. So how does your schedule look over the next day or so?"

If they continue to ask questions, here is where you offer the overview call:

"Do you have five minutes right now? Great, what I'd like to do to help you understand what we are doing is plug you into a recorded overview of our project. Hang on just a second, while I conference us into that call..."

After the call:

"Pretty exciting, isn't it? That's great! What time is good for us to get together for a cup of coffee or soda, in the next day or so?"

If the prospect is long distance, offer to mail a video, a couple of audios ("would you prefer cassette or c.d.?"), and a product catalog. Then schedule a specific appointment for follow up.

"Well I'll see you (talk to you) then. Oh, by the way, if an emergency comes up that would prevent you from keeping this commitment, could you give me at least 24-hour's notice so I have time to put someone in your place? And I'll do the same for you."

"You take care."