

## Art of Collecting a Decision

1. Be brief (sense of urgency)
2. Add value (benefits – what's in it for them)
3. Take away (law of scarcity)
4. Schedule it (confirmation)

## How to Invite and Recommend

- Call should be 30 seconds to 1 minute maximum
- You are not calling to do a presentation
- You are a professional introducer and invited
- You are only calling to collect a decision – yes or no only and move on

## Phrase That Pays

Rep: If you could earn \$2,000 - \$3,000 a month using the internet, would you like to know? (Be quiet, wait for answer, pause) (WFA)

Prospect: What is it about? How does it work? What are you into now?

Rep Response: I don't know, but what I do know is this. There is a **lady/gentleman** (use only 1) that is one of the smartest, talented and excited people I know who is helping people to earn \$2,000 - \$3,000 a month, plus I'm new. I would like for you to get the full benefit and help me out. Will you attend this **briefing/conference call/webinar/dinner/pot luck/ etc...** (use only 1). I only have room for 3 people with more people to call.

(WFA)

Rep Response: Give details for call/webinar/dinner/pot luck/etc...that you are inviting them to.

Prospect: Exactly what is this?

Rep Response: Call me back later, I have to go. (hang up now)