

Invite and Use a Tool



Divide this up into the 5 w's:

Why, Who, When, Where and What with a sprinkling of how

WHY We Invite:

- When inviting someone to look at ASEA and RENU28 it's important to know why you're sharing what we have to offer
- The focus here is not on what you need but on what they need.
- You want to ask questions and really listen to know what they're looking for and then see how what we have fulfills their needs

WHY We Use a Tool:

- We don't need to or want to become the expert
- Duplication: the person you're speaking to will see from the start just how easy it is to share what you're sharing

WHO – in a word, everyone!

- **Your warm market** – people you already know and who know you
 - When making that contact, you do want to let them know that you have something important to share with them, but before that, always start by catching up and finding out what's going on in their lives now
 - After that, **briefly** tell them that someone shared ASEA/RENU28 with you and what you've experienced.
 - Then, depending on what they've shared with you, or what you know about them, invite from that place – speak to their needs
- **Your cold market** – people you don't know well and people you haven't met yet
 - We want to get to know them before we make the invitation – start to build a relationship
 - The way to do this is by asking meaningful questions about their lives and then really listening for the answers
- When you first meet someone, instead of asking "what do you do?" Ask, "what do you like to do?" (have been using this at networking events – leads to thoughtful and interesting answers)
- Those answers will give you an idea of what they need and then how you'll phrase your invitation.
- There are many ways to invite and it's important that keep you keep it short and that what you say is comfortable for you.



A couple of examples:

- If I knew of something that might help you with – here you fill in the blank based on what they shared with you - health challenge, financial challenge, bike race etc would you want to know about it?
- I've become most comfortable saying "I know about something that might help you with...fill in the blank. Would you like me to tell you about it?" It conveys my conviction and, I'm getting their permission to share

WHEN to invite and use a tool:

- Every day – or almost every day
- Statistics show that about 1 in every 10 people we talk to will join us as either a customer or associate
- If you want to help a lot of people and build your ASEA team, you need to talk to a lot of people
- The more you talk to people the more comfortable you get

WHERE to invite:

- In person or on the phone
 - Get into the habit of talking to people wherever you go – and really listening.
 - You never know what they'll share with you
 - Make sure you have something to write on and with so you can get their contact info – both phone number and email address
- **On the phone:**
 - Do whatever it takes to get on the phone to invite and share a tool – setting aside a time each day to make calls, having an accountability partner, giving yourself a reward for doing it
 - Be committed but not attached to the outcome
 - Dress comfortably, smile and dial!
 - Tammy Gates has shared that she walks around when's she talking on the phone
 - Try different things and see what works for you
 - Wherever and whenever we're inviting someone to look at a tool, it's important that what you say feels comfortable to you
 - Scripts: Learn from our leaders – Trish has a wonderful video on A TEAM SUPPORT – including what to say when you get someone's voice mail.



Smile and Dial





- Bobby Martin's scripts are also there
- For both: go to [ateamsupport](#) – training, A- LIFT, invite and use a tool
- Then there's Eric Worre's section on inviting in his GO PRO book and CD
- Practice what you're going to say – get it down cold so you can deliver it hot
- A key piece is to always set a time to follow- up after they've looked at a tool
- This was the toughest step for me.

- **In person:**

- Created new business cards - on the back, I can write down the day/ time of our follow-up appointment. Helps me remember this critical step, shows them the email address where the info will be coming from and gives them a printed reminder of when we're going to talk
- When I'm on the phone, I keep my appt book in front of me so I remember to set the follow-up
- Again, find what words feel comfortable for you when setting the follow-up appointment.
- Loved this from Trish – “When can I call you back after you look at what I sent?”
- This assumes they're going to look and, has them think about when they'll have time to look.

WHAT – Bottom line is to make it simple for yourself, your downline and for the prospect. **The simple starting point, cover-all Tool to use is www.AmazingMolecules.com BUT *send them a specific video, or two, on the page!***

Tell them to go to AmazingMolecules.com and watch two short (13min.) videos- the *ASEA Breakthrough* and the *ASEA Opportunity*, the 2nd and 3rd down on the left. Then we will talk to answer any questions.

Now as you get more advanced in ASEA you'll want to match the tool to the person – get to know what we have available to us.

- While I'm talking to someone, I'm starting to think about which tool or tools I want to share and I'll specifically ask if they're open to looking at a link online and/or listening to a call.
- I have come across a couple of people who don't use a computer so I always have printed material in my car and office to give or send
- You can print things from your back office and order from aseastore.com



Here are my favorite tools – all and more are available at ateamsupport.com/resources/followupTools

Give them a road map of what you want them to look at.

For those who don't want to hear about network marketing, just the products, send them to: www.amazingmolecules.net – Have them look at the ASEA Breakthrough video midway down... and any other of interest.

Otherwise send them to www.amazingmolecules.com as described above- again, point them to specific videos.

RENU28 video then the 3 videos at the top of the page – breakthrough, opportunity and blueprint to 1000.00 a month

If someone is clearly open to learning about network marketing:

www.thebizmodel.com

Beyond this are what we consider followup tools- they have watched the basic presentation above and now they want more information specific to their needs. Know the tools so you can direct them to “the answer”.

- When I'm sharing with an athlete, I send them to amazingmolecules.net – the athletics and sports preview video, the longer ASEA breakthrough video and then Dr. Nieman's video toward the bottom of the page
- I also use athleteedge.com - athletes in different sports sharing their experiences
- I like to have people, especially those with health challenges, listen to the product experiences on the charge up call – either the recorded call or the archived calls at chargeupcall.info
- I've also shared the CUC call with network marketers who are open to looking at our business to give them an idea of the type of daily training and support we have available to us
- The Vision Call is another favorite – especially for those who are medical or health professionals
- And there's a Spanish Vision call every other week
- For those who are very interested in the science behind ASEA and RENU28, there's scienceofredox.com – Dr. Samuelson's blogs about redox signaling molecules and the different systems of the body
- I keep several copies of Dr. Samuelson's book, The Science of Healing Revealed
- For those who want to know what ASEA can do for the animals in our lives, we have a live call the 3rd Monday of the month - archived call at animalcall.info

