

Yesterday I talked about the importance of communication when it comes to finding prospects. You need to be an effective communicator or you risk turning away a potential new distributor.

The next step in the process is knowing how to invite your prospect to look at your opportunity. If you can invite well, it will be relatively easy to get your prospects in front of good presenters and good presentation tools -- things like videos, audios and websites. On the other hand, if you can't invite well, you'll have a tough time in network marketing.

Better to know in advance the skill sets you need to develop than to get frustrated or depressed when your business isn't going as well as you would like, right? Well, inviting is one of the basic skills you must learn to succeed in M.L.M.

### **The 6-Step Inviting Formula**

When it comes to inviting, I developed a 6-step formula that was the result of studying what successful networkers were doing. When I applied this to my own business and my income went through the roof very quickly.

**Master this formula and you'll see an immediate boost in self-confidence.** You'll avoid making costly mistakes, misconceptions and embarrassment. At the end of the day you'll make more money.

Here's a brief look at each of these steps -

1. **Greet** - The purpose of the greeting is to get your prospect to speak freely and open up to you. Without feeling forced or tricked.
2. **Qualify** - Here's where you find out what your prospect needs, wants and doesn't want as it pertains to your business. Get this right and you'll know exactly how to best present and position your opportunity.
3. **Invite** - Now it's time to ask your prospect to review information about your opportunity. And of course the information they'll be reviewing is geared towards helping them achieve what they said they need, want or don't want.
4. **Handle questions and/or objections** - The purpose of handling questions and objections is to get the prospect beyond what is apparently stopping them from attaining what they've stated they need, want or don't want. When you know how to invite properly, this step is no longer a step to be feared!
5. **Close to action** - At this step, the goal is to complete whatever is being said or done and start helping your prospect fulfill their needs/wants/don't wants. Here's where you review the next steps and have the prospect agree to take those steps, i.e., watch a DVD, attend a meeting, etc.
6. **Follow up or follow through** - Here's where you re-contact your prospect to follow up with them after they took action and keep them moving towards getting what they said they need, want or don't want. When they're ready to join, you follow through and help them through the process.

**Become a Master Inviter!**