

PBR INVITATION SCRIPT

The best way to get a new associate CFT qualified is to help them “launch” their business with a successful PBR (Private Business Reception).

The best way to help your new associate host a successful PBR is for the experienced upline associate to assist in the invitation process to increase the attendance at their PBR.

By calling the guests with your new associate on the phone, you not only significantly increase the results of the PBR, but you offer your new associate “hands on” training as well.

Script: (New Associate)

Hi, this is _____ (new associate). I just want you to know that I have a friend on the line with me, and her name _____(sponsor).

The reason she’s on the line with me is because I’ve started a new business that I’m very excited about, and also a little nervous about, and _____ is training me tonight. Have you got a minute? Will you be my guinea pig (or training volunteer)?

If they say they have a minute, immediately introduce the 3rd party expert. Let them do the work for you. Introduce both parties as if you were meeting them live at a Chamber meeting, etc. Edify the expert to your guest, and then edify your guest to your sponsor. This gives your sponsor a way to build rapport quickly with them.

Script: (Upline/Sponsor)

Thank you for agreeing to be part of _____’s training. She is very excited about her new business, and I know she will be very successful with our company.

We are gathering a few of her friends/associates at her house to watch a short documentary about our company. We were recently featured on national TV, and we want to share what we are doing with you.

You can leave your checkbook at home....we don’t need your money. We want to share something of value with you so that you might be able to help _____ launch her business.

Can we count on you to help us out? Great, it’s Wed. at 7:00 pm, and if you don’t mind, maybe you could bring a bag of ice...would that be ok. Thanks!

