

The Invitation to Your Warm Market

Once you are no longer in training, you'll want to invite people to a BPM, a group meeting usually held at your office, without your field leader/trainer present. Following are suggested steps to use for the invitation. As always, remember to keep a positive attitude and personalize the invitation.

1. Market the Opportunity

Share with the prospects the reason why you became involved with World Financial Group and what it has meant to you. When people hear about your goals, it may help spark interest in the opportunity.

2. Get Their Attention

Determine whether the prospects are open to a new business opportunity. Find out what things are important to them. Let the prospects know you are as serious about your time as you are about theirs.

3. Briefly Explain WFG

Tell the prospects the company's name and our mission to help families by helping them build and protect wealth. But remember, the invitation is not the time to start answering questions about the opportunity.

4. Extend the Invitation

The BPM lets a prospect see the opportunity presented in the most effective way. Tell prospects that the meeting will allow them to:

- Learn about WFG and the opportunity offered from one of the best and most successful leaders in the area
- Meet other people who have joined WFG
- Have enough time (60 to 90 minutes) to properly learn key points about the business
- Learn about and see the impact of the business opportunity

5. Get a Commitment

Let prospects know the days and times for the next two BPMs and **get a commitment** for the one that is best for them. Offer to take prospects to the BPM to help strengthen their commitment.

6. Put Them at Ease

Let the prospect know the purpose of the meeting is to simply provide an introduction to WFG. If they want to look into it further, there will be information* about WFG available after the presentation and a decision doesn't have to be made at the meeting.

7. Overcome Objections

Occasionally, in the course of the invitation, the prospect may begin to ask questions such as:

"What is it?"

"What are you selling?"

"Before I come, I'd like to know more."

To keep the positive momentum of the invitation, you should have a few responses in mind.

- Remind the prospect of the purpose of the meeting to put them at ease.
- If the prospect doesn't want to attend the meeting, try to set up an appointment for a personal (one-on-one) presentation at their home or your office.

*Remember to use current, company-approved materials.