

Inviting People to Look at the Business

It's important to have the right perspective to be successful. This is an incredible opportunity, you're not trying to convince or sell them anything. If you had the cure for cancer, you'd tell everyone. Along with exciting Travel and Incredible Discounts and Perks, we have a cure for financial problems that can benefit everyone. Shouldn't we let them know about it? This is something we do for people, not to them. Aren't you glad someone had the courage to tell you about Ambit Energy?

- Role-play invitations with your sponsor and/or upline.
- Tell them what excites you about this business; your natural enthusiasm will come through.
- Speak in terms of What's in it for them.
- Refer everyone you can to your Ambit Energy Web Site and the Momentum Matrix Web Site.
- Control the conversation by being the one asking the questions.
- Always call with your sponsor and/or upline help until you have made a minimum of 2 sales.
- Look for people who are open-minded, motivated, busy, people-people.
- Be a sorter not a seller. If it takes too much effort to get them to just take a look, take it away and tell them you'll call them another time. Be the first to say no.
- Don't try to explain over the phone, your goal is to just set an appointment.
- Don't say, I've gotten involved in something. This phrase sets a tone that you are trying to sell them on something and is negatively associated with network marketing or MLM.
- Don't be afraid to say, I don't know, but I know someone who would. Then call your sponsor or upline, or tell them someone at the meeting can answer their questions better.
- Don't spend more than 5 - 7 minutes on the phone during an invitation. Massive Action = Massive Success F= FAMILY, O=OCCUPATION, R=RECREATION, M=MONEY

These are the topics we discuss in normal conversation. Listen for your prospect to communicate a need in one of these areas, and then introduce Ambit Energy as a solution to their problem / needs / desires.

Family: How's the family? Do you get to spend much time together?

Occupation: How do you like your job? How many hours a week do you put in?

Recreation: Planning any fun vacations this year? What would be your dream vacation?

Money: Have you thought about what it will cost to (send a Kid to college) or (retire) these days? Sample Invitation Questions & Scripts Momentum Matrix Chant (The Invitation)

I just started a new Business and it's the most exciting thing I have ever done!

It's with Ambit Energy! They have cutting edge technology, and are growing at an astounding rate. All of their success is from Independent Associates, like you and me!

I don't know if this is going to be the right business for you, but I do know that you have got to see it for yourself so that you can make that decision! At the very least, you will see how to save money on your Electric Bill, and get a free vacation!

Is Tuesday Night good for you, or would Friday Lunch be better? (Always offer a choice!)

I will pick you up at 6:30!

Q: Have you got a few minutes? I want you to listen to something (Do a 3-way call into a recorded overview, and setup an appointment)

Q: Have you ever thought or dreamed about having your own business?

Q: How would you like to have your own Electric Company on the internet and get paid commissions every time someone books travel?

Q: Do you keep your options open on ways to make money, in addition to what you're doing now?

Q: If there was a way to make an extra \$1,000 a month working 5 to 10 hours per week, would you want to know more about it?

Q: Would you like to make money every time someone flips on a light switch?

- Quick, simple, chit chat / rapport.
- Is this a good time to talk?
- I started my own business with Ambit Energy.
- My business partner _____ is on the phone
- I thought of you. It may not be for you
- _____, can you take it from here? Sample Script for Friends/Family:

Hi _____, this is _____, How is it going / things are good I hope? By the way, is this a good time to talk?

I just started my own business in the Energy Industry with a company called Ambit Energy. I am really excited. Before I go on, I should mention to you my business partner _____ is on the phone with us, (s) he's helping me out since I'm so new. _____ do you want to say Hi?

I thought of you because (fill in the reason: hard worker, business minded person, etc) . It may not be for you. However I wanted you to know a little bit about it. _____, can you take it from here? Tell them why we will be a multi-billion dollar company, and that this is a ground floor opportunity!

Ask them direct questions about wanting to make money or doing something on the side. If it were lucrative enough and could work into their schedule. Ask questions and listen often. Your objective is to simply set an appointment to meet or have them attend an overview. Some Invitations to the Business Presentation Techniques

- Bill, I've got something I want you to check out. You've never seen anything like it before. You may or may not be interested; it's up to you. But, don't say no until you know.
- Hey what are you doing Tuesday night? I need your opinion on something. Can we get together? I'd like to run it by you.
- Excuse me, I couldn't help but notice that you look like the kind of person that does great in my business. If you are a money-motivated person, then give me your number or call this number to get the details.
- Hey Moe, the reason I'm calling is business. I've just taken a position with a cutting edge company in the Energy Industry. I'm putting together a team of sharp motivated people and I immediately thought of you. Moe, if the opportunity was right, and it would fit into your existing schedule, would you be open to evaluating a strong business right now?
- Hey Larry, the reason I'm calling is business. I'm putting together a team of sharp motivated people and I respect what you've accomplished in business and your opinion means a lot to me. When could I get about half an hour of your time for your opinion on how I may build this team more effectively?
- Are you open to making more money? Are you willing to work 5-10 hours per week to build a serious income? When can we get together for 30 minutes so I can show you how?
- Hey Joe, I've just started a new business with Ambit Energy and I would like for you to come take a look at it. You may or may not be interested, but it's really important to me that you take a look and let me know what you think. You may know someone or come across someone who may be good at this and you could point him or her in my direction and that would really help me out.
- I just signed on with a new Energy Business that is expanding in this area. I thought that you might want a chance to look at it. Can I drop by and show you a video as well as some material for you to review?
- I have started my own second business on a part time basis. I am my own boss; there's unlimited income potential and residual income. The company is looking for qualified, motivated people in this area that can do what I'm doing, and I thought you might be a perfect choice. Can I bring some information by?
- Would you or do you know someone in this area who might be interested in starting their own part time business? It offers unlimited income potential as well as long-term residual income. I would like to drop some information by and get your opinion.
- Have you ever thought of starting your own business?
- Do you like your job? Do you get paid what you're worth?
- Are you open to hearing about ways to saving money on your Electric Bill while making extra money?
- How long have you worked here? WOW, you must REALLY like it? No? Well I've got something you might really like. Responses to Common Objections from the Business Invitation
- I don't have the money, or what will this cost?
 - ~ Do you like not having money? It won't cost you anything to take a look, but it might cost you a lot not to.
 - ~ Hey this is a money MAKING opportunity not a money SPENDING opportunity. Take a look, and you tell me if you think you can make any money at it.
 - ~ What would you say if I told you it costs \$250 but you could make it all back in as little as one week?
- I don't have the time.
 - ~ Do you like not having any free time? Give me 20 or 30 minutes and I'll show you how you can finally get more time.
 - ~ That's exactly why we need to get together for 20-30 minutes. This could help you get more time for yourself.
 - ~ If you don't spend a little time checking out other options, when do you see your schedule becoming less hectic?
- Is this selling? I don't like selling.
 - ~ No. It's not selling. I don't like selling either.
 - ~ This is sharing, offering, helping and teaching.
- I don't know many people.
 - ~ This will give you an opportunity to meet some new people and make some new friends, and everyone uses.

- ~ You'd be surprised how easy it is to meet people when you have something everyone needs and wants.
- ~ It sounds like you need to make some money. Then see how many friends you'll have.
- I need to talk it over with my spouse.
 - ~ That's great. Let's all get together. Two sets of eyes are better than one.
 - ~ And you should. He/she should be in on any decision that can change your life like this can.
- Is this network marketing or Multi-level level marketing?
 - ~ Do you like Network marketing or MLM? (Yes / no) Good, then you're going to love this. This is nothing like you've ever seen before.
 - ~ What do you mean? (Have them explain. Don't assume they don't like it.)
 - ~ There are several options available. You really need to check out the whole plan before you know which is best for you.
- I don't like dealing with products or pushing products.
 - ~ I don't either, all we do is offer discounted electricity, and refer interested people to our website.
- Is this a pyramid?
 - ~ No. Pyramids are illegal. I wouldn't get involved in anything illegal and I wouldn't ask you to either.
 - ~ Ask them what they mean by a pyramid. They're probably referring to the pyramid shape of the organization. If they are, tell them that you prefer to refer to it as a leveraged income matrix, because unlike other pyramid shaped organizations (government, church, military, and their job!) the guy just getting in can exceed everyone above him.
- I am 100% focused on my business and I don't want to get off track.
 - ~ I understand and appreciate your dedication. I don't want you to commit to anything. I just want your feedback. I respect your opinion.
- How much are you making?
 - ~ I'm just getting started, but I think it has great potential. Would you look at it and tell me what you think?
 - ~ You wouldn't believe it if I told you, besides, you might NEVER make what I do! You may make ten times more, or you may make nothing. I will tell you though that you will get paid what you're worth, unlike your job.
 - ~ I never say. It either intimidates people, or it limits them on what they think THEY can do.
- I don't have any experience.
 - ~ That is the best part. You don't need any, and they have free ongoing training.
 - ~ Hey I didn't have any either. Anyone can do this business.

Your response after the objection is always the same.

- Just take a look.
- I respect your opinion.
- It may not be for you.
- It's not for everyone.
- When can we get together?

Remember, you're not selling; you're looking for open-minded people who want to make a change in their lives.