



Ambassador Scripting – Piquing Interest: The Invitation

When to Use: The following scripts are designed to use during your first contact with a prospect. The idea is to simply get them to commit to setting up a time to learn more about your business – so this should be a quick touchpoint. When the prospect answers yes to your request, you get a quick win and a confidence boost. When you do talk to them in detail, you may elect to have your upline on the phone or with you, as they may be more experienced in presenting the business.

Why it works: Nine times out of 10, the individual won't have time to talk at that moment – and might even use time as an excuse not to hear you out. This approach eliminates “I don't have time right now” as an excuse and instead focuses on setting up a time later for you to connect and share all the details.

Accomplishes the following: Leads with your new business. Teases the product without giving away too much detail that will then lead to more questions; appeals to the emotion of the contact by simply asking them to support you and your new business.

Option 1: Leads with the Business

“Hi (insert name). I just started my own business offering an innovative product line that's designed to help people live fuller, happier lives. I'm looking to expand my business and bring on a few business partners who also want to take control over their time and their finances. Would you help support my business by allowing me to schedule a few minutes with you to share the details?”

**Schedule a day/time to meet or get on a phone call before you end the conversation.
Then follow-up at least 24 hours prior to the meeting.**

Option 2: Leads with Your Personal Experience with Products

“Hi (insert name). I've been using a new product that has totally changed my well-being and my quality of life. In fact, I've been so blown away with the results that I decided to start my own business marketing this innovative product. I'm looking to expand my business and bring on a few business partners who also want to take control over their time and their finances. Would you help support my business by allowing me to schedule a few minutes with you to share the details?”

**Schedule a day/time to meet or get on a phone call before you end the conversation.
Then follow-up at least 24 hours prior to the meeting.**

If they hesitate: *“There is no obligation whatsoever. I’m just asking you to help support my business by learning more about it. I’m confident you will like what you hear...and agree it was time well spent.”*

If they ask about the product: *“Are you familiar with CBD products?”*

If they answer yes: *“Well, take what you thought you knew about CBD and prepare to change your thinking. All CBD products are not the same. In fact, the products I’m offering go beyond CBD. Let’s set up some time to talk in more detail and I will answer all your questions. There is no obligation whatsoever. I’m just asking you to help support my business by learning more about it. I’m confident you will like what you hear...and agree it was time well spent.”*

If they answer no: *“CBD products are manufactured from the hemp plant. They are all the rage right now, because they are impacting people’s lives in remarkable ways. BUT all CBD products are not the same. The products I’m offering go beyond CBD! Let’s set up some time to talk in more detail and I will answer all your questions. There is no obligation whatsoever. I’m just asking you to help support my business by learning more about it. I’m confident you will like what you hear...and agree it was time well spent.”*

If they ask more questions: *“It seems like you might be interested in learning more. I don’t have time to answer all your questions now, but I’m excited to tell you more about my business and these innovative products. Let’s set up some time to talk in more detail and I will answer all your questions. There is no obligation whatsoever. I’m just asking you to help support my business by learning more about it. I’m confident you will like what you hear...and agree it was time well spent.”*

If they object and are not interested in pursuing the business opportunity at all – and no amount of persuasion will change their mind, lean on the relationship and ask them to try your products.

“For me, there’s no turning back. I’m going full speed ahead on building my business. I’d love to share this journey with you. But if now isn’t the right time, I hope, as my friend, you will support my business and try my product. Can I count on you to give me 5 minutes to learn more about the products and see if they might also impact your life and well-being in positive ways?”

If yes, either enroll them as a customer or set up a day/time to meet/get on a call and discuss. Do not end the conversation without a commitment. If they are not interested in meeting, send them info on the product (website, tools, etc.).

And regardless, follow-up!