

# INVITATIONS TO MEETINGS



Your business will develop successfully if you keep a balance between sales and team building.

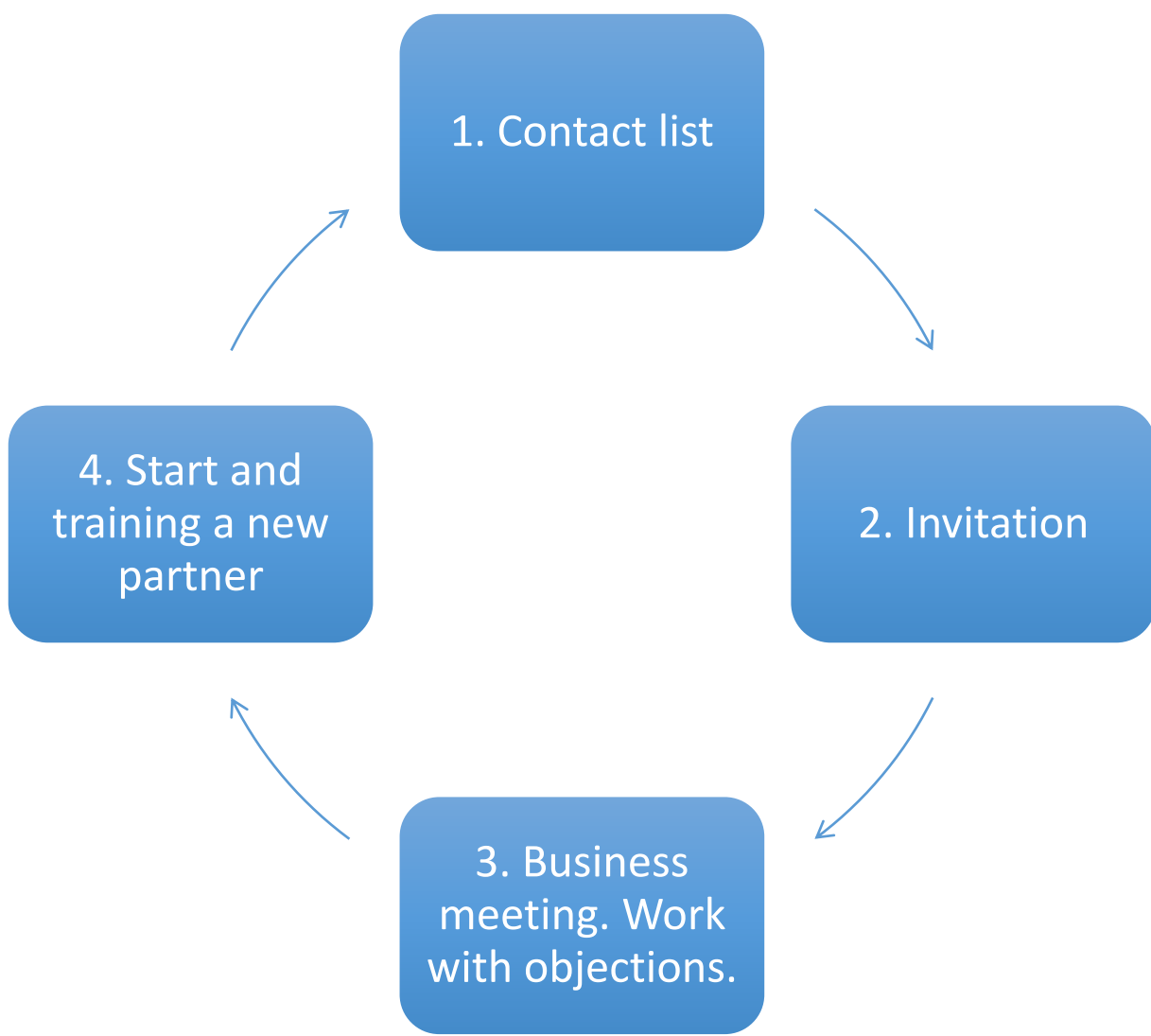
Sales immediately provide an opportunity to earn income. However, if you set yourself ambitious financial goals, it will be difficult to achieve only through personal sales. That is why, strong growth requires building a team!

A white commercial airplane is shown from a front-on perspective, positioned on a runway. The aircraft's landing gear is visible, and a bright light emanates from the front landing gear. The background is a clear blue sky above a reddish-brown ground. The text 'Personal sales' is written in white on the left side of the image, and 'Team building' is written in white on the right side.

Personal sales

Team building

**TWO WINGS OF A SUCCESSFUL BUSINESS**



## FROM CANDIDATE TO BUSINESS PARTNER

To find the best partners you have to “funnel”.

You write your list and invite those people to a meeting. A small amount will agree to attend and a smaller amount will actually attend. Within this group, a few will become involved in the business and again within this group, an even smaller number become key partners. So, for example, if there are 100 people in your list, 60 may agree to attend, 40 will actually attend, 10 will become involved and 1 may become a key partner.



List

Invitation

Meeting

Start

Key Partners

**THE ROLE OF INVITATIONS IN BUSINESS**

Why is it so important to be able to invite people to meetings?

**Firstly**, your amount of invitations affects how many clients or key partners you get. No invitations - no partners and clients!

**Secondly**, the more people you invite on a regular basis – the faster your business will grow.

**Thirdly**, knowing how to invite sets an example to your team. If you successfully invite and bring new people to each event, then your partners see a positive example to follow.

**Fourthly**, if you mastered the skill of effective invitations, you will be able to help your partners develop this skill as well!





What will people think of me?  
Has that worry ever prevented you from doing  
something?

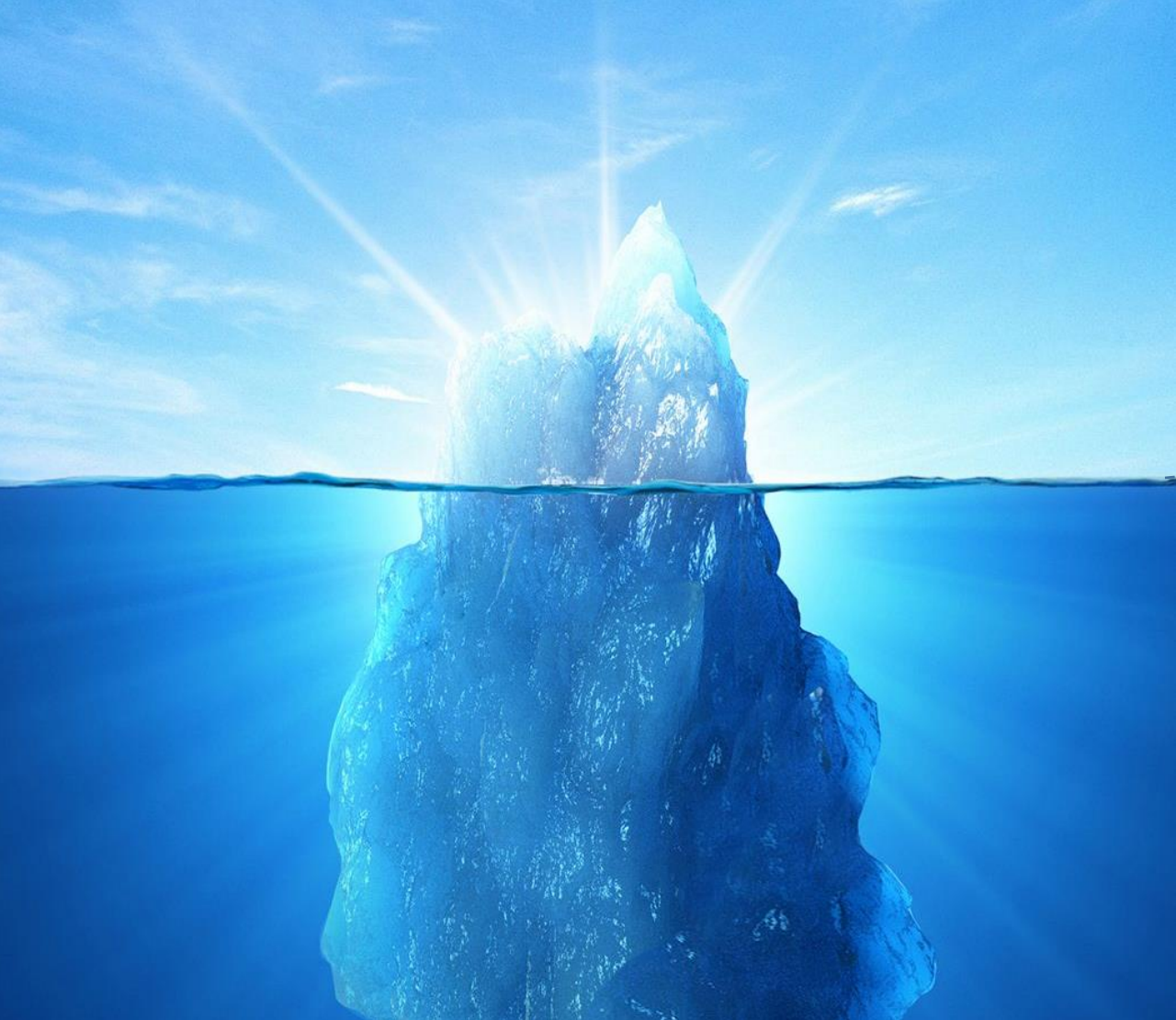
When you are afraid, you are thinking about yourself.

When you pay attention to other people, you have no fear!

Think: “How can I help this person change their lives?”

Focus on other people!

**When you invite someone, there isn't lots of time. So don't worry too much about your thoughts and instead try to help others!**



Technique 20%

The right attitude 80%

**WHAT DETERMINES THE SUCCESS OF INVITATIONS?**

1. Think about the value of Coral Club to you, so you know what's important for others.
  - What does Coral Club business give me?
  - What can it give to another person?
  
2. Find out what the person's needs are and see how Coral Club can help solve them.

A person in a dark suit and white shirt is shown from the chest up, with their hands held out in front of them, palms facing up. The background is a light, neutral color. The text is overlaid on the image.

In the process of invitations you are likely to get refusals. It is very important to have the right attitude towards them.

A refusal does not apply to you *personally*; it refers to your offer. Most likely, just *at the moment* it is not relevant or interesting to the invitee.

However, it is quite possible that after some time the proposal will be more attractive to them!

Correct attitude to failures:

"NO" they say this not to me, but to my proposal.

Getting a "YES" is my goal.

Hearing "NO" is just a step on the way to achieve my goal!

**THINK POSITIVELY**

# **How to invite people to meetings?**

There is no universal blueprint for invitations.

Therefore, we can only talk about recommendations on how to best invite people.

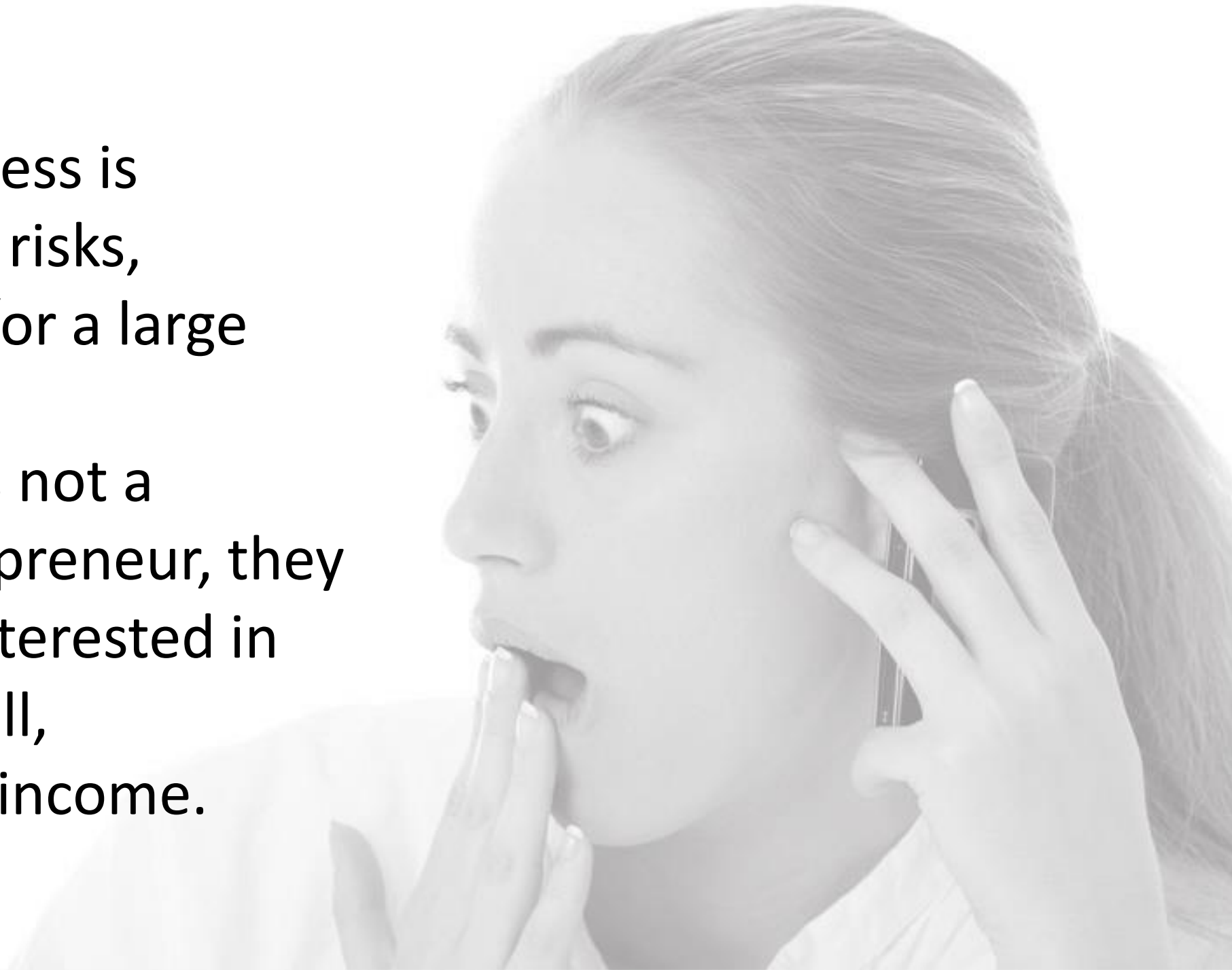
**1. From the very beginning, it is important to decide who you are, what your experience is and whom you invite.**

For example, if you yourself are already an entrepreneur, then the invitation may sound like a business conversation, for example: “I am developing a new business area” “I have a business proposition for you”, “I have found a new idea for business” “we have some business matters to talk about.” and so on...



For many, business is associated with risks, challenges and/or a large investment.

If your invitee is not a seasoned entrepreneur, they may be more interested in obtaining a small, supplementary income.



## **2. Choose your time and place in advance.**

Provide 2-3 options if a person cannot accept the first offered time or place.

## **3. Try to invite, not overload.**

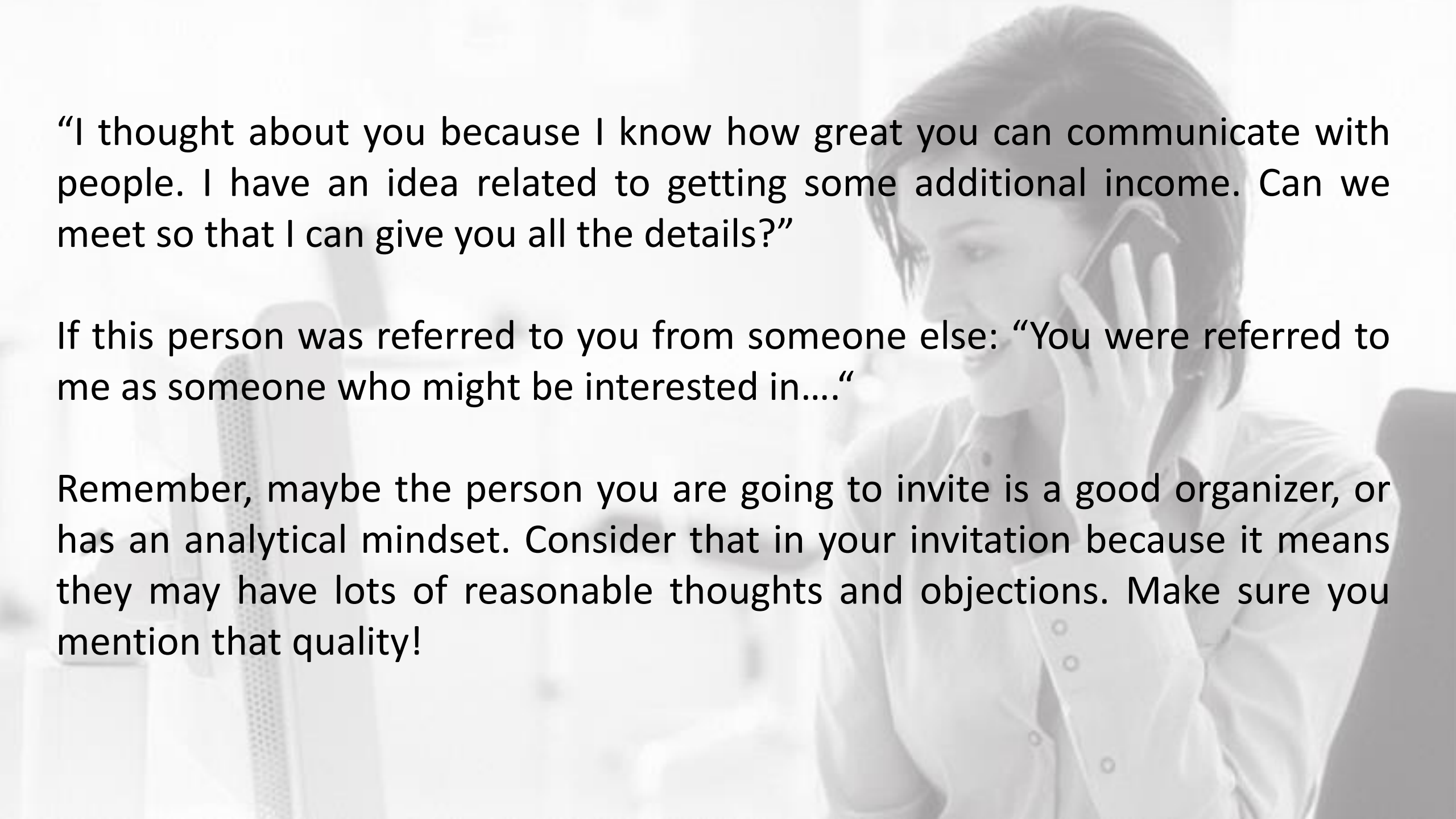
Don't feel that you have to provide all the information over the phone in advance – save something for the face to face meeting.

**4. For many, the most effective way to invite someone is through a telephone conversation.**

**5. The starting point for invitations is your contact list.**

The larger the list, the more people you can invite to the meeting.

- It is important to find a positive reason: why do I want to invite this person? Why did I call them?
- Think about this person's strengths? Why can they succeed in business? This will make the phone call more personal.

A woman with dark hair, wearing a white button-down shirt, is shown in profile, talking on a black mobile phone. She is in an office environment, with a blurred background showing other people and office equipment. The image is semi-transparent, serving as a background for the text.

“I thought about you because I know how great you can communicate with people. I have an idea related to getting some additional income. Can we meet so that I can give you all the details?”

If this person was referred to you from someone else: “You were referred to me as someone who might be interested in....”

Remember, maybe the person you are going to invite is a good organizer, or has an analytical mindset. Consider that in your invitation because it means they may have lots of reasonable thoughts and objections. Make sure you mention that quality!



When you personalize an invitation, your chances of meeting a person increase!

For example, when calling to make an invitation, you can also think about their goals! For example, you heard that a person wants to buy a new car, you'll know their motivations for additional income.

If a person asks for details, then you can answer this way for example: “I thought you would be interested, and I appreciate your points, but in order to answer all your questions, it would be better if we meet in person”

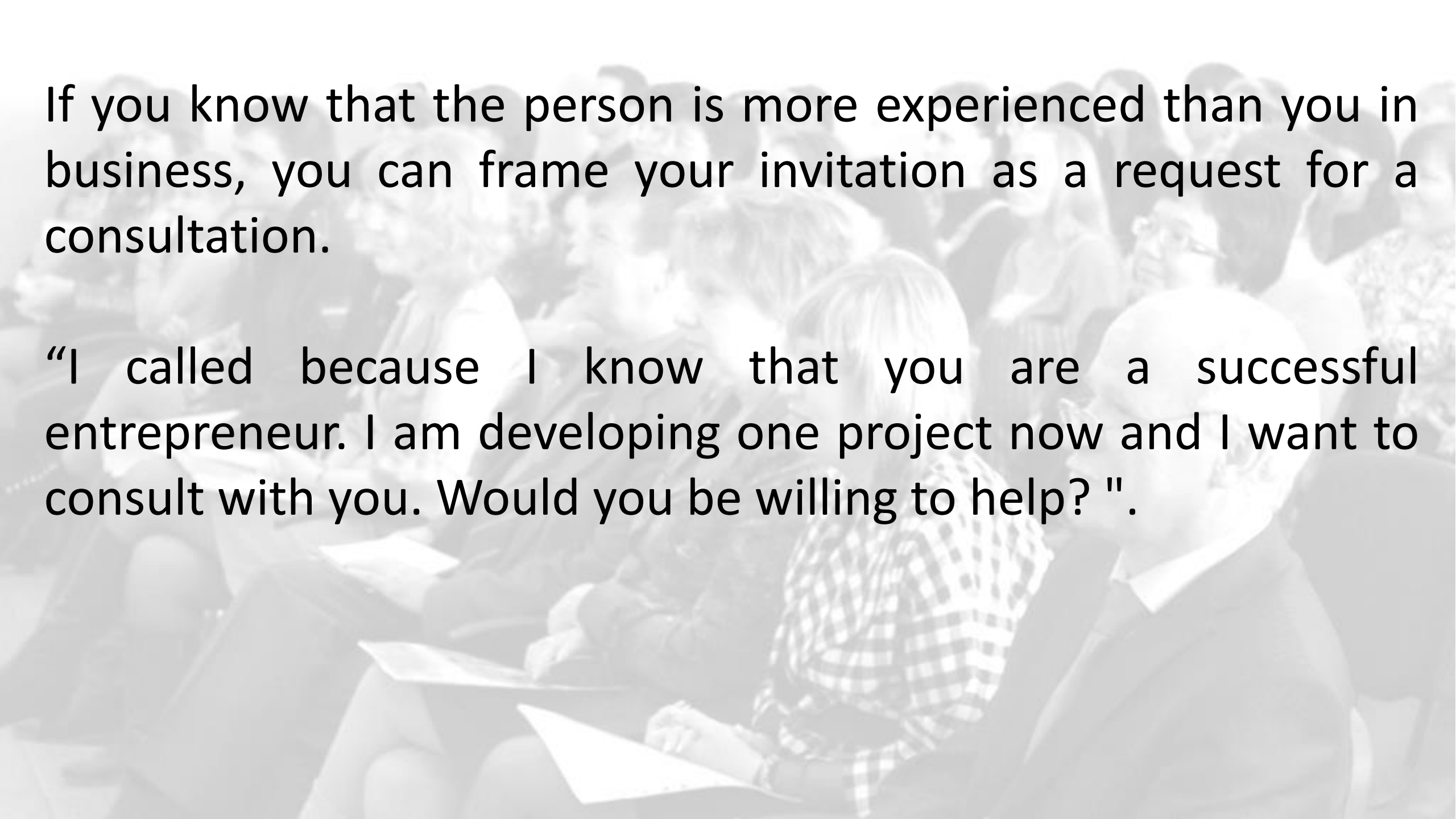
And then you say the time:

“When can you meet? For example, would tomorrow at 3pm be convenient for you?”

1. The purpose of the invitation is to set the time and place of the meeting (and not give full information).
  
2. And also to find and use:
  - a positive reason to come
  - a human quality and purpose

**TWO SECRETS OF INVITATIONS**





If you know that the person is more experienced than you in business, you can frame your invitation as a request for a consultation.

“I called because I know that you are a successful entrepreneur. I am developing one project now and I want to consult with you. Would you be willing to help? ”.

When you do not know how best to invite a person, you can ask the question "Do you know someone ...". For example, "do you know someone who can communicate well with people?" "Is there someone you know who needs extra income?" "Is there someone who wants to open a business line?"

So you can either get a recommendation, or a person will offer their candidacy, by asking themselves: "Why don't they offer me something?"



Parents, relatives, close friends can simply be asked for help:

“I started a new business venture, I could use your support!”

1. Important business conversation
2. Help or advice
3. Solving a problem/task
4. “Do you know someone ...”
5. Relatives/close friends- ask for help

**DIFFERENT APPROACHES TO INVITATIONS**

For the most effective invitation, create the right mood.

Never cheat. Do not invite a person “for tea” if you plan to hold a business meeting. If the potential partner is your close friend, let them know that you invited them for a cup of coffee/tea, but that you will be using this occasion to discuss a promising business opportunity.

It is better to set the meeting day 1-2 days after the invitation.

1. Introduce yourself, ask if it's convenient to talk
2. Establish the reason for the invitation
3. Do not answer questions
4. Suggest a date, time and venue
5. Get a confirmation

**Always remember: the purpose of the call is to set the time and place of the meeting. It is not to answer questions and make a presentation by phone!**

**THE 5 STEPS OF INVITATIONS**

Phone call: Jane, hello!

This is Anne Peters. Is it convenient to talk? Do you have a few minutes?

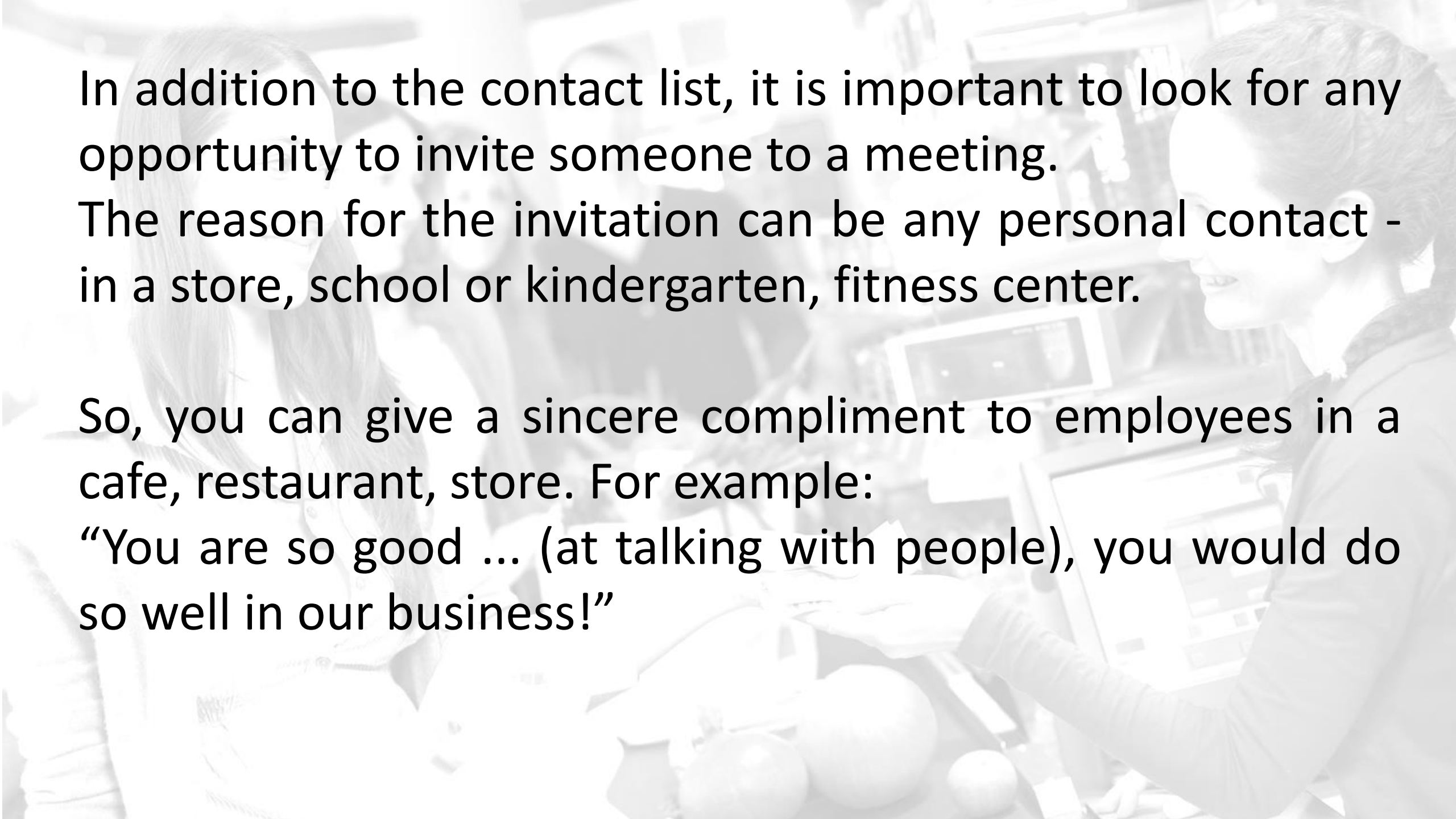
I am glad to hear from you! How are you?

(keep the introduction short, no more than 1 minute)

I was thinking of you yesterday and how great you are at communicating with people! I'd like to have a business conversation with you that I think will be very interesting for you. I don't have a lot of time right now, but will be glad to explain everything in detail when we meet. When is it more convenient for you: on Monday or Tuesday? Great!

Confirmation: It was nice to talk to you. So, we're meeting on Tuesday at 4 p.m. at \_\_\_\_\_.  
You wrote it down? Great! See you there!

**INVITATION EXAMPLE**



In addition to the contact list, it is important to look for any opportunity to invite someone to a meeting.

The reason for the invitation can be any personal contact - in a store, school or kindergarten, fitness center.

So, you can give a sincere compliment to employees in a cafe, restaurant, store. For example:

“You are so good ... (at talking with people), you would do so well in our business!”



You should never lose an opportunity to invite someone! It could be while talking to someone in a taxi, on an airplane, train etc.

For example: “I am now on my way to a meeting with potential new business partners. By the way, maybe you have someone in mind? I’m looking for partners in new cities!”

If your invitee is from another city, you can use Skype to hold a meeting.

Your loyal Customer can also become your business partner: “Would you like your products to be more affordable?”

A photograph of a young woman with blonde hair, wearing a dark blue business suit jacket over a light blue collared shirt. She is smiling broadly and holding a black telephone receiver to her ear. The image has a light blue overlay.

## YOUR TASK

1. Study additional materials in your “Successful Partner Workbook”.
2. Write a few options for scripting prompts.
3. Open the list and start inviting!

