

### SKILL: INVITING TO EVENTS

#### Preparation Checklist

- ☐ Set your business hours: \_\_\_\_\_
- ☐ Print off the Weekly Action Plan and begin to fill it out
- ☐ Update your contact list

#### OBJECTIVE

Develop or refine the skill of inviting contacts to USANA events.

#### GOALS

- ▶ 1. Invite a contact either directly or indirectly to attend a USANA event in less than two minutes.
- ▶ 2. Invite 10 people per day during the first 20–30 minutes of your business hours. USANA is a business centered on relationships. We create and strengthen relationships through shared experiences. Events create a great environment to provide quality experiences and can offer social proof to those who attend. Events are the spark that moves you to the next level. Creating an exciting experience for your prospects will leave them with invaluable information and a feeling of excitement.

Events are a vital tool to your USANA business and will give you a great advantage.

### THE TOP FIVE REASONS YOU AND YOUR PROSPECTS NEED TO ATTEND EVENTS

- ▶ 1. You can experience the energy and excitement of being surrounded with other like minded individuals.
- ▶ 2. You can gain more confidence that USANA is a trusted company with real solutions.
- ▶ 3. Meeting and connecting with people who are taking the products or creating their own business can help you build your network.
- ▶ 4. Watching others present and follow up will give you valuable tips to improve your own skills.
- ▶ 5. Sharing this experience with your guests can lead to a continuation of attending events together.

## TRAINING: HOW TO INVITE CONTACTS TO EVENTS OR WEBINARS

When inviting others to attend events or webinars, the steps look similar to those we learned in the last lesson, but they are slightly modified. It is important to remember that this process should be as personal as possible. Are they on the road to join your team as a Preferred Customer or business owner? Or are they simply interested in the products? The information you previously sent was tailored to them, and this personalized approach should still be applicable for event invitations as well. It's not about what the event is about; it's about how the event is valuable to them and why they should want to attend.

### Step 1: Take no more than two minutes to complete your invite.

Remember, you are keeping the 20–30 minute time frame again this week. This will help keep your energy and enthusiasm high. Keep in mind that you are still not presenting at this stage. Work to keep the invite under the two-minute mark. This will help maintain trust and keep the conversation moving in the right direction by showing them you respect their time and their “why”. You want to show them you care, and the best way to do that is to allow your presentation to come at a more appropriate time.

### Step 2: Offer a sincere compliment.

### Step 3: Make a warm-market invite.

Think about how a USANA event can improve the life of the person you are inviting and determine whether a direct or indirect invite is necessary.

### Step 4: Ask an *if, would* question.

In most situations, your contact is going to ask you for more information because they either want to go with you or because they have questions before they refer you to their friends.

This step is key to keeping your conversation under two minutes.

## Don't have an event to invite them to?

Check out the weekly newsletters for webinars you can invite others to view or go to [The Hub](#) and learn how you can host your own event.

### Direct Invites

Remember, this invite is for someone you already know and with whom you have a mutual trust.

#### HERE ARE SOME EXAMPLES OF DIRECT EVENT INVITES:

*Remember when you told me you were looking for a way to live a healthier lifestyle? I'd like to help you find a way to do that.*

*Would you be open to going to an event about \_\_\_\_\_ if it didn't interfere with what you are currently doing?*

*I have an extra ticket to an event about \_\_\_\_\_ and I remember we talked about \_\_\_\_\_ and how you said you wanted \_\_\_\_\_. Would you be open to coming with me to check it out?*

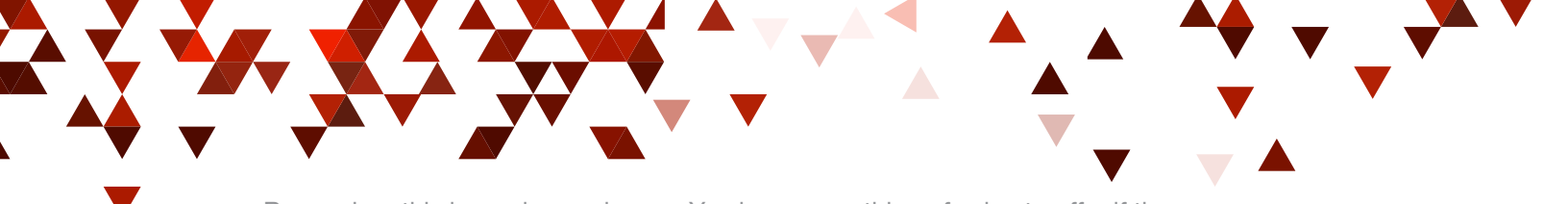
### Indirect Invites

This approach helps give your contact a way to help you, and in turn, it can help them move beyond their initial concerns.

#### HERE ARE SOME EXAMPLES OF AN INDIRECT EVENT INVITE:

*I've just started a new health and wellness business and I'm scared to death. I have an extra ticket to an event and would really like someone friendly to come with me. Would you mind being my plus one?*

*I have an extra ticket to this event next week. Who do you know who may have hit a wall with their career and might be looking for a side project to generate a little extra income? Or do you know someone who could benefit from learning more about USANA's products?*



Remember, this is a value exchange. You have something of value to offer if they are willing to do something in exchange.

Some examples of *if, would* questions would be:

*If I sent you a video link that explained more, would you click on it and watch?*

*If I sent you a flyer with information about the event that explained everything in an easy manner, would you let me know if it could help you with your goals?*

**Step 5: Help them set their own time frame.**

**Step 6: Confirm their time frame.**

**Step 7: Set a time for follow up.**

**Step 8: Move on to the next call.**

Remember, you only have 20–30 minutes to complete this portion of your day.



### Entrepreneur Advantage Tip

Having a grand opening for your business is a great way for you to introduce others to your business and generate an immediate return on your initial investment. Ask your sponsor or visit The Hub <https://www.usana.com/hub/#/login> for more details on how to do this.

## ACTIVITY

Use this worksheet to help you through your first event invitations.

Event Invite Worksheet:

WHO: \_\_\_\_\_

WHY: \_\_\_\_\_

DIRECT OR INDIRECT: \_\_\_\_\_

*In a hurry because:*

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*Insert sincere compliment (reason why they would be a good retail customer, PC, or team member)*

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*Approach (direct or indirect version):*

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*If, would*

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If I \_\_\_\_\_, would you \_\_\_\_\_?

*Their time frame*

When do you think you could listen/watch/read the event material?

*Follow-up appointment*

Day specified: \_\_\_\_\_ So if I follow up with you \_\_\_\_\_  
(around 12 hours later), you'll have reviewed it?

*Time and number:* What is the best time and number for me to reach you? \_\_\_\_\_

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*Move on to the next call:* Great, I'll talk to you then! Bye! \_\_\_\_\_