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# EDIFICATION

*Instructions for this Section: Learning to edify (or build up) your Senior Business Partners is one of the best “tools” you could ever use to motivate your prospects to action! You can edify when inviting a prospect to a PBR or event, before setting up a 3-way call, or when introducing your Senior Business Partner at the start of a presentation.*

## HOW TO EDIFY .....

I am so excited to be working with some of the **BEST of the BEST** on this project!

I am working with a (*Gentleman / Woman*) by the name of \_\_\_\_\_.

(*He/ She*) is the **DEFINITION of SUCCESS!** (*He/ She*) is **LEADING THE EXPANSION** of this **QUARTER BILLION DOLLAR COMPANY.**

However, the only reason (*He /She*) is so successful is because of **HOW MUCH (He /She) HELP OTHERS.** (*He /She*) prides (*Himself /Herself*) on helping others have success...In fact, (*He /She*) has been helping me every step of the way!

But (*He/ She*) is very **DOWN-TO-EARTH!** Instead of being snobby or “stuck up” (*He /She*) is so cool, so easy going. If you ever met (*him /her*) on the street, you would never know the kind of success (*he/ she*) has had! You will **LOVE** meeting (*him/ her*)!

But above all else, (*He/ She*) is an **EXPERT!** (*He/ She*) **KNOWS 100% OF THE INFORMATION.** In my opinion, there is **NO ONE BETTER** who would be able to explain to you the details of this project!

## SOME OTHER GREAT THINGS TO SAY .....

This is “**THE CONTACT**” that most people want in life and **NEVER** get!

This is like the **MICHAEL JORDAN** or the **OPRAH WINFREY** of our industry!

This **PERSON’S TIME** is so **VALUABLE**, I can’t believe I actually have the opportunity to introduce you to (*him /her*)!

If I can introduce you both, with your talents and abilities matched with (*his/ her*) talents and abilities, **SPARKS WILL FLY!** I can only imagine the good that will come from it!

