

The System guide to HOSTING PRIVATE BUSINESS RECEPTIONS



www.thesvpfamily.com

Planning your PBR

Step 1: Invite

- Urgency and excitement are your keys to success. Therefore, begin inviting for your home meeting 2-3 days beforehand, no more.
- Practice and role play your invitations with your sponsor/ETT before you begin to invite. Whenever possible, make your first 10-20 inviting calls with your sponsor/ETT. Use a script and make sure you sound natural, excited and confident!
- Create value. People will decide to come based on how important you make it sound.
- Over-invite: You will have guests who won't show up, usually 50% or more. Invite and confirm twice as many guests as you would want at your PBR.
- Never cancel a schedule a meeting and keep inviting until it happens. When you schedule a PBR, it is up to you to make it happen. Our presenters' time is in great demand.

Step 2: Confirm

- Confirming your guests will increase the number of guests at your PBR and will grow your business faster. Always confirm your guests.
- Confirm your guests the night before or on the morning of the meeting. Call the presenter and give them they list of confirmed guests.
- Here is the best way to confirm your guests:
"Hey____, I am really looking forward to seeing you tonight. Can you do me a huge favor? Come over about 10-15 minutes early. I spoke to the executive from the company I am working with and told him/her all about you. He/She is excited to meet you before we get started. So I will see you at (location) at (time)!"

Before your PBR begins

Your PBR will be your guests' first impression. Make it a great one.

- Have upbeat music playing in the background to set the tone for the meeting. Fun, fast music makes conversations more comfortable because people don't feel like what they are saying can be overheard.
- Make sure you have necessary documents printed (in color, if possible): ACN Overview sheets, home services surveys, 24-hour game plan sheets, Independent Representative Agreements, quickstart bonus sheets (when applicable).
- Make sure there are no distractions like kids, pets and phones etc.
- Set your thermostat to a cooler temperature. It will keep your guests alert and attentive.
- Have light appetizers and non-alcoholic beverages available. Keep it simple and duplicatable.
- Introduce your guests to the presenter before your PBR begins.
- Be positive, regardless of how many people come to the meeting.
- Have only a minimum number of seats out. If more than expected come, that is better than having a bunch of empty chairs out with no one in them.

Kicking off a kick-butt PBR!

As the host, you will set the tone for the meeting.

Your work is almost done. All you need to do is seat your guests and begin your PBR. With a smile and excitement, here is what you should say:

"Thank you for being here to learn more about this great opportunity we are so excited about. At this time, please turn off your cell phones and hold your questions or comments until the end."

"We are going to watch a short DVD that will give you 90% of what you need to know. While you watch, look for 3 key things:

1. The credibility of the company and who endorses it.
2. The products and services we offer.
3. How we get paid.

After the DVD, I'll introduce our very special guest to go over the rest of the

Edify the presenter

You must establish the credibility of your presenter by saying three things:

1. The presenter knows what they are talking about.
2. The presenter knows how to make money in this business.
3. The presenter is a good person who helps a lot of people succeed.

"Mr./Mrs./Ms. _____ is one of the people leading the expansion in this area. I have so much respect for him/her because not only is he/she having tremendous success, but everyone who works with him/her and follows what he/she coaches is having tremendous success, as well. He/she has all the information necessary and I can't think of anyone better to explain this opportunity to you. Please help me welcome to the front of the room, Mr./Mrs./Ms. (first and last name)."

Pass out overview sheets, PBR response forms and pens at this time and sit down and let your presenter go to work. Participate in a positive way and never contradict or interrupt your presenter. Most importantly, have fun!

After the presentation

Know where you are going, people will be afraid not to follow you.

- When directed by the presenter, pass out Rep agreements, Quickstart paperwork (if applicable) and the 24 hour game plan. The presenter will close the meeting by showing guests how to get started and how to hit ETT and be on the way to making money in their business.

- After the presentation, turn the music back on and help the presenter sort the room. Avoid a group Q&A session. Instead, break up the room and make sure that excited guests have a chance to speak the presenter one-on-one and negative or disinterested guests have a chance to leave.

- Before all your guests leave, make sure they have completed a PBR Response Form and the Home Services Survey for effective follow-up. This will allow you to do market research to learn more about what services they currently have and what services you can offer them.

- As the host, YOU have the power to move your guests into action, not the presenter. Say **bold** things! Ask them any of these questions to determine their level of interest in getting started:

-“I know there was a lot of information, but what did you like most about what you saw?”

-“I’m doing this with or without you. I’d just rather do it with you. Are you in?”

-“I’m so excited about this. We are going to have the best financial year of our lives. There is no way I’m leaving you out of this!”

-“Someone’s going to make a lot of money doing this, why not us?”

-“Can you see yourself doing this with me?”

-“Let’s go over to the computer and get you started!”

Following up the next day

The fortune is in the follow-up!

- Through a three-way phone call, you and the presenter should give all of your guests a follow-up call the day after the presentation. If you wait any longer than one day, you risk losing their excitement and interest.

Here is an example of an effective follow-up call:

You: “Hi _____, this is _____. Do you have a minute? I have Mr./Mrs./Ms. _____ on the phone from last night’s presentation. He/she wanted to give you a call real quick.”

(Stop talking at this point and listen.)

PBR success checklist

- Room thermostat set to a cool temperature
- Extra seating available, but not set up
- DVD cued up and tested with TV off
- Upbeat music playing at a medium volume
- ACN presentation documents printed in color
- Success from Home magazines and DVDs on hand
- PBR response forms and pens available
- Computer with internet access available
- Phones turned off and other distractions removed
- Light refreshments (no alcohol)
- Video phone on display for demonstration

AFTER THE PRESENTATION, IF YOUR CONTACT SAYS:

YES

Sign them as a Representative

Sign them as their first customer

Complete the 24 Hour Game Plan

MAYBE

Sign them as a customer

Provide them with information:
DVD, Magazine, ACN Website

Invite them to the next Business
Opportunity Meeting or training

NO

Sign them as a customer

Ask for referrals