

Successful Home Meeting (PBR)

Being prepared is crucial!

- **Create value:** People will come to your PBR if you make it important enough to them. Use urgency.
- **Invite too many:** You will have guests that won't show up. Basic rule of thumb is the 50% rule.
- **Positive:** Regardless of how many people show up, remain positive! (Don't talk about the no shows)

Tips

- ✓ Have some simple snacks for **AFTER:** Carrots, Celery, Cookies, chips & dip, etc.
- ✓ Have upbeat music playing in the background to help set the environment while people show up. Play again after overview is done.
- ✓ Keep the room temperature at a comfortable level, a room that is too warm or too cool will make the guests uncomfortable.
- ✓ Be sure to have the "Opportunity DVD" ready to play and have the remote ready! (**Test it before**).
- ✓ **IMPORTANT:** Keep animals, children or any diversions out of the room.
- ✓ Make sure to **TURN OFF** all phones and only have the DVD menu playing on the TV (unless playing music through the TV).
- ✓ Have enough PBR packets to pass out to your guests.

Contents of the PBR Packet (to pass out at the end)

- Representative Agreement
- Home Survey Sheet
- 3 Step Launch
- Current Quick Start Bonus (if there is one)
- Local event flyer with company websites

Defining the roles for the Home Meeting (PBR).

HOST = the person whose home the meeting is at. (new rep)

- Role is to fill the room (invite), create the right environment, edify the special guest, and help sort and filter guests after overview.

Special Guest= Sponsor or Upline Business Partner doing the PBR (If available)

- Role is to explain and present the ACN opportunity information and help move guests forward as new reps or customers

(HOST) Home Meeting Introduction

"I want to thank you for coming to our home this evening to find out about this company we are so excited about. The company that we are now representing, ACN, has an incredible TECHNOLOGY that you will get to see tonight. **At this time, if you could turn off your cell phones and keep your comments and questions until the end.**"

Next...

(HOST)

“I am going to play a short 8 minute video (Opportunity Video) that will give you 90% of the information that you’re here to learn about. While you are watching it, I would like for you to watch for 3 things in this video.

1. *The credibility of the company and who is endorsing it.*
2. *The products and services that we offer.*
3. *The way we get paid.*

**After the video, we have a very special guest speaker to cover the rest of the information.”*

**(If you have a local Upline Leader available to attend the meeting. If not, use the DVD presentation with Tony Cupisz on the Opportunity DVD)*

What is EDIFICATION and what to say to introduce the Special Guest

Edification: Is designed to build up the credibility of someone else, such as the Special Guest. By edifying the presenter you’re helping to build respect for the Special Guest. The better you edify your presenter, the better the results of your PBR will be.

3 things you will want to say about the Special Guest during the introduction:

- The Special Guest knows what they are talking about!
- The Special Guest knows how to make money in this business!
- The Special Guest is a good person and helps a lot of people succeed!

Edification Example:

“This individual that I am working with is actually one of the people heading up the expansion in this area. I have so much respect for this person because not only is he/she having tremendous success, but everyone that works with him/her and is coachable is having tremendous success as well. He/she has all the information necessary and I couldn’t think of anyone better to explain this business to you. Please help me welcome, Mr./Mrs./Miss (individuals first and last name)”

As the host, get your prospects to want to meet with the presenter (again more edification). Help to filter out the room, send excited ones over to the edified presenter and get Home Survey sheets from those that are not excited and thank them for coming. Help negative or uninterested people to leave as quickly as possible.

Goal:

- Have Red Apples get signed up, schedule a Launch Session and promote the next training/event (get a commitment for them to attend)
- Promote the next event to Green Apples, send home with DVD & Magazine and set up a follow up appointment
- Have uninterested guests become customers by filling out Home Survey sheet and go over with upline

HAVE FUN!!!