



The Skills and Power of the "Effective" In-Home Private Business Reception (PBR)

A Private Business Reception or PBR (home meeting) is the MOST time effective way to get off to a momentous start in your business.

This is where you invite 5 - 30 people (or more) you know over to your home. An Executive Team Trainer (ETT), Executive Team Trainer (ETL), or Team Coordinator (TC) will come out and explain the business to your guests for 15 -30mins in a very low-key, non-threatening environment. This lets you expose 5-30 people to the business in ONE NIGHT, rather than 1 person a week over many weeks.

What sounds better? Imagine if you had 10-15 guests at your home, and a modest 3-5 people enrol as reps. Then next week, they each had 10-15 new guests at their homes for PBRs. What if that continued, and we taught all those people how to acquire customers?

Can you see how this would quickly build your long-term passive residual income as well as provide significant up-front bonuses? The momentum from this one event can forever shape your business.

GUIDELINES FOR HOLDING A SUCCESSFUL PBR BEFORE THE PRESENTATION

- Create VALUE!!! People will decide whether to come based on if you make this sound important enough.
- Invite people to speak with your ETT. Edify. They will come to meet a person, rather than to hear about a business.
- Invite as many successful, excited, and interested people as possible 5, 10, 20, 30, or more!! 50% of ALL confirmed guests do not show up. Plan for it. Over-invite!!

HOLDING AN EFFECTIVE PBR

- Schedule the PBR within 3-5 days of your start if you are a new representative.
- 24 hours before the event, get a list of all the names and numbers of those attending to the presenter so he / she can make the confirmation calls and informally say hello.
- Print flyers for the UPCOMING WEEKLY OPEN MEETING and/or NEXT EVENT to have on hand for promoting at the PBR. Make sure you have enough:
- DVDs & Magazines on hand to give to each interested guest after the meeting.
- 1-9 overview sheets printed in colour on high-quality paper.
- Rep Applications
- CAFs (Customer Acquisition Forms) for those who get started immediately or for those who just want to enrol as customers.
- If necessary, your ETT will help you acquire the necessary materials. Just be prepared!

- Have light refreshments available, NO alcohol.
- DO NOT explain the business to your guests before the PBR. That's why the speaker is coming!
- Have upbeat music playing before and after the presentation. TV OFF.
- Turn off / unplug telephones once the presentation begins. Put the kids to bed and the dogs outside.

DURING THE PRESENTATION

- Start the presentation ON TIME. Reward those who come early - not those who arrive late.
- The host should introduce (edify) the speaker.
- As the host, set the example and please DO NOT LEAVE THE ROOM OR INTERRUPT the Speaker.
- Participate with the speaker. Be genuinely enthusiastic about the ACN Opportunity. Sit on the edge of your seat leaning forward.

AFTER THE PRESENTATION

- Remove negative people from the room immediately after the presentation.
- Separate the "1's" (those ready to start) from the "2's" (those who have questions). The speaker will enrol the new people whilst the host and other Team Members answer the "2's" questions.
- If the Speaker is working with a new rep, DO NOT INTERRUPT to ask the answer to a question.
- Make sure all attendees are followed up on either by the presenter or you.
- Promote the WEEKLY MEETING or SATURDAY TRAINING or next event to everyone in attendance.

WHAT IS THE DESIRED OUTCOME OF A PBR?

- New Reps & New Customers.
- To train current reps on the process of multiple exposures.
- To expose the business to as many people as possible, at this in-home presentation and in future presentations. Make sure you and the presenter follow up with all attendees.
- To book at least 2 more PBR's from each PBR.
- Your goal is never to have any more than 2 PBRs in the same home.
- Get into the WARM MARKET of the people at this PBR ASAP! Go THROUGH!
- If they don't want to become a rep, acquire them on the night as a customer. (Use Favour, Help Try Approach! It works 90% of time!)
- If they have an interest in being a rep, still sign them as customer on the night.