

Preparing your in home PBR

*Imagine buying a restaurant or opening your own store. You'd invite all of your friends and family to your "Grand Opening," right? A **Private Business Reception** known as a **PBR** has been found to be the most effective way of exposing your warm market (people you know) to the opportunity quickly using the **3rd Party System**. You are simply the **co-inviter**. Your Sponsor / Up-line **EXPERT** will do the Inviting and Presentation.*

What to Do First:

- Set the date for your first PBR. Date: _____ Time: _____.
- Set the date for a 'back-up' PBR 5-7 days later. Date: _____ Time: _____.
- Contact the TOP 25 prospects on your list of names. (**Only about 1/3 will show up.**)

What to Set-Up:

- **Don't add extra chairs**; leave your home as it always is and only add chairs as needed.
- Keep it simple. Make it easy to duplicate; Chips, dip, soda, cookies etc. **NO MEALS!**
- Have membership and associate applications ready with a pen on a clipboard. This way, there will be no surprises when you invite them to get involved.
- Turn off the TV and other distractions & play upbeat music to create energy in the room.
- Dress should be business casual, no ties! You want a relaxed look and feeling.
- Refreshments are to be served after the presentation, **remember keep it light!**
- Please – "NO Cute kids, no cute pets, no phones, it's hard to compete with distractions!"
- NO smoking, no alcohol & please no drama. This is after all a Business!
- Call your prospects 24 hours in advance to remind and confirm their attendance.

How to Introduce the Expert:

- The Host opens the meeting, welcomes everyone and shares their story about why they joined PPL. Finally, the host thanks, welcomes and introduces the Expert.
- e.g. **"We are going to go ahead and get started. It's great to have everyone present tonight. I'm excited about what our Director/Expert will be sharing with you today! I hope you see something in it for yourself. We are so fortunate to have one of the top leaders with the company here with us tonight. Dave is one of the most respected business builders with Pre Paid Legal Services. He has been working with me/us personally and I appreciate all of his/her support. Please give him/her your full-attention. At this time help me welcome Mr. Dave Savula."**
- **Expert** will play the DVD of choice.
- Will tell the "If You Were My Attorney story."
- Will go over the Compensation plan and Timing.
- Will sell the Dream. "**Time and Financial Freedom**."
- Will promote the simplicity of the tools and "Basix system."
- Presentation and close should take approximately 1 hour.
- Take a break and let anyone not signing up know that they're free to go!
- Schedule into your calendar a Sit-down or PBR for each new associate that joins!

Note: 2/3 of your confirmed guests will cancel at last-minute, flake out or simply not show up. That's life! Plan for it. Over-invite and create value for them to be there!