

PRIVATE BUSINESS RECEPTION/IN HOME MEETINGS

Now that you have people who have said they will come to your in-home meeting/Private Business Reception (PBR), what will you do? Well, first, the day before the meeting, call back the people who said yes and confirm that they will be there. Keep in mind that there will be some attrition (some people will back out), but you keep calling everyone who said they would come. Those who back out can be scheduled for the next meeting/PBR or another meeting you can set up for the following week.

It is important to keep the meeting/PBR simple. No full course dinners, etc. Remember, you want the people who come to see that they can do this, too. So, plan on having juice/coffee and a bag of cookies or chips.

When your guests arrive, have them sign in on a piece of paper with their name, phone number, and e-mail address or fill out a prospect card. Let them mingle a little before the meeting begins, but try to start as close to on-time as possible. Then call everyone into the room that has the **TV/DVD** player. If you need extra chairs, get them then; do **NOT** have a lot of extra chairs set out before hand. Then, what will be the first “**official**” words out of your mouth to start the presentation? Would you like to have something to say that would immediately do the following?

1. Overcome the “it’s a pyramid” objection
2. Overcome the “I don’t have the training” objection
3. Overcome the “I can’t do this” objection
4. Overcome the “I’m not a sales person” objection
5. Get them leaning forward and agreeing with you
6. Get your prospect ready to join us no matter what you say after that!

Learning a simple technique will help you build your AmeriPlan business. The first words out of your mouth are very important if you want to succeed. Don’t leave it to chance. Learn the following phrase word for word and you will be a much happier and more successful AmeriPlan IBO:

“Most people do network marketing everyday; they just don’t get paid for it. Network marketing is nothing more than recommending and promoting something you like. Have you ever recommended something before? Sure you have.”

Ask your guests what they have recommended to others. Look for people who have been nodding their heads or giving you some sort of indication that they agree with you. You can even start throwing out some examples like: movies, restaurants, a sale, hairdresser, a babysitter, etc. People don’t look in the

yellow pages for this sort of thing; it's by recommendation. Get participation without going too long. Make it fun. Then follow up by saying this:

"I loved the movie (example – Ironman) and I told all my friends to see it. They did, but the theatre never sent me a check. We have a favorite restaurant, it's (example – Houston's or Zio's) and now all my friends are eating there, but the restaurant hasn't sent me a check either. Have you recommended anyplace? Did you get your check? You mean the theatre or restaurant owner didn't send you a dime for your recommending their place of business?"

Well, most people do network marketing everyday; they just don't get paid for it. Most of us start networking marketing when we're just a few years old. Kids talk to each other about video games, cartoons, movies, they show each other their Happy Meal toys, Just like them, you already know how to do it; most of us do it every day; we're just not getting paid for it. Is anyone interested in getting paid for it?

At this time, you move over to the TV/DVD where you have previously loaded the AmeriPlan DVD and you push "**PLAY**". The video presents the entire AmeriPlan program in about 20 minutes. Anybody can play a video. It is simple and the process can be easily duplicated. Most people at your meeting will believe that even they can do that.

I know this sounds too simple. It is simple. But it works. Don't try to complicate it.

Now back to the meeting..time for the big finish. The DVD is over, you turn the TV/DVD off and say:

"Well, our meeting is almost over, and if you're here for the very first time, you have the same three choices that I did and everybody else did when they first looked at AmeriPlan.

Choice #1: I'm already doing network marketing, I'm just not getting paid for it, and if I'm going to do the work, I want to collect the check. Let's do it – I want to become an IBO! If you choose **Choice #1**, that a very good choice.

Choice #2: I'm really not interested in being an IBO, or earning any extra money, but I would like to save some money with the plan, so enroll me as a Member. If you choose **Choice #2**, to save money with AmeriPlan, that a very good choice.

Choice #3: That's Thanks, but no thanks. I appreciate you inviting me to the meeting, but I don't need any extra money, I don't want to be an IBO, and I'm not interested in saving money with the plan. If you choose **Choice #3**, Thanks, but no thanks, that's all right.

We appreciate your coming to our meeting tonight. Now her is all that you have to do. Just come to me, or whoever invited you here, and tell them **Choice #1, Choice #2, or Choice #3.**”

First, let’s deal with folks who say **Choice #3**. Tell them thanks for coming and they are free to go. Tell them if they don’t mind that you would like to touch bases with them in 3-4 months and let them know how you are doing with the business. They’ll be so happy to be released to go that they will say sure. Say good-bye and see them out the door. They you fine their name and number and get back to them in 3-4 months.

Folks who say **Choice #2** are given a brochure opened to the application page. Make sure they have a pen and let them begin filling out the member application.

Folks who say **Choice #1** are moved to the kitchen or dining room table to fill out their IBO applications. They may have some questions that you can answer. Give each of them the GSR Getting Started Package with the 4 Step process. This will get them ready to start their list and have their own in-home meeting/PBR. If your upline/millionaire mentor is not at the meeting, you can 3-way call these new IBOs into your upline/millionaire mentor. He/She will welcome them to the team and answer their questions.

That’s it! You have just done a presentation in 30 minutes or less . . . short, sweet, and simple is better than long, boring, and complicated every time. When you finish the short, sweet, and simple meeting, the guests will be able to see themselves doing the business and that is exactly what you want. If they don’t think they are capable of doing what you did when you recruited them, then they will never be comfortable doing the business.

Many people in AmeriPlan have gone **RSD** from having two in-home meetings/PBRs. If you have 3, 4 parties, so what, you still accomplish **RSD** within your first **2 weeks** and pocket your first **\$500 to \$1,600**.

Practice these scripts so that you will be comfortable when presenting to your guests. If you have any questions or need some encouragement, be sure to call your upline/millionaire mentor.