

Private Business Reception (PBR) Training

Inviting to a Private Business Reception

Read & practice several times before you make the call. Be natural, be yourself. Put this script into words that sound like you. Write it down. Go over it with your sponsor or support team. Practice it first!

“Hello _____. This is _____. How are you? Good. Real quick I’m on my way out but I wanted to give you a quick call because I have started my own Business, and I’m very excited. Have you ever heard of Identity Theft? *(Let them respond.)* I am working with the leader in Identity Theft Protection and they are expanding right here in Rockford. I am personally working with some of the top executives and was curious - are you keeping your career options open or your income options open or open to making some extra money? *(Let them respond.)* Great! On _____ at _____ I am celebrating the LAUNCH of my business,. Two of the top executives in our company will be sharing with you where we are going and what kind of people we are looking for. You may or may not be interested, but I do value your feedback and recommendations. Can _____ & I count on you?” *(Include your spouse’s name here too – to make the commitment to both of you.)* If they ask what it is, tell them: “You’ve probably been reading about this company or have heard of Identity Theft, our industry. They’ve been in Forbes, Fortune & Money Magazine, the Wall Street Journal, & recently their CEO was elected to the US Chamber of Commerce Board of Directors. And I can’t wait to show you the information! So can _____ and I count on you?”

Confirmation Calls the Day Before the PBR

“Hello _____. This is _____. *(Let them respond.)* I have on the phone with me _____. He/she is one of my new business partners working with me. Just a little bit about _____. He/she is helping me get started. He/she likes to have fun, but what I appreciate most about _____ is her/his willingness to help me and countless others succeed in this business. He/she will be there on _____ and just wants to say HELLO. _____, please meet _____. This is the person I mentioned to you..... *(Edify / say something complimentary about your guest.)*

(BE QUIET. DON’T SAY ANOTHER WORD!)

The Expert

“Hi! I just wanted to meet you real quick – *(toss in a rapport building statement – if you know anything about them that matches up with who you are... where they are from... do you have a related career... Hobby... something in common. For example, ‘I hear you went to U of A; I went there too! Love your basketball team!’)* Mark’s told me a bit about you. He’s been very impressed with _____ *(...your positive attitude... your background...your ability to make things happen...)* This may or may not be for you, however it is definitely worth your time. I look forward to having you review our company tomorrow. Do you know how to get to Mark’s house? Great! *(This is when you should remind your guest to bring the ice or what ever you asked then to bring.)*

Setting up the PBR

Ask each person to bring something like ice, a large bottle of pop, etc. This way they are more committed to come. Don't have lavish foods. Stick with popcorn, store bought cookies, or chips & dip. Don't change around your room. If more show up than you can seat, then and only then bring in chairs from other rooms. Do not have anything out on the table except applications and pens (no tools). Please no children - they are too cute and will definitely distract the guests during the presentation. Turn off your phones and ask your guest to do the same. Put pets outside if possible.

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Setup and agenda is the key to your PBR (Remember keep it duplicatable)

PBR Agenda

HOST Introduction - 2 minutes

"I want to thank you for coming to our home this evening to learn what is NEW with our family. We are very excited about our new business." "The company that we are now representing, Pre-Paid Legal Services, has an incredible service that we have benefited from as a family. It has saved (or is saving) our family a lot of money. Introduce the PBR DVD and the two top executives featured on it or if you have an expert present "I want to introduce to you an Executive (Or Director or Manager) from Pre-Paid Legal. Mr./Mrs. _____ and our family are becoming very good Friends, and I encourage you to listen to Mr./Mrs. _____ with an open mind.

Play the PBR DVD

As soon as the DVD finishes (DO NOT ASK DOES ANYONE HAVE ANY QUESTIONS), immediately hand out both membership & associate applications & pens while saying “Everyone who’s going to support _____ in starting his/her new business & take advantage of the awesome membership, here’s the form to complete and those who want to start earning money with us – here’s the form for that. We’ll help each of you get started”.

If someone has questions and there is no expert in the room, do a 3-way call with your upline expert so they can answer any questions one-on-one with your prospect and help you sign them. If someone will not sign at your home, but they are interested, as they are leaving for the night send them home with a Success From Home Magazine and set a follow-up. For those who join the team at your PBR read below to learn how to super charge your business.

Fast Start

(Don’t stop now you’re on a roll – inform your new associate how they will become a Manager in a matter of days !

Book your new associate’s PBR before they leave your house. They are the most excited when the first join! Give them some tools. Always promote the next event (weekly meeting, fast start, team call). Give them a starter kit (PBR DVD, How to Build Your Business by Jim Rohn, and some applications). Remember, the faster you get your new associate results, the better. Why not conduct a PBR for them right away?

P.S. The business is not about you. Introduce/Edify your new associate to your support team.

