

How to have a successful PBR(Private Business Reception)/In-home

To have a proper PBR/In-home it takes two:

1. A host or hostess willing to follow directions
2. The presenter being willing to do their part

This partnership makes a powerful PBR/In-home be successful.

Host/Hostess: will follow numbers 1, 2, 3, 5 & 7

Presenter: will follow numbers 1, 4, 6 & 7

Here it the order in which it flows:

1. Set a date & plan for the event (host/hostess & presenter)
2. Make a list (this is a list of people that you know or a selected group that you would like to have be the first to know about your new business).
3. Make the calls and invite the guests.
4. Invitation / reminders MUST go out! Email, fax or mail the confirmed guest list with name, phone complete address and email should they have one to the presenter. **The reminder cards must go out!** The presenter will send them out.
The list must be send to be received...
Within 48 hours = the presenter pays all the postage.
Within 72 hours = split the cost of the postage.
Ant time after 96 hours = you pay the all the postage.

NOTE: The presenter will send out the reminder / invitations and the hostess will reimburse the presenter for all the postage.
5. The call reminder. This is done the day before 24 hours prior to the event by the host / hostess
6. The presenter arrives
 1. Come 30-45 min. early to set up
 2. Coach the host/hostess
 3. Help greet guests
 4. An effective & proper presentation
 5. Proper closing of the sale
 6. Handling of the applications
 7. Helping customers shop

NOTE: This is a PBR, a "business function" so, let's keep it business. No alcohol! Serve something wet and something dry.

Ex: ice tea/coffee & cookies, brownies, cake. However know that the best business meetings occur when you serve samples of the products. Ex: weight loss/protein shakes, or bars, fiber bars, access/simply fit bars. Allowing your potential customers to sample the product helps them to know what they want to order. No food is to be served until the end of the presentation. If you serve food prior to the end of the presentation you have sabotaged (ruined) you own show.

1. The host/hostesses job before the samples or food is served. The host or hostess needs to assist in the sales in one way only. By sharing their own personal story and how they got started.
2. Give their testimony. We decided to become a member and convert our home and after trying the products and looking over the literature and make a list we decided to make a list. We decided to make a stronger commitment for 12-24 months to see what would happen if we built the business. That's why we decided to do like what we've done tonight.

3. Put together a \$1 basket, pertaining to your business. People joining the program as a customer can pick a gift after they have their enrollment done. To make the gifts look more impressive, little snack bags with colored shredded paper or colored tissue paper with a single gift inside and a few season piece of candy and or refrigerator magnet or business card makes your \$1 gift have more value because of it's presentation. Additional gifts from your own business line are great. Or another gifts like a seasonal coffee mug, a special candle holder, a journal for writing, etc. Keep it under \$5. The bigger gift is for duplicating the host/hostess enrollment.

Remember that people are receiving these gifts without prior knowledge of getting them. So they have no expectation which makes them appreciate what ever they get. If they expected it, there would probably be disappointment. So, keep the gifts on a separate table, visible but not where they can get into them.

7. Seven is the number of completion.

To complete your show effectively, a warm thank you and welcome aboard is important.

This is where you and your support team need to work together. You will send out a thank you card, put them into the customer care program and for your new business builders the welcome aboard process. This is what needs to be done to get the information to your support team so that they can get an official 'Welcome Call'.

Based on their level of participation: Set a follow up appointment. Keep them actively in touch with you as they are waiting to receive their membership kit or order. You may need to make a call or two before they get their order.

REMEMBER... DUPLICATION IS A BIG KEY TO SUCCESS!

KEEP IT SIMPLE, KEEP IT DUPLICATABLE & ALWAYS KEEP IT FUN!

WE ARE INSPIRING CHANGE ONE LIFE, ONE HOME AT A TIME!

The Invitation Script:

~Hi (their Name), (Your Name)!

I am excited about a PBR/In-home presentation, I am hosting. (This is a private business reception.) The guest list has been hand chosen and seating is limited. Your attendance is requested! It is being held at (my home or address) on (day of the week/weekend & date) at time). Since seating is limited and preparations are being made; I need to know... should I reserve one seat or two for you?

Now (name), it is okay for you to let me know if you cannot make it. But, it's not okay for you tell me that you are coming and not show up.

Because your presence means a lot to me, it is why I wanted you to be one of the first people called on my list.

Get back to me ASAP!

Leave your number and leave it twice.

I eagerly await your call.

is there any reason why you can't come?

Hostess - I eagerly await your call.

This script is approximately 1 minute long if you drop this on an answering machine. If you reach an older machine, you may need to call twice to get the entire message delivered.

When you get confirmation ask for email address if you don't already have it. Let them know that you will be sending or dropping them a reminder so they can watch for it.

The Call Reminder Script:

~Hi (their Name), (Your Name)!

Just a quick call to let you know I am looking forward to seeing you tomorrow night (date), (place), (time).

I am looking forward to introducing you to someone special. Come a few minutes early. I have your (# seats) reserved. I can't wait to see you!

NOTE: If one of your guests, calls you back or leaves a message saying that something has come up and they cannot make it, this is unacceptable and not okay. So, simply call back, in a slightly excitable, slightly panicking voice as if you never heard their message and say:

~Oh, my-gosh, (name)! I am so excited about tomorrow and slightly nervous. I can't tell you how glad I am that you are coming because I need your help. When you come tomorrow could you **please bring**:

- Ex: a cup of milk
Reason: I have so much to do that I am not going to have time to get to the store and I don't have any milk or creamer for the coffee.
- Ex: a cup of sugar
- Ex: one or two folding chairs
- Ex: a can of tuna fish ☺

☺ (THIS REALLY DOES WORK!) ☺

Note on Time:

~use times like 6:45pm, 6:50pm or 7:10pm.

The reason for this is so that the time will stand out in their mind. Stress the on-time, time that you are starting. You may want to have an on-time drawing.

Note for leaving your number:

~Always leave your number twice, clearly and slowly as if you were the one writing it. Always leave your number in a 3, 3, 4 fashion. 'Clear and slow enough to write it.'

- Ex: (909)... 419...- 7050...
- Not: 9094197050

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