

Private Business Reception (PBR)

PRIVATE BUSINESS RECEPTION

"In-Home Business Meetings"

As we've said before, it is vital to your success in your new business that you get started fast. The most effective way for you to do that is to hold a "PBR." This is simply inviting your prospects into your home or office to do a presentation of the opportunity. The key is to invite as many people as you can and have an expert presenter do the presentation for you.

Why should you do a PBR?

PBR's give you leverage by allowing you to expose more than one prospect to Zija at a time. This type of presentation is also a very comfortable environment for both you and your prospects and helps take away the pressure for everyone involved. Most importantly, when one of your prospects gets excited about Zija, that excitement will pass through the group. Another important point is that PBR's are highly duplicatable, which makes them easy for you to do and easy for you to teach new recruits.

How do I do a PBR?

1. Make a list of local prospects.
2. Pick a date 72 hours from today, evenings & weekends work best.
3. Use the PBR invitation script to invite your prospects.
4. Invite four times the number you want to attend. Have a minimum of 12 guests in the room.
5. Be excited and positive regardless of how many guests show up.

THE PBR

This system can be used to expose basically anyone to the Zija opportunity. Whether it is someone on your contact list, you meet, a call from an ad, or a referral, this system will work—if you work the system! This SYSTEM allows you to produce massive duplication in your organization to leverage your time and income! You must commit to a minimum of 5 to 8 weeks working in the

homes of your "Front-Line" Distributors and their teams to allow this system to work for you. By doing this, you will be able to expose the warm market of new Distributors quickly to the Zija Opportunity and teach them how to take over and conduct their own PBR. Add this to the power of the Recruiting Call, the Local and Regional Events, and you have a powerful system to build your business!

Set Your Date and Goals

The PBR is the most effective way of exposing your warm market (people who know you) to the opportunity quickly using a 3rd party expert. "You are the usher" Let the "Expert" do the preaching.

Step 1:

Set date for your first PBR within 72 hours of signing up.

Step 2:

Set date for your "backup" PBR 5-7 days after your first PBR.

Step 3:

Make arrangements for children, pets, and negative spouses.

Step 4:

Have clear & precise directions to your location in writing.

Step 5:

Select 25-30 people from your "Candidate" list to contact & invite.

Step 6:

Learn and practice your "verbal" invitation with Sponsor.

Step 7:

Make arrangements with your Powerline for 3rd party conformation to your PBRs. This will greatly increase your PBR attendance.

Suggested Presentation Format

1. Start on time.
2. Introduce your speaker by host distributor.
3. Use your PBR presentation script.
4. Do at least 2 product testimonials.
5. Let your Powerline close the PBR (in person or on speaker phone.)
6. Circle up with the person who invited the guest and get their questions answered.
7. Have distributor agreements on a clipboard, pens available.
8. Have cold product for the guests to sample.

Set-Up

- Keep it Simple (make it easy to duplicate).
- Dress should be business casual .
- Don't re-arrange your furniture.
- Set-up only 3-5 chairs at a time.
- Turn off house and cell phones 30 minutes prior to the meeting.
- Turn off TV and all other distractions.
- Play music to create energy in the room.
- If possible, have other associates there to show support.
- Have applications and pens on hand.
- Have" take-home" information packages on-hand.
- Light refreshments are to be served AFTER the PBR.
- Preferably keep refreshments out of sight and smell.

Example...

Healthy Snacks

Vegatables & Dips

Fruit

Coffee/Juice/Water/Soda

PLEASE... No cute kids, No precious pets, and No phones...

It is hard to compete with these distractions.

PBR Invitation Script

"Hello, _____ how are you? I don't have much time right now, but I wanted to give you a quick call about something very important. Do you keep your income options open? Great do you have four minutes? I have a quick four minute business overview of what I am talking about. I will bridge you into a recorded message that will give you enough information for you to determine if you want to get more information or not. After you hear the overview and you think it might be a fit and you want to get more details we can arrange a time to do that. If not that's fine either way just let me know."

(3-way them into a sizzle call)

When it is finished ask; "Great information wasn't it? What did you like best of what you heard?" After they answer agree with them and then say; "I have started this important business project and I'm teaming up with some top business people who work with this fast-moving, growing company. I intend to really launch this business big in Zija, and I am looking for some business partners. If we could make a good amount of money

without interfering with everything else we've got going on, would you be interested in getting together _____ night and take a hard look at it?"

Or

"We don't have time to get you details now on the phone, but I have one of the top leaders of the national expansion coming into town and he/she will be speaking with me and a few key people at my house on _____(day) at _____(time) pm. Before I commit to having you come out for this, I want you to meet one of the leaders over the phone. It will only take a minute. Will you hold so I can patch him/her through?" *(Note: before getting your expert/leader on the phone, edify them to your prospect, then get them on the line and they will simply share their story and confirm the invitation with your prospect).*

"_____, sounds like we're on! I know you don't have the details yet why I am so excited about this, but you'll see why on _____(date and time). I'm looking forward to seeing you then, and by the way, can I count on you to do me a favor and bring a bag of ice?" *(This will confirm they will be there).*

Presentation

"Hello, we are going to go ahead and get started. First of all, I want to thank you all for coming out today. I know you're all very busy and I appreciate your support. We're not going to keep you long and I can promise that you won't be sorry that you came. Mr./Mrs. _____ is with us today and is going to share a business concept that literally blew me away when I heard it for the first time. So if you have a cell phone or pager, please turn it off now because you don't want to miss a word he has to say today. _____ has been involved with the company less than a year now and is already one of the top income earners in the Country—please help me welcome, Mr./Mrs.

Work with your Powerline to find out how you can do a Push/Play presentation if you do not have an Upline member in your local area.