



# Private Business Reception Outline

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TPN  
1.2.3 LAUNCH

Phase O.N.E Marketing Inc

Name: \_\_\_\_\_ YOUR PBR Date: \_\_\_\_\_

**NEVER, EVER, EVER Cancel your PBR!!!**

## 1 Before the Meeting

(All That Apply)

### Important Preparation Items:

- |  |  |
|--|--|
| <input type="checkbox"/> NBC DVD Ready             | <input type="checkbox"/> Animals Outside   |
| <input type="checkbox"/> Upbeat Music              | <input type="checkbox"/> Children with Babysitter  |
| <input type="checkbox"/> Video Phone Ready & Setup | <input type="checkbox"/> Documentation Visible (Success Mag, Vision Brochure Etc.)             |
| <input type="checkbox"/> Globalinx Wi-Fi Phone     | <input type="checkbox"/> Copies of 1-2-3 Presentation & Launch (Wait to pass out until needed) |
| <input type="checkbox"/> Water & Soda (No Alcohol) | <input type="checkbox"/> Pens & Notepads (Handout)   |
| <input type="checkbox"/> Sign In Sheet             | <input type="checkbox"/> Turn Off Home Phone (Don't Want Distractions)                         |
| <input type="checkbox"/> Rep Agreements & LOAs     |  |



### Etiquette

- Tell people to arrive 30 minutes before you start on time
- Make a point to introduce people with each other
- Re-Edify the speaker & tell how fortunate they are
- Don't present before the presentation

**Always Over-Invite (30-40 will get 20 there)**

## 2 During the Meeting

### Intro the Speaker

- Welcome Guests & have them turn sound off on phones
- Hold questions until END of meeting
- Edify Speaker (Build Credibility & Expertise)

### When Speaker Presents (Format)

- NBC Commercial
- 1-2-3 Presentation
- Video Phone Demo

### Testimonial

- Tell Your Story - Past/Present/Future
- Don't Train the business
- Relate to the crowd

### Etiquette

#### NEVER .....

- Interrupt Speaker
- Answer the Phone
- Ask Questions (Meeting is for Guests)
- Apologize for "No Shows"



#### ALWAYS .....

- Participate with Speaker
- Agree with Speaker
- Start & End on time



**Be Conscious of Speakers Edification**  
(The Less They Respect Speaker, The Less People Listen)

## 3 After the Meeting

### S.W.A.T Team

- Get to prospects before they leave
- 2 Questions:
  - Do you see an opportunity for yourself?
  - Which part did you like best?
- Introduce Guest to the Speaker and let Speaker know what Guest liked

### Etiquette

- Play Upbeat Music
- Food only after meeting so guests don't leave & S.W.A.T. Team can spend time with them
- Turn No's to Customers for later date
- Don't downplay Speakers Info

**#1 Goal - Get Guest back in QuickStart**

1.2.3 Will Set You FREE!!!

Version 4.0