

Business Luncheon



The business luncheon is a very effective recruiting tool typically utilized on the Friday afternoon before a special (Saturday) event which will become an important part of the energy and momentum of the most effective cities. This is another tool to put people in an environment that they are comfortable in to see the opportunity and maximize a big Saturday event. It is designed for busy people that are used to a business lunch or people that are challenged in committing evening time. It is very effective way to reach professionals and executives.

Coordinating a Business Luncheon

- The location should be a restaurant:
 - That is well-known.
 - Convenient for people to go to and from.
 - Moderately priced.
- You need to have a private room.
- Select a basic dish that would be appealing to most, or have a buffet set up that would provide a few choices.
- The cost will typically be approximately \$20 dollars per person but that varies from area to area. Remember to keep your costs down. This is not a spend money business.
- This event is promoted weeks ahead of time. Individual reps are encouraged not to attend without a guest. It is a recruiting opportunity only.
- Reps must reserve and pay in advance for themselves and their guests. There are no refunds as the restaurant is going to charge the group anyway. Reps are encouraged to follow up with their guests and confirm their attendance.
- This is an investment in your business. Make sure receipts are available for reps so they can list it as a business expense for tax purposes.
- The presentation will resemble the Business Presentation (BP) as there will be a host that will introduce and edify the speaker.
- The speaker will either do a big picture overview of the opportunity without overheads, projectors or compensation plans or do a full-blown Business Presentation. You can always sell the Saturday event to see the BP since your guest's lunch time is limited. Both can be very effective.

- We recommend that the presentation goes no longer than a half hour. Your buffet / food should be set up in an adjoining room so that everyone can eat lunch for a half hour. and find their way back to work.
- Follow the same techniques described in your Private Business Launch to enroll new reps and sign up new customers.