

The Business Presentation

The Backbone of the ForEarth Opportunity



As your area gains momentum through Private Business Launches (PBL) and two-on-one meetings, you will begin to develop a core group of individuals who will commit the time and economic responsibilities of initiating, hosting and maintaining Business Presentation events. It is time to launch a scheduled event only when you and your downline are holding consistent PBL's and you have outgrown any initial temporary meeting locations.

Being a leader means that you are committed to managing the BP events in your local market. You desire to be both a presenter and trainer and lead by example. You will always be there to ensure that the meeting is a professional experience for all prospects.

It is also important that you are consistently inviting and personally bringing the most prospects in the room. Your goal is to build the largest team in the room. Think as if you were in the real estate business. As you continue meeting in one area of town, you will begin to move where your prospects are-- across town and ultimately across the country. In this business, the individuals that create and control the most meetings, make the most money!

Why

- Showcases the opportunity and its magnitude.
- Lends credibility and demonstrates the professionalism of the local organization.
- Creates a team environment which provides the excitement and the synergy among business owners.
- Creates the momentum necessary to feed into the larger regional events in your territory
- You will expose a lot of people to your best presenters and leaders at one event, therefore making it an efficient use of everyone's time.

Where

- Choose a hotel that is well-known, easily accessible and is as convenient as possible for the majority of your organization and guests.
- Ideally the hotel can accommodate the size of your group today (25-50 people) and grow with you as your meetings reach 250-500 people.
- Look for common areas such as the lobby and lounge for pre- and post-event meetings with prospects. Remember the most important part of a meeting is the meeting before

the meeting and the meeting after the meeting. Access to a restaurant would certainly be to your advantage. Obviously, most of this can be accomplished in a nice chain hotel.

- Meet with the sales manager of the hotel and create a relationship. Discuss your long-term plans. You might also use this facility for recruiting lunches and regional events. You must be assured that, except for the rarest of occasions, your evening meetings and Saturday trainings are locked.
- Keep in mind that booking the meeting rooms are not the hotel's top priority. Their focus is primarily on food and beverage and guest occupancy (rooms). They offer the meeting room as an additional service. If you book a meeting room and request only minimal services, typically your cost of renting the room will be higher than if you purchased their minimum food requirement. However, it is not recommended that food become part of an event. And in the long-run, renting the room at full-price is often cheaper.
- Do not try and recruit the hotel manager (at least not right away), and make sure your leaders know that all hotel staff members are off limits. There is no easier way to lose a prime location than peaking the entire staff.
- Ask what other companies are there on a given week and manage scheduling conflicts with other groups. You certainly do not want to be part of a smorgasbord of business opportunities.

When

- Bi-weekly meetings are a great beginning.
- Monday, Tuesday, Thursday evenings are recommended.
- Meet your guests at 6 p.m.
- Doors to meeting room are closed until 6:20 p.m.
- Meeting begins promptly at 6:30 p.m.

Prior to the Event

- Once you've set your date and time, set your agenda with your guest speaker / upline expert.
- Get the word out. Call your peers and your downline to confirm the date and time. Invite them to bring their prospects.
- Work with your presenters on the approach. Invite a presenter from somewhere else as your guest speaker.
- Prepare one page flier / invitation. Include and promote your guest speaker.
- Email events@UnserRobeyHodge.com to request the addition of your event to the URH website. Include date, city, location and contact information.
- Send out hand-written invitations to your prospects.
- Call all your prospects to get their commitment to attend. Also, call them 24-48 hours in advance to remind them that you are expecting to see them.
- If possible pick you prospects up on the way to the event.

Setting up the Room

- Show up at least a half an hour before guests arrive to make sure everything is properly set up.
- Proper dress is required. Professional attire is suggested for men and women.
- Have a technical person on your team with you when possible as your presentations may involve laptops, video projectors and sound systems.
- Have ForEarth/Force/URH signage in the lobby of hotel.
- Have BP meeting info on hotel event board.
- Have hotel staff prepare water station on skirted table in the room.
- Temperature should be very cold prior to start. As soon as you open doors, it will get much warmer. You will lose the room when people are hot.
- At the entrance to the room, have a skirted 6-8ft registration table with two ForEarth reps managing a sign-in sheet. The sign-in sheet should list guest name and who they are a guest of and separate column for reps.
- Two colored markers along with sticky name badges for guests and reps.
- To cover the meeting costs, the typical fee in most markets is \$10 per Rep at the door, so have a cash box on hand. Guests are free. Sometimes new reps pay no fee for first 30 days. In some cases in larger cities, costs may vary if meeting does not make expenses. Then the leadership team would cover costs. Under no circumstances is anyone to profit from meeting fees.
- Display signage holding ForEarth materials, brochures and third party articles.
- Flyer for the next meeting or event.
- Set up theatre style for 50% of the people that you believe will be there.
- Balance of chairs stacked in back.
- Upbeat music playing prior to intros.
- Bring materials- IR agreements, BP two-sheet handouts and "GPS-Guide to Personal Success." Do not have them laid out.
- Screen set up (6', 7', 8' or 10' depending on size of room \$25-\$100 avg.)
- Table in front for projector or overhead
- One LCD projector (\$300-\$700 avg. rental) Inquire within your team and other groups within the area as to who may have access to these items at no cost
- Laptop with BP and Quick Start training
- Overhead is inexpensive alternative in new territory but does not showcase the opportunity as well
- Lavalier microphone / or handheld microphone when necessary
- Visit the restroom before the meeting. Once seated you do not want anyone to leave.

The Meeting

- When you open the doors, have a few designated reps act as ushers moving people to the front to fill those seats first.
- You always want your own guests as close to the front as possible.

- There is excitement as people are quickly being seated.
- Introduce your guests to people you think would excite them and always try and introduce your guest to the speaker.
- Everyone is seated lights are dimmed in front for audio visual.
- Select someone that is qualified to introduce the speaker. This person is called the host or moderator. They will make an even greater impression if they are different gender, race or age than speaker. Show as much diversity as possible.
 - The moderator is very upbeat. They will set the tone for the meeting. They welcome everyone, introduce themselves, and thank the event's sponsor(s) and everyone in the room for coming. (1 minute)

Tell everyone that you will finish on-time and will be available after the meeting for questions.

 - Ask everyone to turn off pagers and cell phones (or put on vibrate).
 - Moderator edifies and introduces speaker. (1 minute)
- Main speaker takes over the meeting.
 - Introduces him/herself; tells story (1 minute)
 - Walks through presentation (20-30 minutes)
 - Introduces and edifies 2-3 Reps to share their personal success stories Testimonials (Facts Tell. Stories Sell.).
 - Ex .Rep Tells customer acquisition story. For example, a new rep just got in and got their first 3 customers their first day
 - Next maybe invite individuals (ones that have some good momentum in their group) in the room to tell their stories on the spot. (1 minute each)
 - Absolutely DO NOT ever make income claims.
 - Promote anyone that has just hit a new position in the marketing plan have them speak typically about the training ,support and how excited they are
- Ask all guests to raise their hands and pass out applications have team members ready with applications prior to meeting.
- Enroll the room.
 - There are three types of people in every room.
 1. Those who were in before you started talking. People who recognize the magnitude of controlling the telecom revenue in this city and state and extending those contacts throughout the United States. For those of you who are ready to get started with us tonight, let's walk through the ForEarth application.
 2. Those who have good questions that needs to be answered. For the individual who has questions, we will answer them during the break.
 3. Those who decided before they came that this was not for them. If this is not for them, we appreciate their time and you'll ask them before they leave to try the product.
- Announce you are going to take a 2 minute break.

- And, since we believe training is the cornerstone of this opportunity we will come back and give a five-minute quick start training.
- Keep your presenting time under one hour, and always be on time!
- Thank you's.
- Good upbeat music playing during the break.
- Clear the room, and settle in for quick start.