

Private Business Reception

A Private Business Reception or PBR (home meeting) is a MOST effective way to BUILD your business. This is where you invite multiple people you know to your home. An upline Leader (ETT or higher Pin) will come and explain the business to your guests in a non-threatening environment. If your leader is distant this same process can be achieved via speaker phone or video phone.

Which sounds better?

Expose say 6-10 people to the business at the one time, rather than 1 person a week for 6-10 weeks. Imagine if you had 6-10 guests at your home, and 1-2 sign up as Reps and 3-5 became Customers. Then next week, they each had 6-10 new guests at their homes for PBR's. What if that continued, and we taught all those people how to acquire Customers. You can see how this will quickly build your long-term passive residual income, as well as provide significant up-front bonus? The momentum from these events can forever shape your business.

Preparation for the Presentation...

- Create VALUE!!! People will decide to come based on how important you make your invitation sound.
- Invite people to speak with your Presenter. Edify. They will come to meet a person, more than a business.
- Invite as many successful, excited, and interested people as possible. Be prepared – a percentage of ALL confirmed guests may not show up. Plan for it, don't be disappointed. Over invite!!
- Invite no earlier than 72 hours before, urgency with excitement is the key to successful invites.
- 24 hours before the event, get a list of all the names and numbers of those attending to the presenter so he/she can make the confirmation calls and informally say hello.
- Make sure you have plenty of DVD's to give to interested guests and some Success From Home Magazines.
- Print Business Overviews on high-quality paper and flyers for the next event, plus plenty of Rep Applications and Customer Survey Forms.

Before the Presentation...

- Have a Guest Register for all to sign and spare Pens.
- Have light refreshments available, NO alcohol.
- DO NOT explain the business to your guests before the PBR. That's the Presenters role!
- Have upbeat music playing before and after the presentation. Do not have the television on.
- Turn off/unplug telephones once the presentation begins. Have children and pets out of the room.
- Have the room temperature cool.

During the Presentation...

- Start the presentation on time. Reward those that come early, not those that arrive late.
- The host introduces (edify) the speaker.
- NEVER interrupt (or contradict) the speaker during the presentation, NO MATTER WHAT!!
- The PBR is NOT the place for Reps to ask questions or to express their knowledge unless specifically addressed by the Speaker.
- Participate with the speaker. Be genuinely enthusiastic about the ACN opportunity.
- Dress code should be smart casual – no ties or suits.

At the Presentation Close

- The presenter will announce a quick training for those who are interested and would like to earn extra money to go to another room in a few minutes.
- As the host, get your prospects to want to meet with the presenter (again more edification). Help to filter out the room, send excited ones over to the edified presenter and get the Customer Survey Forms from those not excited about the business and thank them for coming. Help negative or uninterested people to leave as quickly as possible.
- If the Speaker is working with a new recruit, do not interrupt to have him answer a question.
- Promote the next event to everyone in attendance.

Desired Outcomes of a PBR?

- Go thorough the people at this PBR to get to the people that these people know. Your aim is to expose the business to as many people as possible, at this PBR and future presentations.
- Ask for Referrals from everyone, even those who say NO to the opportunity or the product – a ‘dud’ can lead you to a ‘stud’

EDIFICATION OF THE PRESENTER:

Edification is designed to build up the credibility of someone else such as your upline or the presenter. By edifying the presenter, you are helping to build respect for the presenter and the opportunity. The better you edify your presenter, the better your results will be.

During the edification process, you want to relay 3 things about the presenter:

1. The presenter knows what they are talking about
2. The presenter knows how to make money in this business
3. The presenter is a good person and helps a lot of people succeed

Edification Example...

“The individual I am working with is actually one of the people heading up the expansion in this area. I have such great respect for this person, because not only is he/she having tremendous success, but everyone that works with him/her and follows what he/she has taught them is also having tremendous success as well.”

“He/she has all the information necessary and I couldn’t think of someone better to explain the opportunity to you. His/her goal is to help as many people succeed as possible. Please help me welcome to the front of the room, Mr/Mrs (First and last name)”

Presenter cross edifies the host.

“Thank you very much. It’s such a great pleasure working with who is very excited about building the ACN opportunity and creating a huge business.”

PBR Checklist

Presenter calls Host 72 hours prior to PBR date.

"I'm going to go through the PBR checklist."

- Have you previewed the DVD to make sure it is OK and cued ready to go.
- All phones in the house off the hook for the PBR and guests to turn their phones off
- Room temperature is cool
- Documentation on table clearly visible
- Simple refreshment no alcohol
- Upbeat music to play before and after
- Sign in sheet for Guests
- Children and pets out of the room

It is most important during this 'Checklist Call' that the Host and Presenter roleplay the inviting script. This helps build the Hosts confidence and have more successful invites.

Before the call finishes, the Presenter 3-Way's in their Upline who confirms that the check list has been completed with the Host. Upline then edifies the Presenter to the Host. As a result the Host will now be more excited and do a more effective introduction of the Presenter at the PBR.

Host job is to invite.

Presenters job is to confirm attendance and present. Guest confirmation list is given to the Presenter at least 24 hours prior to the Presentation, with name, occupation, phone number of each confirmed guest. Presenter then calls each Guest on the list to make them feel special and says how much, he/she is looking forward to meeting them.

Being Professional

Have clipboards and pencils available for each Guest. Starting at the bottom each clipboard has:

- a) Representative Agreement
- b) Videophone Flyer
- c) Flyer for next Event and/or Major Regional or International
- d) Overview Document with Research Document printed on back.
- e) Customer Survey Form

SUCCESSFUL PBR

COMPLETE IN 40 MINUTES

1. Welcome, Phones Off, Hold Questions **(2 Min.)**
2. Play Video & Edify Presenter **(12 Min.)**
3. ACN Overview **(15 - 20 Min.)**
4. Testimonials – if other Reps there **(5 Min.)**

GOALS

1. To Book two more PBR's
2. To sign up new Reps
3. To acquire Customers
4. To get Referrals from the No's

ALWAYS HAVE	NEVER
Sign In Sheet	Cancel a PBR
Room Cool	Have Alcohol
Upbeat Music Playing	Interrupt Speaker
ACN Overviews & Pens	Have Children or Pets Present
Rep Agreements & CAF's	Start Late or Go Overtime
Documentation Visible	Leave Your Phones On

SCHEDULE PBR WITHIN YOUR FIRST 5 DAYS

CUSTOMER SURVEY

Name: _____

Phone Number: _____

Email: _____

Home Phone Service

My current provider is _____

My monthly bill is approximately \$ _____

- I am interested in ACN-2-ACN free calling*
- I make MANY International calls
- My Internet IS bundled with my home phone

Home Broadband Service

My current provider is _____

My monthly bill is \$ _____ and includes _____ GB of download

- I have a contract on my home broadband service

Mobile Broadband Service

My current provider is _____

My monthly bill is \$ _____ and includes _____ GB of download

- I would like to try the ACN mobile broadband service

Mobile Phone Service

My current provider is _____

My monthly bill is \$ _____ included value on plan \$ _____

Months left on current contract _____

Number of phones on current plan _____

- I am interested in ACN-2-ACN free calling*
- I like my mobile handset
- I would like to update my mobile phone handset
- I am on pre-paid

Digital Phone Service

- Do you call anyone who you wish you could see more often?
- I am interested in Digital Phone Service with unlimited Local and National calling PLUS unlimited in-network calling Internationally

Total Monthly Bill Amount \$ _____ (include all services)

Total Yearly Bill Amount \$ _____

INVITED BY: _____

- I am interested to know more about the ACN Business Opportunity

Privacy Statement

Your ACN Independent Representative practices permission marketing and warm marketing techniques (In accordance with the Australian Direct Selling Association Code of Practice). The personal information collected by this questionnaire and held by your ACN Independent Representative may include your name, address, telephone/mobile numbers and email address, as well as information relating to how you use telecommunications products and services. This information permits your ACN Independent Representative to provide you with information that may be of use to you concerning ACN products and services. Your ACN Independent Representative may use the personal information for the following purposes; providing information relating to ACN telecommunications products and/or services, and contacting you regarding ACN products and services. In addition, your ACN Independent Representative may use your personal information for purposes related to those described above, which comply with the terms and conditions of their ACN Independent Representative agreement and for purposes that would be reasonably expected by you. With reference to s18(1) of the Spam Act 2003 (Australia), you agree and acknowledge that: a) you can at any time opt-out of receiving marketing material or information on ACN products and Services by contacting your ACN Independent Representative. Please note that your ACN Independent Representative will take all reasonable steps to ensure that the personal information they collect, is accurate, complete, up-to-date, stored in a secure environment and protected from unauthorised access, modification or disclosure.