



# PBR... Process of Becoming Rich!

## Why PBR?

This is a MOST effective way to rapidly build your business. A Leader 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.

## Which is better?

Expose 10+ people to the business at the one time, or 1 person a week for 10 weeks? Imagine if you had 10+ guests at your home, and 1-2 join you as IBO's and 3-5 became Customers. Then next week, they each had 10+ new guests at their homes for PBR's. What if that continued, and we taught all those people how to do the same. You can see how this will quickly build your long-term residual income, as well as provide significant up-front bonuses! **This momentum can forever shape your business.**

## Manage your expectations

Big results require big action! Big events create big momentum. Determine what your purpose is. Without it you won't drive the distances, or do what's needed to sometimes get uncomfortable! Be a figure of authority... Be sharp as a tack... **Be super enthusiastic!**

## Preparation for Your Presentation...

- Create VALUE!!! People will decide to attend based on how important you make your invitation sound. You must convey excitement and urgency.
- Invite people to speak with your Presenter. Edify. They will come to meet a person, more than to view a business. You have to be new... Do not answer questions... Give them the trailer not the movie. Make it about the expert... **The less you say, the greater the potential results. Use the attached Invite Script.**
- 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.
- **Before the event**, be sure to get a list of all the names and numbers of those attending to the presenter so he/she can make the confirmation/hello. **Use the attached Invite Script.**

## The Presentation...

- Have a Guest Register & pen for your Guests to sign as they arrive.
- Offer guests light refreshments as they arrive, juice or water, 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 phones. Have children and pets out of the room.
- Have the room temperature cool.

## During the Presentation...

- Start the presentation on time. Reward those who come early, not those who arrive late.
- The host introduces (edify) the speaker. **Use the attached Edification Script.**
- NEVER interrupt (or contradict) the speaker during the presentation, **No Matter What!**
- **The PBR is NOT the place for IBO's to ask questions or to air 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.

**URGENCY + EXCITEMENT = RESULTS**



# Important Scripts

## The PBR Invite...

*"Hey (Prospect Name) it's (Your Name), how are you? I'm just rushing out but had to give you a call! Do you look at other ways of making money in addition to what you're already doing right now?"*

Pause...Yes...

*"The reason I'm asking is... (Insert your why) You know, to achieve this. I started looking for smarter ways of making money & I found a company that specialises in new technology. I met a Gentleman/Lady called \_\_\_\_\_ who is having MASSIVE success and they are launching into this marketplace.*

*I would love for you to come over and spend 30 minutes at my place to hear his/her plans for expanding here in this market and how we can capitalize on it. I was thinking of key people and I thought of you!! Can I put you down for coming?"*

Yes...

*"Great! It will be at (address) at (date and time). I will text you the details so you have them on hand. I know he/she is looking forward to meeting you so you can expect a call from his/her office in the next day or so."*

Q) What is he/she going to be talking about?

A) He/she will talk about his/her expansion plans for this market. I have always respected you in business and your professional opinion... Can I put you down for coming?

Yes...

Great! It will be at (address) at (date and time). I will text you the details so you have them on hand. I know he/she is looking forward to meeting you so you can expect a call from his/her office in the next day or so.

## Confirmation/Hello Call...

*"Hi it's \_\_\_\_\_ speaking, I am looking forward to meeting you at \_\_\_\_\_ house. I'm really looking forward to sharing with you!"*

Pause... If yes, close the call.

Should a guest attempt to decline attending, use the following...

*"... I don't know what to say to (New IBO Name)... you will break his/her heart! You are listed as a very special person to them. In fact there is an asterisk next to your name and you are the top of the list"...*

(Pause and wait for response)

## Edification of the Presenter

Edification is designed to build up the credibility of 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 Script

*"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."*

*"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."*



# Keys to PBR Success

## "IBO's who do the most PBR's make the most money!"

- Keep inviting until it happens.** When you book a PBR, make it happen. **Never cancel.** Your presenters' time must be respected.
- Invite your guests for 10 minutes prior to the real start time!** Emphasize to your guests the importance of starting on time!
- Dress code:** You should invite and tell our guests that it is a private informal business briefing and they (your guest) should dress business/casual... reason being, sometimes guests arrive in their grubbies and they feel awkward and out of place because no one prepared them.... so prepare everyone for middle of the road business casual and then no one feels uncomfortable.
- Room Setup.** Keep cool otherwise your guests will go to sleep! Do not set up especially, leave room set as normal and add chairs only when needed. Creates a better atmosphere. Have upbeat music playing before guests arrive.
- Have the right documentation.**
  1. Sign in sheet for all guests for their name, phone number.
  2. Promotional Materials (have your label on them)
  3. ACN Overview Sheet in colour on quality paper
  4. Fast Start Bonus, IBO Agreement, Customer Survey, next Training Event flyer
  5. Clipboard/folders for documents and pens for each guest
- Never talk about no shows** – Focus on who did show-up for the meeting. This makes the guests there feel special.
- Have your DVD/Video cued & ready to roll!**
- Eliminate distractions...** children, pets, turn off your phones etc. Offer your guests a beverage on arrival - water/juice. No alcohol.
- IBO's:** Please stay put in your chair for the whole presentation. Do not leave the room or interrupt the presentation with comments - unless it's to nudge your prospect and say "Isn't that amazing?"
- Introduce your Presenter by edifying her/his position.** Write this down and practice before the guests arrive. Request that guests turn off phones and hold their questions till the end of the presentation. Their questions will be answered as we go, and any remaining ones will be answered at the end.
- Set the tone for your guests** - you need to be attentive throughout the entire presentation. Only leave the room when the presenter cues you that it is time for refreshments.
- Snacks to be served only after the presentation has ended.** Keep food/beverages simple...you want to be easily duplicated!
- Know which 'next' event you will invite your guests to attend next.**

## Desired Outcomes of a PBR?

- Go through 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, as quickly as possible.
- Ask for Referrals from everyone, even those who say NO to the opportunity or the product – a 'dud' can lead you to a 'stud'.

### Things to say to guests after the Presentation

"What did you like best about what you just saw?"

"Can you see yourself doing this?"

"You don't want to be left out of this!"

"Someone's going to make a lot of money doing this; Why not us?"

"I'm in with or without you. I'd just rather do it with you. Are you in?"

### Next Day

Presenter will follow up all undecided guests to ask where at and guide them towards next step, IBO, Customer and/or next Event.

To Successfully Master the Skill of Productive PBR's – study PBR Nation  
[www.winnersworld.com/training/video/PBR Nation](http://www.winnersworld.com/training/video/PBR Nation)