

Certified Meetings

How to Host a Great Business Briefing!

#1 - The Briefing should open to all groups (no closed meetings), and organized as a coordinated effort through the Local Leadership Group, and Regional Manager(s). If you start off in adverse conditions working against local leadership it can cause confusion and friction in the local market, and NO ONE wins in that situation. With a coordinated effort and blessing of the local leadership your briefing will be more successful, supported, and will stand a better chance of becoming CERTIFIED, and posted on the corporate calendar. T.E.A.M. Together Everyone Achieves More!

Registration

- ◆ **Have one main person in charge of Registration**
 - (someone you can trust with money, also who is charge of the volunteers, rotate volunteers as much as possible)
 - Friendly, smile (This is the first contact guests have, always put your best foot forward)
- ◆ Name tags for all events, meetings, Training, Super Sat., etc.
 - (one color for associates & a different color for guests)
- ◆ Have 1 or 2 people in charge of selling Super Sat tickets at the registration table
- ◆ Short lines (one for associates and one for associates with guests.)
- ◆ Table neat & clean (have fun & decorate it for the different seasons)

Music/AV

- ◆ One main person in charge of equipment, mics & music (have a back up help as well)
- ◆ Upbeat music, think of all crowds (similar to that played at the conventions!!)
 - Loud enough to cause people to raise their voice and create a high energy atmosphere, but not too loud.

Professionalism

- ◆ Location (First Impression is Everything!!)
- ◆ Host the meeting in a place that you can grow into. You'll remain at the same #'s if you cannot find a space you can grow.
- ◆ Meeting should be held at a nice, clean hotel that is easy access from freeway or major road, or convention/business center.
- ◆ Presentation starts & ends on time (No Excuses - 1hr)
- ◆ Host (someone who has experience speaking), be prepared to introduce the speaker, as well as make short announcements.

Leaders sit in the room

- ◆ You need energy coming from the front of the room.
- ◆ Keeps the energy level high.
- ◆ Leaders know when to clap, laugh and nod sincerely.

Dress for success!

- ◆ Men in suits, or in a shirt & tie. Update your wardrobe every now & then.
 - (No jeans, shorts or sneakers.)

PowerPoint

- ◆ Be prepared, Test slide contents and transitions, have speakers presentation ready in advance.
- ◆ Clock on a/v table – respectfully remind speaker presentation starts on time and ends on time SHARP!
- ◆ Extra Projector and/or bulb not a bad idea for larger events.

Announcements

(after testimonials, but before the presenter closes - also have your speaker tell them in the presentation or at the end of the presentation)

- ◆ Announcements should be about the next Training, Super Sat, & next meeting. Pick Top 1-2 at most, NOT 5!
- ◆ Any more announcements they can refer to the calendar & flyers. Always be promoting for the next events.
- ◆ Having flyers will help promote.
- ◆ Have someone in charge of making flyers & calendars.
- ◆ Email Blast (have a way to promote your briefing through email, work with your Regional Manager for Reminder emails)

Room Set Up

- ◆ Have one person in charge of volunteers (you'll need about 3-5 volunteers)
- ◆ Room temperature (keep it cool), chair set up (set up for 70% of what you expect with extra chairs in the back of room)
- ◆ Greeters (2-3 volunteers) Greeters welcome guests and help them find there associate who invited them, introduce to other associates, and make them feel as comfortable as possible.

Tools

- ◆ Have one main person in charge of tools (another 1-2 volunteers to help if needed)
- ◆ Sell tools after the meeting is over, back of room or outside the room.
- ◆ Make tools affordable to the masses. You do not need many tools just tools to help get someone started in PPL.
- ◆ Have the tool table look nice, have receipts & pricing on tools.
- ◆ Here are the tools we recommend for the meeting:
- ◆ **Prospecting Tools:**
 - 1) DVD's – Both opportunity focused, + something membership focused.
 - 2) Presentation Flip Charts
 - 3) Brochures & Applications for Associate & Membership

Training Tools:

- 1) First Step Training download copies, and/or something focused on getting started.
- 2) Jim Rohn – Building your NM Business
- 3) Other Personal Development Favorites

Testimonials

- ◆ **Have one main person in charge!!!**
- ◆ All testimonials need to be practiced in front of who ever is in charge, even if they always do testimonials or if they are a higher rank i.e. Platinum. Everyone practices before the presentation.
- ◆ Small crowd (under 60 people should have 3-4 testimonials, 100 or more 5-8 testimonials)
- ◆ You should a mix of people, men, women, young, old, blue collar, white collar, different races, different educational backgrounds, new associates not just all ring earners or ED's, married, single. Everyone should be different, relate to your audience. If you have a military base near by have some military testimonials.
30-40 sec. each Same rule for everybody!!!
- ◆ **No advice!!! "You should get involved."**
 - (It is the speaker's job to close the meeting not the testimonials).
 - Do not ask, "How is everybody tonight?"

How to do a Testimonial:

- Name, where you live, background (only one if fine), why you got involved, or how you used the membership and something powerful to close.
- *Remember announcements are done separately; remind the presenter that night to make announcements during the presentation and at the end as well. There is no need for a testimonial to be the announcements or for the host to come back up after the close of the briefing.*

Circle ups

- ◆ Circle up after with your team (you should try to sit as close as possible to the team)
- ◆ Do not stand up after presentation, circle up! Have paper work handed out, not just ready -hand it out.
- ◆ Have tools ready for prospect to get started and training tools.
- ◆ Book their PBR, Game plan interview & Schedule them into the next Systems Training right there if possible.
 - **Just pull out your calendar and book it in ASAP!**
- ◆ Have next convention forms handed out, or show them online.

Event around the Event

- ◆ Promoted by the speaker at the end of presentation.
- ◆ After circle ups we will be having some social time with everyone in the hotel lobby/ lounge/ restaurant nearby.
- ◆ Please make sure this is being implemented into your meeting.
- ◆ Building a culture is going to help you build a team!
 - **People will leave a business however they will not leave friends!!!**
 - **This business is a people business.**
 - **Get to know your team and your local support group!**
 - **#1 is to leave your problems at home and to have a great Meeting!!!**

Gene Leider

\$ix-Figure Ring Earner

Regional V.P. of Oregon