



"MEETINGS MAKE MONEY"

BUSINESS BRIEFING AND TRAINING ETIQUETTE

There is nothing more critical, to your ultimate success, in the "Network Marketing" division of your great company, than committing to regularly and faithfully attend every Business Briefing and Special Training in your area. ("Hit and Miss" just won't get it, if you have extremely lofty goals!) This is based on nothing more than "common sense." Most people, who join your company, have been in the work force for several years and have been accustomed to "showing up" for forty or fifty hours per week, or more, to build someone else's dream. In fact, they were prepared to do whatever was necessary, to put in the hours demanded of them, so they would not lose that job. In most cases, those same people, joined your company because they were not making sufficient progress toward realizing their own dreams and they were certainly not getting any closer to "buying back their time." The fact is, they were trading time for money, working long and hard, while being bought for wholesale and sold for retail.

As obvious as it is, that we have an extraordinary vehicle for success, and as many wonderful success stories as there are, amongst the associates who have been willing to "pay the price" and to "go the distance," many of the same people, who could not make things work with a forty to fifty hour weekly effort, join this amazing company and are unprepared to show up for two to six hours weekly, to "build THEIR OWN dream." It is very important, if you are committed to being a true friend and mentor, that you help those people to experience a "*Reality Check*." A half-hearted effort, now and then, when it is convenient, will really not do much to change your future. You must "**SHOW UP**" if you expect to make any significant progress. An extraordinary effort will create astounding results!

Even when you do show up regularly, there are several important things that you and the local team of associates, at your weekly meetings, must do, in order to "create an environment that is conducive to success."

1. Be at the meeting EVERY week and arrive "before" the doors open. For example, if your weekly briefing presentation starts at 7:30 p.m, the doors should open at 7:00 p.m, and associates should be lined up outside the door, with their guests, creating excitement and anticipation five or ten minutes before the doors are opened. The room should fill instantly. Don't be "on time," be "early!"
2. Advise your guests that this is a "business" meeting and that people will be wearing "business attire." Save them the embarrassment of showing up "underdressed." Of course, as an associate of one of North America's top, publicly traded companies, you really need to go out of your way to dress and groom yourself accordingly. You'll never get a second chance at a first impression!
3. When you, and the rest of your local associates, enter the room, you all need to be "Hosts." You should make a special point of welcoming all of the guests, whether they were invited by you or your own downline, or not. The conversation should always be upbeat and positive and your objective should be to help make visitors feel welcome and comfortable. Leave your negatives in the car. Circulate and introduce people around so they will be at ease when the formal presentation begins. Remember YOUR first visit.
4. You should always find out who the evening's presenters will be and introduce your guests to them, before the presentation starts. The guests will be much more inclined to listen, attentively, to someone who has taken a few minutes to meet and acknowledge them.
5. When the presentation begins, remain seated and pay close attention, throughout the whole time. Laugh and clap, when appropriate, and take comprehensive notes. It is amazing how many people, who consider themselves "Leaders," sit with hands folded or arms crossed while the briefing or training is being given!! The correct way to behave is to write comprehensive notes at *EVERY* meeting. You will achieve two things as a result of doing this. First, you will continually hone your own skills and "internalize" the information, to the point where you have approached *MASTERY*. Second, you will set the example for other guests or relatively new associates, who are ignorant of the fact that the briefings and trainings are for "working and learning." This is a business, and if you treat it as such, you will make considerable progress.

6. Never talk during the presentation and NEVER, NEVER leave your cell phone or pager on! This is absolutely RUDE and creates a major distraction for the guests and the presenters.
7. Briefings and trainings are totally inappropriate for children. How many people would take their kids to an interview for a six figure corporate position? The information is not of interest to children and, understandably, they will become bored, fidgety, restless and disruptive. The meeting itself will look more like a daycare centre than a New York Stock Exchange company's business meeting.
8. When asked to share a testimonial about the membership or your success in the business, be certain to *limit your comments to 45 to 60 seconds!* The main objective is to hear, just a little, from several people, to demonstrate the diversity of those who are involved. If someone insists on going on and on, it actually cuts down on how many others are able to share. "Less is more!!"
9. The same psychology applies to the briefing presenters. If your business briefing runs longer than an hour, it is just TOO LONG! Your guests will have enough information, after forty-five minutes, and you just need to finish up with testimonials, a recap and announcements. Again, less is more!!
10. Always set out about forty percent less chairs than your expected number of attendees. Having to put out more chairs, as people arrive, creates excitement and the thought that, "This meeting is a great success!" If you have too many chairs, your meeting will look like it fell short of your expectations and was somewhat unsuccessful.
11. Keep the room on the "cooler" side, so your guests are wide awake and alert.
12. Have upbeat, high energy music on, in the pre-meeting, and turn the volume up, (Not too loud though,) gradually, as the crowd becomes larger. This will help people to feel comfortable with conversing, without being overheard, and will create a "BUZZ" in the room, as everyone tries to talk over the music.
13. Be sure to "edify" the presenters, so the guests will consider them important enough to pay close attention to. We have a powerful message, so it is important that you do what is necessary, to insure that your guests "HEAR" it.
14. As a member of your local PPL community, recognize that everyone is an independent associate and the TRUE LEADERS will always be the "GIVERS" who insist on arriving early, staying late, and helping to set up, tear down and make each meeting and training a huge success.
15. Every time that you attend a briefing or training, you will form new relationships, learn new stories and remain current with the rapid fire growth and development of YOUR company.

16. **Always put your very best presenters at the front of the room. This is too important, to those who have brought guests, to "Experiment" with. Your training ground for presenters should be Home Business Briefings and Speaker Development Training Schools.**