



PRIVATE BUSINESS RECEPTIONS, (P.B.R.'s) THE MAGIC TOOL FOR EXPLOSIVE GROWTH!

The easiest way to expose our business opportunity is to recognize the strength of "Warm Market" relationships and to capitalize on them. Our business has often been referred to as "Relationship Marketing." Your chances of having a friend, or several friends drop by your home, when you first invite them, are considerably greater than getting them to attend a public business briefing in a hotel or conference centre. When people are in an environment that is more familiar to them, they are far less likely to have a closed, guarded or defensive frame of mind when being shown what we have to offer. Proof of the success of home meetings or "party plan" type presentations is abundant. Many huge running giants in the Direct Selling industry have used this approach with remarkable success. Companies such as Mary Kay, Avon, Weekender Wear, Amway, NuSkin, Tupperware and countless other Billion Dollar plus, marketing concerns have recognized the wisdom of "*Going to people where they're at.*"

INVITING:

It is important not to "Ambush" your friends and associates by pretending that you are asking them over for a social function and then "surprising" them by presenting our business opportunity. People are resentful of that sort of tactics and, as always, honesty is always the best policy!

A very important thing to remember is that you are actually offering a wonderful "GIFT" to your acquaintances when you allow them the opportunity to find "A Way Out" of the rat race. Can you imagine how your friends will feel when you are wearing the HUNDRED THOUSAND DOLLAR RING and they realize that you chose not to tell them about our fabulous opportunity? Allow every person that you

know to have the dignity of choice. Don't ASSUME that they would not be interested. You have no way of knowing that in advance. Only *they* will be able to decide whether our business is for them.

PRESENTING:

The most effective, simplest and duplicatable way to share our opportunity is by using a tool that your guests could use "immediately," should they choose to become PPL associates. One of the most popular methods is the POWER-PLAY. This could be a recorded phone message, a video presentation, Flash Talk, or a dual disc. Whatever technology that you choose, requires only that you press "POWER," then press "PLAY," and let the tool do the presentation. The least effective, most "unduplicatable" tool is your own voice. Following the introductory exposure, it is extremely effective to have someone on your support team on a speaker phone to make a few comments, answer a few questions and let the prospective associates know that they would be "in business for themselves, but not by themselves."

CLOSING:

After sharing the information, addressing some questions and establishing that they have some interest, simply ask, "Do you see an opportunity for yourself?" .. "Are you prepared to get started?" .. If not .. "What more do you need to know to make a decision?" If they are still unable to decide, suggest another exposure. For example: a conference call, a local business briefing, a three-way call, a local training or Regional Event etc. Remember that recruiting is a PROCESS, not an EVENT. This business is a Marathon, not a Sprint. Slow and easy wins the race. Most people will require a series of exposures, (usually from 3 to 5 over a short period of time.) Be consistent and persistent and you'll win, Big Time!

THE DOMINO EFFECT:

To harness the real power of P.B.R.'s, you must quickly arrange for the new associates, who come onboard at one P.B.R, to schedule their own event, with their list of contacts. If you get the ball rolling and keep it rolling in this way, you will enjoy an ongoing explosion of "Hyper-growth" in your organization.

WHAT NEXT?

Teach your associates to perpetuate this system and to use it as a feeder into your local business briefings and trainings to establish a powerful support tool for all of the new associates who join your team as you work your way toward "RING EARNER" status. Encourage all of your new associates to "Plug In" to our Online Training Program in the back office of www.prepaidlegal.com so you will be leveraging your time, by allowing the "SYSTEM" to be the solution.