

# **A-Team**

## **PBR - Private Business Reception Outline**

### **Prior to PBR**

- Make A-list of prospects and invite them to your home.
- Give the person who is doing your PBR a list of the people you have invited so they may give them a courtesy call and let them know they look forward to meeting them.
- Remove all distractions before presentation (phone, pets, children, etc.)
- Do not move the furniture in the home.
- Confirm with your sponsor if they will be doing the PBR or calling in.
- Provide light snacks and beverages. Please no alcohol.

### **The Private Business Reception**

- Host introduces and edifies the speaker.
- Speaker will provide brief introduction with their story and thank the host. Edify the host and share passion for the product.
- Show 20 33 Min Agel Phenomenon DVD with Eric Worre  
Introduce the video with the fact that Eric Worre and Randy Gage are giants in network marketing. Eric has 20 years experience in the industry and Randy has written the # 1 selling book and audio CD in network marketing. Most importantly they are our team leaders and have designed the system we use to be successful in this business. (Make sure you have seen the DVD so that you don't duplicate the information that it presents)
- Hand Out Choosing Success Magazine, including Application. Also provide product samples for each guest.
- Answer questions.  
(Use the magazine to answer the questions. When they ask how they get paid, go to the compensation page of the Choosing Success magazine and explain the 8 ways to earn.)
- Ask if anyone sees an opportunity here?
- Sign up those who are ready to get started.
- For those who do not sign up, invite those who attended to listen to the CD in the magazine on the way home. Remind them that we are building fast and we want them to do their homework fast.

## **Following the PBR**

- Set up PBR's for those who join and have them invite their A-list.
- Follow up in 24-48hrs for those that want to do research and listen to the CD. Invite them to an ABB.

## **A few things to create a successful experience:**

Start on time and be brief.

Don't over talk the business.

Let the tools do the talking.

Be, act and dress professionally.

It is our intention to share the opportunity.

Have the DVD set up and ready to go.

Have magazines and product samples for each participant.

Put an Application in each magazine.

Provide pens or pencils for everyone to write with.