

Business Events Presentation

A Business Presentation Event is a great way to introduce Unicity to potential business builders, while leveraging not only your time, but also the time of your upline and/or downline. These meetings are usually held in a private residence, office or restaurant.



Steps For Conducting A PSGP

One or two weeks prior to the event:

1. **Set a date with your sponsor or upline.** It is a good idea to enlist support from your upline for your first few events. Typically a member of your upline will be the presenter. Decide if you want to open your Event to other IBOs.
2. **Invite** everyone you know who may be interested. Don't prejudge. Refer to the Inviting Scripts discussed earlier, and role play with your upline. Encourage your prospect to bring his/her spouse if they are married.
3. **Order enough products** for a product display. Do not show the products or display to guests until after the presentation.
4. **Set the agenda.** Usually the host or hostess will welcome guests and ask for introductions, then introduce the video and/or guest speaker. The guest speaker usually presents the closing invitation to purchase products or join our team of business builders. It helps to have people in attendance who can give a brief but enthusiastic and sincere testimony, either on the products or business, in person or by speakerphone.

The day before the event:

1. **Confirm attendance.** Telephone prospects and let them know you look forward to seeing them. Urge them to come at least 15 minutes early so you can introduce them to part of your team. If you get an answering machine, leave a message. Optional: Confirm using a three-way phone call with your upline or someone else who will be in attendance. Your prospects will more likely attend if this is done.
2. **Purchase light refreshments**, name badges, or any other supplies you may need. Remember to keep refreshments simple. You don't want to give your guests the impression they need to serve a lavish spread in order to participate in our business.

The day of the event:

1. **Set the stage.** Use name badges and serve light refreshments. Make certain ringing telephones, pagers, pets or children do not disturb your meeting. Arrange a product display using some of our key products, but be sure not to reveal the products until after the presentation. If using a video, double check equipment and cue up video before the meeting.
2. **Start on time and end on time.** The formal presentation should last no longer than one hour.
3. **Ask for the order.** Repeat the four categories people fall into, and ask them to let you, or the person who invited them, know which category they fall into.
4. **Give them something to take home.** This can be a video or an audio tape, corporate brochure, 3 x 3 matrix, or whatever else you feel may assist in building your prospect's belief in the value of our products and the success of our business.

After the event:

Follow up! Make use of three-way phone calls when appropriate. If your guests purchased product, follow up to assure they have a positive experience. Consider inviting them to the next event, be it a product-oriented event, a business meeting, or training. Your goal is to get them to the next step. Use your upline! And don't forget to always ask for referrals.

Optional Considerations:

As with the Special Interest Events, a consideration is the possible use of tickets, raffle prize or drawing, or departing gift(s).



Sample Agenda

1. Welcome and self-introduction of guests – 5 minutes (Host/Hostess)
2. Introduce video – 1 minute
3. Play video (30 minutes)
4. Product testimonies
5. Introduce guest speaker
6. Guest speaker summarizes video & business potential
7. Business testimonies
8. Close