

PBR PREP SHEET

BEFORE YOUR GUESTS ARRIVE:

- Have a sign-in sheet. Guests should sign in when they arrive, not during the presentation.
- Play upbeat mainstream music before presentation (i.e., Michael Jackson).
- Keep room temperature cool (Room should be cold so guests stay alert).
- Minimize distraction (no pets; no children). Turn landline and cell phones off or on mute.

BEFORE THE PRESENTATION:

- Don't apologize for no-shows; focus on the guests who are there.
- Introduce your guests to each other.
- Keep conversation social (Not about ACN).

(1) Thank everyone for coming.

(2) Ask your guests to turn off their cell phone and hold his or her questions until the end.

(3) Introduce and edify your speaker:

"I have the privilege of introducing (guest speaker) to all of you this evening. (Guest speaker) has a background in (speaker's career). He/She is an executive leading the expansion in our area. He/She is a documented success, knows all the facts, loves helping other people and has fun doing it. I am EXTREMELY excited about what He/She is going to show you. So without further ado, I want to turn it over to (guest speaker)..."

DURING THE PRESENTATION:

- Sit with your guests during the presentation.
- Remain seated throughout the presentation & support the presenter. Don't text during the presentation.
- Don't interrupt the presenter or ask questions.

AFTER THE PRESENTATION:

- When prompted by the speaker share your WHY with your guests (2 minutes or less)
- Invite your guests to a separate room where simple snacks and drinks (no alcohol) are served, children should continue to remain out of the room.
- Turn the music back while people mingle and have snacks.
- Sort the guests. Interested guests should be introduced to the speaker; potential customers should fill out a survey sheet. If a guest seems negative, thank them for coming and escort them out of the room.