

“SET APPOINTMENTS”

You are now ready to go out and meet with your prospects, to introduce the outstanding products and Lifestyles Opportunity.

Here are some effective ways to set appointments with your prospects, and how to introduce the subject of the Lifestyles Opportunity to these people.

The invitation

Inviting prospects to a presentation, or meeting, is an important part of building your Lifestyles business.

Guidelines on how to make effective invitations over the phone:

- keep the conversation short – one to two minutes in length
- be respectful of other people’s time. Confirm that they have the time to speak with you, and get permission to continue
- Keep your conversation friendly and warm
- explain that you are looking for help with your new business, or that you have found a great product they may be interested in. This also allows you to confirm whether or not you have the prospect correctly qualified and/or identified
- depending upon how you want to approach this person, ask them for a brief meeting, or invite the person to a Business Opportunity Presentation (a 1-on-1, or a larger Business Opportunity Presentation (BOP))
- regardless of the prospect’s answer to your invitation, ask for referrals

Making calls to people and inviting them to presentations can be difficult at the beginning – but with practice things get easier! Every conversation is another opportunity to refine your presentation skills.

We use different types of meetings to provide you, as a Distributor, with flexible situations in which to present prospects with an overview of Lifestyles, and the Lifestyles Opportunity. To make this simple, consistent and easy, we have included the Business Opportunity Presentation in your Distributor Kit – quite likely the same presentation that your Sponsor made to you. Later in the training we will help you to understand how to deliver this presentation to one or two people; or groups of 20 or 200!

The types of meetings we most commonly use:

• “2-on-1” and “1-on-1”:

A “2-on-1” is a meeting where your Sponsor, or another person from your up-line, presents to a prospect with you watching and learning

A “1-on-1” is a meeting where you present to a prospect on your own

• Home Meetings:

This is where you present to two or more prospects, either in your home or the home of one of the prospects

• BOP or Business Opportunity Presentation:

This is a larger meeting where many people may be in attendance

We focus on a number of ways to set appointments:

- **Deciding what type of meeting best suits a potential prospect**
- **Determining which approach, Business or Product, is likely to work best**
- **Providing you with examples of these different approaches**
- **Providing you with some role-plays to help you prepare to make those approaches**

Which Approach Do I Take?

Whenever you meet someone new, try to find out a little about them, so you can decide how to talk to them about Lifestyles Products and the Opportunity. Do this by asking questions, and by listening. "Listening" is the best skill you can develop – even better than talking, because listening to other people and what they say about themselves will help you figure out what you should be saying to them about Lifestyles.

The way we talk to people about Lifestyles is by using either the Business Approach, or the Product Approach. We determine which approach is best in the same way we created the Red and Green Lists:

- 1. Business Approach:** Find a personal reason why the individual might be interested in the Business Opportunity. For example, the person might want to supplement their income, take a vacation, have more free time, put children through college, etc.
- 2. Product Approach:** Ask questions and listen to see if they are focused on maintaining a healthy lifestyle, or seem to be interested in products that may help them in achieving a healthy balance. Remind them that healthy people need our products too!

We've discussed the concepts and different approaches we take, and various ways to talk to prospects – now let's do some role-playing to practice!

Business Approach

These are some examples of initial approaches to a prospect:

- "If I could show you a way to make more money and at the same time have more energy and enjoy better health – and I have seen it work – would you be willing to listen?"
- "I'm so excited about something new I've found – can we sit down for a half-hour so I can discuss it with you? You can go ahead and tell me you're not interested when I'm done, but I would appreciate if you didn't do that right away. I'd like you to say, "Yes, I'll listen to you." Then, if you choose to say "no", that's okay. Can we get together for a half-hour?"

This is an example of a meeting invitation and conversation:

Distributor: "Hi Tom, I just started a new business that has me really excited about the income potential, and the impact that the products are going to have on people. I'm just getting my business going and could really use your help. What are you doing this Thursday at 8pm?"

Prospect: "What's it all about?" or "What is it?"

Distributor: "Well, Tom, I'm working with a health and nutrition company called Lifestyles. Have you heard of them? They are one of the fastest growing companies in the wellness product industry, and I've got the inside track. This is a tremendous company and I cannot do it justice in a few minutes over the phone, so come over and check it out this Thursday at 8pm. I promise that you won't be disappointed!"

Smile as you talk –
this is something
people truly can hear
in your voice.

It may be better
for you to stand
during the call. This
tends to make your
voice stronger, and
that can give you
more confidence.

