

TEAM ETIQUETTE is an important part of making all the events work for EACH of us.
ALL teams come together to make an event work...and when an event works WELL,
it benefits every Associate who has a guest in the room!

Because events are such a key ingredient in our team's success, we must all have an understanding
of how to create an EFFECTIVE and SUCCESSFUL event!

The following guidelines will help every associate contribute to making each event the very best:

- 1) **ARRIVE AT LEAST 30 Min. Early.** Most Business Overviews begin at 7:30 PM (be there by 7:00pm) The "Pre-Meeting" is the most important part! As your guests arrive, get your seats, and introduce them to other excited Associates in the room. Provide your guests with water (make them feel comfy), and let them know to use the facilities BEFORE the event begins.
- 2) **BRING ONLY A POSITIVE ATTITUDE.** All the guests will be watching US, the Associates...so our attitude is key. EVERYONE has problems...but only the UNsuccessful SHOW IT. Leave your problems locked in your car (your junk in the trunk will be there for you when you return), speak of success stories, the GREAT things happening, the team's success, and the lifestyles being enjoyed by the leaders. Do that, and you'll be one of them some day soon! No "shop talk" about lost applications, guests not showing up, or even questions about the business. This event is for the GUESTS !
- 3) **CONTRIBUTE TO ROOM/ CENTER COSTS.** Being a team player means just that! It means participating in all aspects of the event, including the cost. Whether in a hotel, restaurant, or office, someone is footing the bill...and the way everyone "pitches in" is by contributing a minimal cost at the door so you'll always have a place to bring your guests to see a professional presentation. GUESTS are always FREE to Business Overviews, but Associates pay usually between \$7 - \$10 at the door per Business Overview, and \$10-\$25 at training events. Sneaking in the door without paying creates bad karma... and what comes around goes around, so play team the right way!
- 4) **DO NOT WAIT IN THE LOBBY FOR YOUR GUESTS. Don't LOOK DESPERATE** if your guests don't show! Trust us, you WILL have guests who flake on you! The rule of thumb is to invite 3 times the number of people you'd like to show up...though, your ratio gets better when you follow the SYSTEM to get them there! If our guests don't happen to show, standing on the curb or in the lobby waiting anxiously for them until 7:25 PM makes us appear desperate...and people don't usually jump into business with desperate people! Go in to the event, participate (no one needs to know your guests didn't show) and say to yourself, "No big deal, it happens to the best of us!"
- 5) **DRESS FOR SUCCESS.** This is YOUR multi-million dollar business, so act like it. Dress like you are meeting with Donald Trump or Bill Gates. **No jeans, No shorts, No T-Shirts, Sneakers, Work boots, Hats or No entry.** We will enforce this at the door, so make sure that your guests are informed as to how to dress. Prospects need to see your example of SUCCESS. ***You hurt other associates who are building a team if you ignore this etiquette, it's only fare.*** Suits and dresses preferred. Ever heard the phrase, "Living within while you're without"? The successful person we want to become must first be lived by us (living within) until we actually become that person (while we're without). DRESS the part! We feel better, our attitude is better, and we feel more successful when we dress for success! LET YOUR GUESTS KNOW ahead of time to dress SHARP, or be in business attire, too! When we're all dressed for success, the guests notice, and the success in the room goes up for all!

- 6) **NO CHILDREN.** Sorry, but this is a Corporate Business Overview. No Exceptions, including guests. Would you take your kids to a job interview? Of course not! Many Associates work hard to fill the room with guests, it's not fair to interrupt a speaker with the innocence of a child. Children are adorable, and we love them, but they are a distraction in a business environment, and in the best interest of all, are not permitted into events. Let your guests **KNOW AHEAD OF TIME** to find a sitter or keep the kids at home.
This goes for Associate's, too!
- 7) **NO SEAT SAVING.** You get there on time (30 min. early), then you get the good seats. The best seats are up front. Don't sit in the back; this is where you experience the most distractions. Empty seats in the first 5 rows makes the whole meeting look bad. Get your guests up front into the mix. No waving to your latecomers as they enter, don't even be watching the door. Watch the presentation like it's your first time.
- 8) **TURN OFF CELL PHONES.** This is a major distraction to the speaker, the guests, and the team. Just turn them off for one hour, and encourage your guests to do the same before they enter the room. You don't want them to be embarrassed. Some people actually answer their phone during the meeting - unbelievable!
- 9) **STAY SEATED NO MATTER WHAT.** Never get up during the presentation. Not for water, the bathroom, to greet your late guest - NEVER! Always stay seated and looking at the speaker intently. Getting up is the biggest distraction ever.
- 10) **NO TALKING DURING THE PRESENTATION.** You destroy the credibility of the speaker if you answer your prospect's questions during the presentation. Plus, you distract everyone else and the speaker can lose his or her focus. Just **ssshhh** your guest and point their attention back to the speaker.
- 11) **PARTICIPATE!** If the team in the seats is not laughing at the jokes, raising their hands when asked questions, and sitting forward, the speaker will flounder right there in front of your guests. This hurts your business, and really "bites" for the speaker! Contribute to the positive energy and watch your sign-up ratio go through the roof. Elbow your guests if they are not participating and encourage them to do so as well.
- 12) **AFTER THE EVENT - STAY SEATED FOR AT LEAST 60 SECONDS.** When the presentation is done, the music will come on. At this time, stay seated with your guests, simply turn to them and ask, "What excited you most about what you just saw?". "Now you can see why I'm so excited! Would you like to just start your membership now, or both membership and associate?" Remain quiet until your guest(s) responds! Then, if the guest is interested, get out the paperwork. ALWAYS have paperwork on hand, and AFTER your guest(s) enroll, introduce them to the leaders, and if possible, the speaker. If you're brand new, and your guests have questions, join one of your team leaders' CIRCLES with your guest(s) after the Overview so they can help you close. Pay attention, and DON'T INTERRUPT a leader when they're working with your guest! If a guest has a negative attitude, send them on their way and follow up with them the next day by telephone--remove them from the crowd! All these little things DO HELP, and become more natural when practiced! If not interested at all, escort them out of the room right away so they don't spoil it for the positive folks.

- 13) **USE THE SPEAKER AND/OR LEADERS IN THE ROOM TO CLOSE.** The person in front of the room who just spoke has the most credibility, NOT YOU. Don't try and close your own friends or prospects. Get in line and take them to the speaker, or wave another leader over to join you, this makes prospects feel special. When the speaker closes them, you better have applications ready! Bring apps, pens, and any other supplies you'll need to enroll your new Associates and Members, and get them off to a FAST START.
- 14) **DON'T LEAVE THE ROOM.** As soon as you leave the room and enter the hallway, you lose. Now you are in convince mode and chances of them signing up is decreased by 50%.
- 15) **PROMOTE THE NEXT EVENT.** The purpose of any event is to promote the next event. We are an event driven business. So as a team player, go around and talk up the next event big-time, and get people to take the flyers. Sooooooo important to let all the Associates--especially those who've just joined--know where the next event is going to be. If a Regional Training is coming up, promote it heavy, and get registration forms into the hands of your team. Never leave an event without first promoting the next event to the team!
- 16) **INTRODUCE YOUR NEW ASSOCIATE.** Make your new associate feel welcome by introducing them around at the end of the meeting so the team can welcome them on board. This will send them home with those warm and fuzzies very important.
- 17) **TESTIMONIALS. One of the most important parts of the Briefing... The more the better...** If you are chosen to do a testimonial on stage during the presentation, stay within 30 seconds max. Your job is not to convince, explain, or train, it is to tell your story, your name, quick background, why you got into the business, and what it has done for you and your family/lifestyle. That's it. The goal is to connect with the crowd to say that if you can do it, they can do it. You want them to see the results. Please don't repeat the facts or tell them why they need to get started. Just here's my story (from the heart) and run! A GREAT testimonial is about 20-30 seconds and simply states: A) Your name; B) Where you live; C) What you used to do/do for a living; D) What's happened since you joined. Always be humble... since nobody gets to the top by himself or herself... be yourself, and be QUICK!

18) **BE AT THE NEXT EVENT !!!**

There's another saying: "If you have a guest, your guest needs the event. If you don't have a guest, YOU need the event and IT needs you." So true! You will have days when you're doubtful, and the event will get you excited again. You'll have days when you're excited, and by simply showing up to share your enthusiasm, you'll help someone else's doubtful day turn positive.

Even if you don't have a guest scheduled to arrive, contribute to the event! Show up, fill a chair, be excited, learn a new story from a testimonial, learn the compensation plan a bit more, learn the presentation...just learn, keep learning, and consistently be here a year from now!

See you at the events!

***Smoking – We ask that you please DO NOT SMOKE out front on the sidewalk; it does not give a good image to the organization.**

If you must smoke please do so in your car, or take a walk around the block.

Just think of this word “**Professionalism**”, *also please watch you language, etc.*

No jeans, No shorts, No T-Shirts, Sneakers, Work boots, Hats