

How to Play TEAM *(Meeting Etiquette)*

- 1) **ARRIVE EARLY** – The “Pre-Meeting” is the most important part. This is where your prospect can catch the energy/vibes from the excited associates. Give your prospect a glass of water and make them feel comfortable.
- 2) **BRING A POSITIVE ATTITUDE** – Leave your problems in the car. Talk is only about how awesome this business is, how much money is being made, success stories, how it’s changed your life. No “shop talk” about lost applications, guests not showing up, or even questions about the business. This night is for the GUESTS only!
- 3) **CONTRIBUTE TO ROOM COSTS** – Associates pay the \$5.00 to help pay for the high cost of renting a nice meeting room so YOU have a place to bring your guests to see a professional presentation. Everyone must commit this small money to keep the meeting going. If you try to sneak in, it hurts everyone’s business, including yours, and the shame will eat you alive later on.
- 4) **DO NOT WAIT IN THE LOBBY FOR YOUR GUESTS** – This sends the message that you “need” them. You appear desperate. Your guests can find the room, and if not, they may not be good prospects ☺ They need to feel like they are lucky to be invited to the party.
- 5) **DRESS FOR SUCCESS** – This is YOUR multi-million dollar business, so act like it. Dress like you’re meeting with Donald Trump or Bill Gates. No jeans, sneakers, work boots, hats... or no entry. We’ll enforce this at the door, so make sure your guests are informed as to how to dress. Prospects need to see successful people, not slob. Suits and dresses preferred.
- 6) **NO KIDS** – Sorry, but this is a business meeting. Would you take your kids to a job interview? Of course not. Kids are too cute and they will steal people’s attention away from the speaker. And little ones will act up or cry and cause a disaster. No exceptions, including guests.
- 7) **NO SEAT SAVING** – You get there on time (7pm), 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 late-comers as they enter... don’t even be watching the door. Watch the presentation like it’s your first time.
- 8) **TURN OFF CELL PHONES AND PAGERS** – 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!!!
- 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 a big distraction to all.
- 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 their 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 die right there in front of your guests. This hurts your business. 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) **STAY SEATED FOR 60 SECONDS** – When the presentation is done, the music will come on immediately. At this time, stay seated with your guests for 60 seconds and simply turn to them and ask “What excited you most about what you just saw?” Then, if the guest is interested, take them right to the front of the room to meet the speaker. 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 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. You will blow it. Get in line and take them to the speaker, this makes them feel special. When the speaker closes them, you better have applications ready! Bring apps, pens, and supplies.
- 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) **ALWAYS PROMOTE THE NEXT EVENT** – The purpose of any event is to promote the next event. So as a team player, go around and talk up the next event bigtime, and get people to take the flyers. Act like the next one is the biggest & best event PPL has ever had in the area... “a can’t miss.”
- 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) **BE AT THE NEXT EVENT** - And play team!
- 18) **TESTIMONIALS** – If you are chosen to do a testimonial on stage during the presentation, stay within 20-30 seconds maximum. Your job is not to convince, explain, or train... it is to tell your story – your name, quick background, why you got into PPL, 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!

Teach your team to Play Team!