

# Product Events Presentation

A great way to launch your business or a new product is to host a Special Interest Product Event. These meetings focus on a particular health challenge or personal appearance, and feature the Unicity solution. While the goal is always to find a business builder, introducing people to our products is a much easier approach for many. A product user can develop into a business builder. These meetings can be held in a residence or at a special facility, such as a health spa, hotel or restaurant. They are also informative and can be a fun experience for you and the people you invite.

## Ideas for topics (use your imagination!):

- \* Weight Loss
- \* Wellness & Nutrition
- \* Diabetes or Arthritis
- \* Cancer Prevention
- \* Anti-aging
- \* Appearance or Beauty
- \* Heart Disease
- \* Products in General



## Steps For Conducting An Event

### One or two weeks prior to the event:

1. **Pick a topic** and set a date. If you have a special resource person in your organization who could be of value in the presentation, ask them if they would be willing to participate. For example, if you are doing a Weight Loss or Wellness & Nutrition event, and you have a nutritionist in your organization, they could participate as a special guest speaker, either in person, or on a speakerphone. Be creative! Remember, your goal is not only to introduce our products, but to give your audience something of value.
2. **Invite** everyone you know who may be interested. Don't prejudge. These meetings are a great way to introduce a prospect to our products and expose them to the business. It is also a timely opportunity to recontact your warm market. See note below on how to invite guests.
3. **Order enough products** to have on hand to sell directly to a guest. This also applies if you are bringing a guest to another IBO's meeting.
4. **Set the agenda.** Make sure people will be in attendance to help produce and present the Event and who can give a brief but enthusiastic and sincere testimony, in person or by speakerphone.

### **Day before the event:**

1. **Confirm attendance.** Telephone them and let them know you look forward to seeing them. Urge them to arrive 15 minutes early so you can introduce them to part of your team. Optional: Confirm using a three-way phone call. Your attendance will improve dramatically if a three-way is used.
2. **Purchase light refreshments**, name badges, or other supplies you may need. If promoting a specific product line, it's useful to compute the tax and shipping in advance and keep it at hand.

### **Day of the event:**

1. **Set the stage.** Use name badges and serve light refreshments. Refreshments may include coffee or tea, cookies or fruit, or anything else you like. Keep it simple because you don't want your guests think you have to serve a big spread to do this business. Make certain ringing telephones, pagers, pets or children will not be a distraction. Arrange a product display of the products you will feature, and add other products if appropriate.
2. **Start on time and end on time.** The formal presentation should last no longer than one hour. You may use a video depending on the topic you have chosen. After the event, people tend to mingle around the refreshments or product table, sort of a "meeting after the meeting". This can be the most important time of all!
3. **Ask for the order.** Let guests know these products are available for purchase, and there is a way they can be obtained for free. Remember to always let them know their next step.

### **After the event:**

**Follow up!** Make use of three-way calls when appropriate. If they 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.



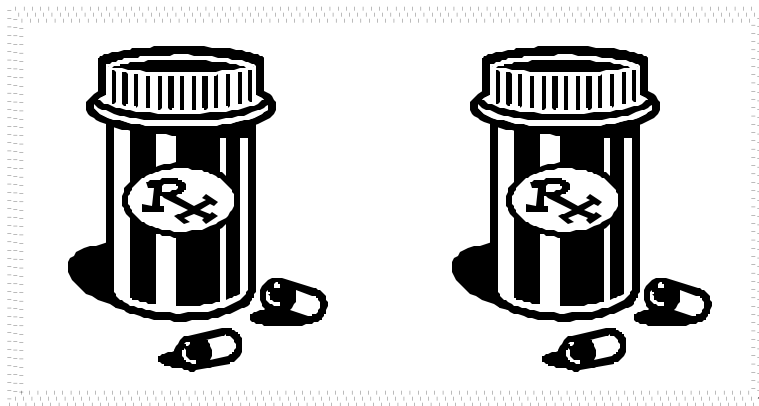
## Optional Considerations

**Have Tickets** – Consider giving your guests tickets that indicate the cost of admission is \$5. Let them know you will make a reservation for them and cover their cost. Should IBOs from outside organizations be invited to attend, the \$5 per person would be applicable to them to cover costs of refreshments, handouts, or a raffle prize. (See sample ticket below)

**Have A Raffle/Drawing** – Another option is to have a drawing or raffle prize for guests. The prize should be one of our products, be it predetermined or allowing the winner to choose from a selected variety. Have all guests put their name on the ticket and draw for the prize.

**Departing Gift For Guests** – Let's face it, we all like a gift of some sort. You can make a great impression if you give your guest a gift of samples as they leave. This can vary from a packet of Dr. Berman's Face and Body Mask, to an inexpensive but colorful bag containing samples of whatever you feel appropriate such as the mask, a TLC packet, Bios Life packet, audio tape or CD, Low Oz packet, or Ultimate Performance bar.

**Special Questionnaire** – A questionnaire can be an effective method to get valuable feedback for future meetings, a way to get information that can be used in follow ups, and it can encourage product purchase. A sample questionnaire is at the end of this special interest product event section.



## How To Invite

This can be done by telephone, written invitation, flyer, or a combination thereof. If by telephone, just call your prospect and let them know you are having a special gathering where the topic will be weight loss, or whatever topic you have decided upon. Let them know they are welcome to bring a guest. If you have had a positive experience, let them know how excited you are and that you just want to share what is happening with your friends. *Do not get into a lengthy discussion.* If necessary, rehearse with your upline. The key to inviting is ENTHUSIASM! (See inviting scripts)