



HOW TO OPEN & CLOSE A MEETING

For Training Purposes Only

The goal of every presentation is to present information that paints a picture of a desired result: The ultimate picture we want them to see is themselves fulfilling a need or a want through our company. As a presenter it is important to start the "closing" process from the very beginning of a presentation. The dialogue will set the stage for the reps to initiate the sign-up process with their invited guests with greater ease. Typically the rep is left alone at the end of a presentation to try and find out what the guest is thinking without a defined way to close. What follows is dialogue that will help increase the closing rate at the end of meetings for either customers or new reps:

OPENING STATEMENT

Tonight I will share with you something that has changed my life and can change yours. Something for you to think about tonight as we share this information with you is: What do YOU want or need? Can you see yourself obtaining it through the proven plan we will share? Before I tell my story, there are three categories that, as I share this information, I'd like you to think about which one you feel you fit into.

1. *You have dreams that are unfulfilled and/or needs that are not being met. The thought of working for yourself and adding a second stream of income is appealing. (Business Interest)*
2. *You value your health and the health of those you love. You want the very best when it comes to providing nutrition for those people. (Product Interest)*
3. *The timing isn't right for you, but someone you know would benefit from this information.*

Proceed with the standard presentation. During the closing statements, a pre-assigned group of people will hand out applications.

CLOSING STATEMENT

Ladies and gentlemen, if you do not have a personal economic plan in place or something working for you to help you get where you want to go, we have presented a proven plan that is working for many and can work for you. NOW is decision time! Turn to the individual who invited you. Tell them if you are a 1, a 2, or a 3, and find out how you can get started on the path towards financial freedom. Good night!

Following the closing, all distributors turn to their guests and ask, "What number are you?" Let them tell you. If needed, reiterate the three categories.

If they are a 1 (Red Apples): After they finish signing up ask, "Who are 3 people you are thinking of?"

If they are a 2: While they choose a customer product option, ask for referrals, "Who do you know that has a health challenge?"

If they are a 3: Ask permission to follow-up in 3-6 months to see if anything changes. Ask for a referral for someone who could benefit from the products or is looking for a financial opportunity. Thank them and send them on their way.