



# How to turn an Average Meeting Into an Extraordinary Opportunity Event

By Steve Wiltshire

## Section I How to Market your Event Successfully

In this section we are going to be concentrating on two distinct areas. The first is how to promote a meeting for which you want a strong representative and guest attendance. Second, we will focus on how to promote an Opportunity Event at your monthly representative meeting and how to hold successfully the Opportunity Event two weeks later, when your representatives bring guests to hear the business opportunity.

What gets a representative to attend a meeting? For most reps, it must be fun! Let's face it, most of the representatives in our industry are either play-time or part-time reps. What would it take to make the meeting fun? How about choosing to try the following suggestions:

### 1. Design a theme:

#### Theme meetings entice representatives to want to participate.

Meetings held in a home may have the following included: 30 minute pre-meeting guest connection / Mexican Monday / Saturday continental breakfast / Simple, fun and inviting

Meetings held in a hotel may have the following included: 30 minute pre-meeting guest connection: early bird drawing / social / music / decorations / displays of product / connection games / introduce yourself to 3 people you know and ask them how they were introduced to your company.

## **2. Choose training topics that will interest your reps and make them curious about the content.**

What topics are going to interest your representatives? What information did you wish would be trained when you were new? What incentive is everyone working on? Try thinking like they do and you'll increase your attendance! You may want to try:

- Inspiring guest speakers
- Unique topics with rich information such as:
  - How to Earn \$100 a Party Consistently
  - How to Connect with your Guests During the Shopping Experience
  - How to Overcome Objections by Asking the Right Questions
  - How to Design an Extraordinary Party Experience that Will Wow your Guests
  - How to Work While You Are at Work

## **3. Incentives are a great way to encourage rep attendance.**

**What incentive could you give that would motivate your reps to perform?**

Most of your representatives are service personalities that are best motivated by supporting the organization as a whole. You may want to consider setting a group goal each month. You may choose to recognize the reps who contribute to the goal by putting them into a participation drawing. You can then recognize all participating reps during the meeting individually or as a whole unit for their contribution.

**A few of your representatives are achiever personalities.** The achiever personalities generate most of the volume in your organization. Although very few representatives will work toward a top position, the achiever thrives on public recognition. You may want to consider having a monthly "Honor Roll" recognizing the top achievers in your organization.

**Rewarding representatives for education is the most effective form of recognition you can give.** It sends a direct message to your organization that we build a successful business by committing to education. It may be powerful for you to recognize representatives and leaders who invest their time in an educational product, meeting, or service.

Practice announcing educational opportunities each month for your reps to attend. Some opportunities may be: "shadowing" a leader at a party; a tele-seminar; reading a section of your training manual; reading a book; listening to a CD from a professional trainer; interviewing a few successful representatives or leaders, etc.

The reward might be a drawing of all representatives who complete challenge and e-mail you 5 ideas they are choosing to implement in the future as a result of the training. How would you feel with your representatives in front of the group as you read a few of their e-mails and reward them. What message are you sending to your organization? More importantly, what prosperity are you building?

#### **4. Maximum involvement and participation is a great way to increase meeting attendance.**

You may want to delegate meeting responsibilities depending on the complexity of your meetings and the numbers of reps attending. You will find that your attendance increases dramatically by getting your reps involved in the tasks of the meeting. As they become more involved, you will find that your representatives will feel so important when they're acknowledged, thanked, and asked to help again.

Some tasks that you may want to consider delegating are: begin a greeter; welcome table; party package displays; display of what comes in a new rep's kit; 2 testimonials; a rep to open the meeting with a motivational moment; decoration committee; trainers; and clean-up.

#### **5. It is important to plan and promote your event in advance.**

You may want to consider Planning your meetings 90 days in advance. This allows you to send an e-mail invitation to your entire team inviting them to your special event 4 weeks in advance. It also gives you time to talk up the event and prepare the volunteers needed to bring the event into fruition.

## **Section II: How to Promote your Opportunity Events**

If you were invited to a guest opportunity event, what would encourage you to accept the invitation? Your creativity will emerge from processing this question.

Your main job in promoting your event is to teach your representatives how to encourage guests to attend. Helping them discover a) who would be a potential rep that they should invite, b) how to invite that guest, and c) how to make a great follow-up call will make all the difference in the number of guests in attendance. Creating a comfortable atmosphere that is pleasing and fun will be reinforcement in completing your objective.

### **1. One way to ensure a fun event is make it a theme party.**

I am well aware that many new reps in the business who were not originally interested in the opportunity decided to attend because the invitation sounded fun. They came and were impressed with all they saw and heard and made the decision to join.

Where you hold your Opportunity Event is nowhere near as important as the theme, the atmosphere, and the impression that you leave with each guest. Give your event a personal touch.

### **2. Block out 20 minutes at every meeting to promote your upcoming opportunity events, share the representative benefits, and train on a recruiting subject.**

#### **1. Design an invitation for your event that is extraordinary.**

Consider this: just as your company promotes its convention, consider promoting your next meeting (and your Opportunity Events at your meetings) via email and through the regular mail.

It might be very powerful to design a simple and attractive invitation for your representatives to email or hand out to their guests and hosts at their parties. Also attach the GUEST invitation when you e-mail the REPRESENTATIVE invitation to your reps for your upcoming meeting.

**2. If you want your team to recruit, you must place your attention on your intention—recruiting.** I have found that many representatives don't really have an invested interest in sharing their business opportunity until they become clear of the value and feel comfortable promoting it. Listed below are eight steps outlining how you might implement this section during your next meeting:

1. Begin by sharing the impact your business opportunity has had on your local community. Consider beginning by asking your reps a question, "How is (your company name) impacting our local community? Expand on their answers and make sure to share your own view.
2. Sharing representative benefits can be very enlightening. How do you benefit as a representative or leader? How have you grown as a leader? What benefits are available to you as a leader?
3. Help your reps recognize who they should consider inviting to the event (hosts, guests, trade show contacts, friends, acquaintances, large-order guests, those who have made comments of interest.)
4. At each meeting, always choose to train on a subject that supports your goal of increasing recruiting. How do we invite a guest to our Opportunity Event (opportunity commercial, guest care card, opportunity gift, during the host coaching appointment, invitation call.) What's worked for you? Lifeline Coaching and Education's *Mastering The Art of Sharing Your Business Opportunity* has several recruiting practices that you can train during your monthly meeting.)
5. You may want to consider having a guest who attended a previous Opportunity Event share her experience.
6. Make sure each rep knows the logistics for the next event (place, time, etc.) Hand out invitation (3 for each plus the email invitation.)
7. Ask your representatives to make a pledge by signing a pledge sheet and by stating how many guests they will invite. Share with them the system you will use to hold them accountable! You may say something like, "I personally want to support each one of you in getting comfortable with sharing your business opportunity. What I know is we can't be attached to who is coming because we can't control that, but we can focus on who we want invite and how we invite them. Those of you who pledge one guest or more will receive a call from me so that I can offer you support and mentor you on the process.
8. Issue a challenge to your group; for example, "All of you who bring to the event guests who sign up as representatives will be placed in a drawing for a gift certificate."

### **3. Call the reps on your pledge list to support them and hold them accountable.**

During the call you will want to use the following skills to assure you are making the best use of your time:

- Get curious / who / situation / give them an angle
- Offer to call their guest
- Acknowledge them
- Work with the willing

### **Section III: The Nuts and Bolts of the Event**

I'm going to concentrate on the larger events in this section and then weave in the similarities of an Opportunity Event that would be held in addition to your monthly meeting such as, one in your home.

Our focus is to host a monthly event where the guests and reps are together for the first 45 minutes of the meeting. Then the guest and reps are split for two separate meetings. For this to happen you will need two meeting areas. Most hotels will accommodate you with another meeting room for one hour with chairs and a few tables for a minimal cost.

What makes this concept most unique is that everyone benefits from this one meeting. First, the reps who don't have guests benefit from the training, recognition, and festivities that occur. Second, the guests at the meeting enjoy an event that is designed especially for them. And last, the reps who bring a guest enjoy the best of both worlds. A meeting with this format can all take place on a weekday evening in two hours time.

Here's an expanded idea of what the meeting agenda might look like.

### **First Half of the Agenda**

**The first half of your event is focused on recruiting seeds, recognition, connection, and enthusiasm.**

6:15 Guest/rep connection

- Pleasing environment
- Music / greeters / displays / sign in
- Leaders focus on connecting with reps and guests
- Beverages and snacks

7:00 Open meeting:

- Inspirational moment from a representative
- Representative introduces top leader who does introductions

7:05 Introductions / Welcome guests

- Welcome representatives and leaders
- Flower for each guest or drawing ticket

7:10 Acknowledge leaders

- Promotes leadership interest
- Choose a few leaders and acknowledge them each month for their contribution to the organization and their accomplishments

7:15 Recognition

- Group challenge for the month
- Top achievers
- Educational challenge and recognition
- Recognize representatives who earned a recent company promotion or incentive

7:25 Announcements

- Appropriate for guests and reps
- Party packages (increases sales and commissions)
- Kit special (talk to reps)
- Hostess and guest incentives
- New products

7:35 Testimonials (From the heart)

7:40 Success Stories from the representatives in the audience

- Invite the reps to share their success stories

7:50 Split guests and reps

- Smooth transition
- The focus is to have more guests than representatives. Have representatives with guests escort their guests to the guest Opportunity Event, or alternatively, have the representatives leave the room for the representative meeting
- Set up: have an idea of how many reps and guests will be attending
- Design a system for RSVP
- Music

## Second Half of the Agenda

For best results have two leaders to support each of the meetings—  
one to lead the agenda for the reps and one to lead the agenda for the guests.  
Choose carefully!

### A Simple Agenda for Reps Only

- Announcements for reps only (details)
- Promote next month's event (theme)
- 12-minute "continuous learning" training on sharing the opportunity and promoting the guest event (8 step program from Section II)
- Training: What is your focus? What do they need to learn? (Many clients of Lifeline Coaching and Education have experienced huge results by utilizing the concepts, practices, and activities taught in Systems 101: The Inner Workings of Direct Sales, Mastering the Art of Sharing Your Business Opportunity and Partnering with Your Hostess: Pathway to Recruiting Success and accompanying CD. Visit our website at [www.lifelinecoaches.com](http://www.lifelinecoaches.com))
- Promote your upcoming convention:

### Agenda for Guest Event

This is also an example of what an Opportunity Event held outside your regular monthly meetings might look like.

1<sup>st</sup> step: Acknowledge guests

- Many of you are here to learn more about \_\_\_\_\_
- Some of you are here to support your rep (talent scout)
- Humanitarian approach

2<sup>nd</sup> step: Participation drawing

- How many of you have been a customer?
- What have you enjoyed most about the products?
- How many of you have been a hostess?
- What have you enjoyed most about being a hostess?

3<sup>rd</sup> step: Representative benefits:

- I want to share the benefits available to anyone that becomes a rep within the next 30 days

4<sup>th</sup> step: How to get started:

- Attend a party and start the process
- Intro party
- New representative orientation celebration

5<sup>th</sup> step: What additional support do we offer?

6<sup>th</sup> step: Your personal testimonial from the heart

7<sup>th</sup> step: Company Mission

8<sup>th</sup> step: Questions from the group (tickets for participating)

- You may want to have index cards with questions prepared on them to ensure all the appropriate questions are asked.

9<sup>th</sup> step: Guest Opportunity Card (3 questions)

- How interested are you on a scale of 1–10 in being notified about upcoming specials and new items?
- How interested are you on a scale of 1–10 in hosting your own Friends' Night Out or afternoon party?
- How interested are you on a scale of 1–10 in becoming a representative?

## **Closing your Meeting**

Close your meeting by having your guests and representative rejoin as a group for the last 10 minutes. Finish with drawings and invite the guests who circled a 9 or 10 to stay for a few minutes.

Put together a simple informational packet for them and guide them in getting started. Consider the following 5 steps as to how you may want to direct your new representatives:

1. Schedule their intro party (most important)
2. Attend a party within a week
3. Next Meeting date
4. New rep training date (orientation / celebration)
5. Visit the website



If you enjoyed this training and are anxious to start your own extraordinary meetings and opportunity events, you may want to consider a one-hour coaching with a professional coach from Lifeline Coaching and Education, Inc. Many clients have discovered that coaching maximizes their results and brings about the creativity they desire for their life and business. Coaching will support you by holding your agenda, helping you process where you are currently, and designing how you will move forward to your desired growth and achievement.

[www.LifelineCoaches.com](http://www.LifelineCoaches.com)