



## **How to Build a Successful Lifemax Business Using the In-home or In-Office**

By Chris Prefontaine

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### **1. What is an In-home Presentation?**

An in-home is when a new Distributor invites a small group (10-15) of friends, acquaintances, and relatives (FAR) to an introduction of the Lifemax business opportunity. This could be a person's first or second introduction to the business. This document will refer to "in-home" but could be in an office or whatever environment fits you.

### **2. What is the purpose of having an in-home?**

- To help your new Distributors get off to a fast start by presenting an overview of the opportunity to a small group of their best guests within the first nine days.
- To help you and your new Distributor use your time more effectively.
- To build an immediate fire under your new Distributor.

### **3. What is the goal of the in-home?**

- To create an interest in each guest to take a more serious look at the Lifemax business opportunity. Sponsor those who are ready to get started.
- To sell or sample product to every guest.
- To collect referrals from uninterested guests.
- To learn from each experience so you can continually improve and gain better results each time.
- To show your new Distributor how to do an in-home; but don't give him/her a drink with a fire hose!

### **4. For whom should an in-home be done?**

An in-home should be done for those new Distributors who are serious, committed, coachable, and who desire to be earning at least \$2000 per month within six months.

### **5. Where should an in-home be held?**

At your new Distributor's home, club house, country club, or place of business if appropriate. Other ideas include a separate room at a local restaurant or meeting room at a nearby hotel.

### **6. What time should it start?**

If the in-home is in the evening, it should start promptly at 7:30 p.m. Tell Guests to arrive no later than 7:15.p.m. This should be stressed to everyone. You do not want people arriving late. Always schedule an upline leader to call in at the conclusion of the meeting.

**7. What are the best nights to hold an in-home?**

#1-Tuesdays                      #2-Thursdays                      #3-Wednesdays                      #4-Mondays  
#5-Sundays                      #6-Fridays                      #7-Saturdays

**8. Other than evenings, what alternate times are good to do an in-home?**

Weekday luncheons work great! Saturday mornings and afternoons also work well.

**9. Who should be the moderator at the in-home?**

Although you will use our DVD to present the information, you will be the moderator. If you have not seen an in-home done before, either sit in on someone else's in-home and observe, or ask someone in your upline to assist you the first couple times. If you are pioneering a new area by yourself; practice first and then go for it! You may want to arrange in advance for someone in your upline to be available to close your in-home by speaker-phone.

**10. How should I dress?**

Dress professionally in business attire.

# A Step-by-Step Format Outlining

## How to Build Your Business Using the In-home

- STEP 1** (Day 1) Sponsor your new Distributor (let's call him Bob) with the Business Builder Package. At the time of sponsorship, set up a firm date and time within two days to get together to do his 48-hour Strategy Session following the Getting Started email.
- STEP 2** (Day 2) Call Bob to check his progress and to confirm the following day's appointment. At this point, you can start to sense how serious he is.
- STEP 3** (Day 3) Call a couple of hours before scheduled appointment to:
- Confirm the appointment and let him know you are looking forward to seeing him.
  - Make sure he has finished his assignment (s).
  - Review the meeting's agenda.
  - Make sure he is ready to complete the steps necessary to get started correctly.
- STEP 4** (Day 3) Get together for his 48-hour Strategy Session. During this time with Bob, you should review the Take Action Guide and the Getting Started email steps they received. As you begin reviewing this list, you should be able to sense how serious and committed he is.
- If he has high enough goals and you feel he is serious, committed, and coachable, then you should proceed to set up an in-home.
- STEP 5** (Day 3) Set up an in-home while you are still with your new Distributor. The first thing you must do is explain to him what an In-home is and why he should have one. After having effectively made this explanation, you must set up the date and time of his first presentation. This date should be within the next seven to nine days.
- STEP 6** (Day 3) Set a time while you are still with your Distributor, Bob, to role-play the INVITING process. Explain to Bob the importance of proper inviting. Make sure they have reviewed the scripts via audio and written on the blog [www.Live2TheMax.net](http://www.Live2TheMax.net). Set up a time in one to two days to either get together in person or talk over the phone to discuss his scripts and role play the invitation process.
- STEP 7** (Days 4/5) Get together to role play INVITING. First, you must start off reviewing and explaining the importance of each step in the *Take Action Guide*. After you have reviewed his two sample scripts and gone over each step together, then have your new Distributor select one of his best guests. Show your new Distributor how to invite this guest to the in-home by role playing together. After you have role played, ask Bob if he will commit to calling at least three people in the next 24 hours. Then set up a time to talk again the next day after he has made his calls. Give your new Distributor your availability to do Two-on-One presentations with those guests who are interested but not available that specific evening.

**STEP 8** Call your new Distributor daily to check his progress. Confirm each day the number of new commitments he has received. Also ask how many no's he received and try to determine if something was done incorrectly in the inviting process.

**STEP 9** Call Bob the day before the scheduled in-home in order to:

- Make sure his product, Business Package and DVD has arrived.
- Make certain the number of guests who are confirmed to be at the in-home.
- Explain to Bob how to follow up with each guest to confirm his/her attendance for that evening. (This call should be brief.)
- Explain to your new Distributor that last-minute cancellations are likely. Tell Bob not to appear disappointed when they occur, but instead to be positive and say, "Sue, we are going to miss you. In fact, let me ask you a question. If I can arrange a time to reschedule this appointment, do you have an interest in getting together?" If **YES**, Bob should then ask for her availability in the next couple of days. Then he should proceed to set up a tentative time and location to get together. He should tell Sue he will call back to confirm the appointment. You and Bob should proceed in this example, to do a two-on-one with Sue after she watches the 25-minute presentation video.

**STEP 10** Review your checklist the day before the in-home. (See attached checklist form.)

**STEP 11** Perform these Pre-In-home Activities.

Always arrive at your new Franchise Owner's home or specified location at least one hour in advance to do the following:

- Set up the room where the presentation will be held.
  - Have DVD's available at the front door to give to the people.
  - Prepare name tags with markers.
  - Set up seating. If your new Distributor is expecting ten guests, then set up seating for five and be prepared to add seating if necessary.
  - Make sure the lighting is appropriate.
  - Turn on music, but keep it soft.
  - Test the DVD player and become familiar with it.
- Review presentation format with your new Franchise Owner, Bob, who will do a brief introduction: (**Note:** Bob should say nothing about network marketing.)
  - Bob welcomes everyone.
  - Tells his story (why he has chosen to do this business).
  - Tells his initial excitement and commitment to this new endeavor.
  - Introduces you (the presenter) and builds you up for the audience.

- You will moderate the presentation.
- Bob will come back at the end to tell how committed he is and to tell the guests how much he would enjoy working with each of them. (Explain to Bob the importance for him to be up and positive throughout the entire presentation.)
- Explain to Bob the goals for the presentation:
  - To sponsor seriously interested guests.
  - To sell and/or sample the product to each guest.
  - To set up appointments either by phone or in person with each unsponsored guest.
  - To get referrals from uninterested guests.
- Prepare Bob for disappointment when some of his “confirmed” guests fail to show up.
- Explain to Bob it’s likely for early arrivers to ask how many people are coming. He should not give the exact number. Respond by saying, “Just a few.”
- Greet every guest with a warm smile and firm handshake. Try to build rapport with each guest.

**STEP 12** The Presentation.

Part 1 Welcome Everyone and Tell Your Story. (3 minutes)

Look around the room, smile, welcome everyone, and tell your own story.

Part 2 Get Guests to Open Their Minds. (3 minutes)

The goal with this part is to get the guests to reconsider their work and future. You want them to open their minds to a new opportunity.

- IDEAS: Talk about unemployment, job insecurity, job stress, pressure and burnout, lack of freedom, trends or whatever fits with your style and personality.
- ASK QUESTIONS LIKE: Are you happy with your present job or career? How do you feel about the future? Are you reaching your financial goals? Are you overwhelmed, stressed out, and burned out? Are you being fairly compensated for what you do? Do you want to do what you are doing for the rest of your life? Do you have the desire to make more money? Do you have the desire to be your own boss?

Part 3 Business Presentation Overview. (1 minute)

Give a brief overview about what you will be covering. When people know the format of a presentation in advance it makes it easier for them to follow.

Part 4 The Company. (3 minutes)

The goal when talking about the company is to make the guests feel secure about the company and its management team.

#### Part 5 Play the 20+--minute Business Presentation Video

#### Part 6 Testimonials.

If there are other Distributors or product users at this in-home now would be an appropriate time for them to give a brief testimonial.

Remember, the reason testimonials are so important is that they allow the guests to hear product and business testimonies from local Distributors. Sometimes guests won't relate to your story, but will relate to someone else's story. Testimonials help build belief and knowledge in both the guests and the Distributors.

Testimonials are a critically important part of every presentation. Each one needs to be brief, to the point, and delivered with conviction and enthusiasm. It should be one to which many people can relate.

#### Part 7 The Training and Support. (3 minutes)

The goal when talking about the training and support is to help each guest see that we take the training and support-side of the business seriously.

You want each guest to feel confident that he/she will be properly trained and supported.

Ask Bob to share his commitment to the business and to helping each person there.

#### Part 8 Ask Guests to Make a Positive Decision. (2-3 minutes)

The goal here is to ask each guest to make a decision either to start using Mila or Activate at Silver, Gold or Platinum. As you explain the Business Builder Package, you are doing the presentation is to get results.

#### Part 9 Give Your Final Two Suggestions. (2-3 minutes)

1. Emphasize to the guests that they should not say anything to anybody until they are properly trained. Explain that many people have the tendency to talk because of their excitement, or because they are looking for someone to validate their decision. As a result, these people blow some of their best leads. Ask them to start being coachable now and not talk to anyone until they are trained.
2. Warn them about dream stealers. Explain that these are the people who either think they know everything or who may feel jealous and insecure. When people try to steal your dream, you should look for the motive of the dream stealer and recognize that they don't understand this business or your dream.

#### Part 10 Conclude the meeting.

Always end the meeting with a warm, genuine smile as you thank them for their attention.

**STEP 13** The Post-Presentation. After the conclusion, you should:

- Either mix up some Mila with a juice or smoothie or some Mila food, so each person can taste the product.
- Talk to guests to determine their interest and try to gain a positive decision from them, either to sponsor into the business or to start using the products.
- Make sure that each interested guest leaves with a DVD. Set up a firm time to get together with each guest, either in person or by phone, to talk further. This should be a firm time that is good for your guest, your new Distributor (Bob), and you.
- Stay until everyone has left so you and Bob can reflect upon the entire event, discuss what took place and how to proceed from that point. It is possible that your new Distributor may be discouraged if things didn't go as he had planned. It is important to encourage him and talk about what went well and how to move forward positively from that point.
- Advise your new Distributor (Bob) to call everyone who did not show up. If they have an interest, ask them to watch the 20-minute video and schedule a Two-on-One Belief Building Session with them. (Explain, Show, Try, Do.) Be sure to give Bob your availability to do these Two-on-One Belief-Building Sessions.

**STEP 14** The Next Step.

- Do three-way follow-up calls at the designated time with each interested guest.
- Do Two-on-One Belief-Building Sessions at the designated time with each interested guest. (Explain, Show, Try, Do)
- Help your new Distributor conduct the 48-hour Strategy Sessions with the first two or three of his new recruits. (Explain, Show, Try, Do)
- Set up another in-home for Bob if appropriate and/or...
- Set up an in-home for Bob's new Distributors

# How to Drive Legs Deep Through the In-home and Duplicate Yourself

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- Have your new Distributor block out one night a week for six weeks instead of just one week; e.g., the next six Monday nights.
- Following the same step-by-step format previously outlined, except for the following:

**WEEK 1** Your new Distributor, Bob, invites his guests as previously outlined and you do the presentation. Within the next week all interested guests are sponsored, have had their 48-hour Strategy Session and are taught how to *INVITE* their guests to Bob's second in-home.

**WEEK 2** All new Distributors from Week 1 *INVITE* their guests to Bob's second in-home. Bob invites a whole new group of his own guests to also attend.

You do the presentation. Within the next week all interested guests are sponsored, have had their 48-hour Strategy Session, and are taught how to invite their guests to Bob's third in-home.

**WEEK 3** All new Distributors from Weeks 1 and 2 invite their guests to Bob's third in-home. Bob invites a whole group of his own guests to also attend.

You do the presentation. Within the next week all interested guests are sponsored, have had their 48-hour Strategy Session, and are taught how to invite their guests to Bob's fourth in-home.

After the third in-home, sit down with Bob and review how things are progressing. Then explain that you cannot always be doing these presentations, and that it is important for him to learn how to do them.

Explain to him that you are now going to slowly work him into the discussions. Explain to him the critical importance of being prepared.

**Note:**

Until this point, it is important that you do not tell Bob that he will have to become a moderator and do these presentations. Don't give your new Distributor a drink with a fire hose!

Also, NOW would be an appropriate time for Bob to review this same training.

**WEEK 4** All new Distributors from Weeks 1, 2, and 3 invite their guests to Bob's fourth in-home. Bob invites a whole group of his own guests to attend also.

Within the next week all interested guests are sponsored, have had their 48-hour Strategy Session, and are taught how to invite their guests to Bob's fifth in-home.

After the fourth in-home, sit down with Bob and review how his portion went. Give him suggestions on how to improve. If appropriate, have Bob serve as moderator for the next in-home. Once again stress the critical importance of being prepared, and of not exceeding the allotted time.

**WEEK 5** All new Distributors from **Weeks 1, 2, 3, and 4** invite their guests to Bob's fifth in-home. Bob once again invites more of his own personal guests to also attend.

One of Bob's rising leaders does the introduction. You and /or Bob do the presentation as outlined. Within the next week all interested guests are sponsored, have had their 48-hour Strategy Session, and are taught how to invite their guests to Bob's sixth in-home.

After this in-home, sit down again with Bob and review how his portions went. If appropriate, give him suggestions on how to improve. Then explain that he and his team should prepare to do the entire presentation for **Week 6**. Explain that you will be there to give moral support and to close out the presentation.

**WEEK 6** Bob and all his downline Distributors invite their guests to his sixth in-home. One of Bob's leaders introduces *him* to start this presentation. Bob does the presentation and you close the presentation.

Within the next week all interested guests are sponsored, have had their 48-hour Strategy Session, and are taught how to invite. At this point, you should have totally duplicated yourself in Bob. Bob should now be able to build his own group with your ongoing support and encouragement.

After Bob has learned how to do an effective in-home, he should then proceed to duplicate in each of his key Distributors what he has just learned. He should now start to drive each of his legs deep through the same in-home process and duplicate himself.

The guests who attend each in-home should always be encouraged to attend the local weekly Business Opportunity Meeting discussed on the next page.

## Bob, the Moderator

**BOB'S NEXT STEP** – If there are no weekly Lifemax Business Briefings (LBB) within a 30-minute radius of where Bob lives, then he should now officially form his own weekly LBB. Bob should be the presenter at the weekly meeting and you and others in the upline should appear as special guest speakers once every four to six weeks. Bob should use the other nights of the week to drive his legs deep through the in-home process and duplicate himself.

All the guests who attend each in-home should be encouraged to attend the weekly LBB. The LBB would be Bob's.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
New Leg	Wkly LBB	New Leg	New Leg			
New Leg	Wkly LBB	New Leg	New Leg			
New Leg	Wkly LBB	New Leg	New Leg			
New Leg	Wkly LBB	New Leg	New Leg			
New Leg	Wkly LBB	New Leg	New Leg			
New Leg	Wkly LBB	New Leg	New Leg			

# Tips on Being a Master Moderator

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## Before the Meeting

- Write out what you want to say and memorize it. Be prepared.
- Video tape yourself at home practicing, then critique yourself.
- Get plenty of rest in advance.
- Shower before a presentation. It helps relax you.
- Limit the amount you eat before a presentation. A big meal will generally make you tired.

## During the Presentation

- Start on time and end on time. (This shows that you respect their time.)
- Only say what is important in order to accomplish the results you want. And, don't get technical.
- Deliver your information with enthusiasm, belief, and passion. Be congruent.
- Ask for constructive feedback from others regarding your presentation.
- Don't use jargon or lingo, such as, "I'm a Director..." or "I work with sidelines."
- Audio tape yourself and listen to how you sound.
- Always conduct yourself in a professional manner.
- Don't say anything that could be offensive.
- Learn to handle distractions. Don't look at people who come and go during the presentation.

## After the Meeting

- Answer all questions after the meeting has adjourned.
- Speak to as many guests as possible before they leave.

## In-home or In-office

### ✓ Checklist

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- DVDs
- Copies of the Mila flyer from your BMS
- Copies of the Nutritional facts flyer
- Copies of the compensation plan .pdf
- 1-2 Business Builder (\$69.95) packages so new people don't have to wait.
- Copies of anything else that may be helpful
- New Distributor Application and Agreements or live computers to sign others up.
- Juice & Mila and/or food with Mila
- Pad of paper for notes
- An appointment book
- Plans made for child care
- Plans made for pet care
- Home cleaned
- Become familiar with the DVD player
- Dark marker and name tags
- \_\_\_\_\_
- \_\_\_\_\_

## In-home or In-Office Etiquette

For these meetings to be successful, it will be important that all Distributors practice some basic meeting etiquette. Listed below are some things that will make the in-home a positive experience for everyone.

- Come 15-20 minutes early to help set up, socialize, and meet new guests.
- Always arrive by 7:25, at the latest. You don't want to be a distraction by showing up late.
- Greet everyone with a warm smile, a firm handshake, and a friendly hello.
- Be intentional about making first-time attendees feel comfortable and valued.
- Be a supportive member of the team and offer to bring drinks and snacks.
- Stay and help clean up, especially if you did not bring a guest.
- Be professional in your dress, actions, and choice of words.
- Dress in business or business casual attire.
- Keep all conversations positive and avoid discussing personal issues.
- Discuss privately anything that could be perceived as negative.
- Learn how to introduce yourself and tell your story in 30 seconds. This includes your name, background, why you became a Distributor, and a positive statement about your business.
- Stay seated during the entire meeting or people could perceive your actions as a lack of interest.
- Avoid having side conversations that could be distracting during the meeting.
- Be concise in what you say to allow others to participate in the discussions.
- Listen with interest as others participate
- Bring your own note pad and pen.
- Be a positive influence on the team and help protect the integrity of your growth group.
- Make sure your cell phone is in the silent mode.

# How to Invite Guests to an In-home Who Have Not First Watched a Video or [www.WhatIfLifemax.com](http://www.WhatIfLifemax.com)

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## Approach #1

1. "Hello, \_\_\_\_\_ (name) \_\_\_\_\_, this is \_\_\_\_\_ (your name) \_\_\_\_\_. How are you doing?" (Pause.)
2. "I just have a minute, but I wanted to give you a quick call. Is this a good time?" (Pause.) If the time is good, move to line 3; if not, ask when would be better.
3. "A new company that I'm affiliated with is expanding into this area, and we/they are looking for a few special people."
4. "\_\_\_\_\_ (name) \_\_\_\_\_, you ARE always open to looking at something new, aren't you?" (Pause.)
5. "My days are very busy as I'm sure yours are. How does your schedule look next \_\_\_\_\_ (Monday, Tuesday, etc.) evening?" If your guest is available proceed to line 6. If your guest is not available proceed to introduce the business using one of our videos.
6. "\_\_\_\_\_ (name) \_\_\_\_\_, I am having a few hand-selected people over to my home on \_\_\_\_\_ evening at 7:15 to meet one of the individuals helping with the expansion and to discuss the potential that exists within this new division. You can review [www.WhatIfLifemax.com](http://www.WhatIfLifemax.com) (or YouTube videos) Would you like to be included?"

Proceed to confirm appointment. Be sure to request a 24-hour notice if something becomes a conflict so you can replace this guest with someone else. Always encourage guests to bring their spouses.

### 24 hours before in-home presentation...

7. "\_\_\_\_\_ (name) \_\_\_\_\_, I just wanted to call and let you know I'm looking forward to seeing you tomorrow evening. The session will start promptly at 7:30, but I would like you to meet one of the individuals who I will be working with. Could you be here by 7:10?" (Pause.) "Great! I will look forward to seeing you then."

## Approach #2

1. "Hello, " \_\_\_\_\_ (name) \_\_\_\_\_, this is" \_\_\_\_\_ (your name) \_\_\_\_\_. How are you doing?" (Pause.)
2. "Did I catch you at a bad time?" (Pause.) If the time is good, move to line 3; if not, ask, "When would be better?"
3. "I just have a couple of minutes but I wanted you to know that I have recently become involved with a group of business and medical professionals in a very lucrative venture. \_\_\_\_\_ (name) \_\_\_\_\_, I have always had a lot of respect for your business acumen (insert most appropriate compliment) and the way you relate to people. I believe this venture is something you would be very interested in seeing. A small group of hand-selected people will be getting together at my home \_\_\_\_\_ (Monday, Tuesday, etc.) \_\_\_\_\_ evening at 7:15 to discuss this in further detail. Would you like to be included?" If he or she asks what it is, move to line 4.
4. "I have a tremendous respect for the value of your time. My time is valuable, too, but there is no possible way this business venture could be adequately explained over the phone. That's why it is important to get together. You can review [www.WhatIfLifemax.com](http://www.WhatIfLifemax.com) (or the youtube video) Would you like to be included?"

If this person continues to press to know what it is before making a commitment to come, you can have him/her watch one of our videos. As an example you could say, "If you want to learn more about what we are doing before making a commitment to join us, I would be happy to send you an email right now with a link to some information, short overview of the business. Do you have a few minutes to watch it now?"

5. Proceed to confirm appointment. Be sure to request a 24-hour notice if something becomes a conflict so you can replace this guest with someone else. Always encourage each guest to bring his or her spouse.

### **24 hours before in-home presentation...**

6. " \_\_\_\_\_ (name) \_\_\_\_\_, I just wanted to call and let you know I'm looking forward to seeing you tomorrow evening. The session will start promptly at 7:30, but I would like you to meet one of the individuals with whom I will be working. Could you be here by 7:10?" (Pause.) "Great! I will look forward to seeing you then."

## Approach #3

1. Start with small-talk.
2. "I only have a couple of minutes but wanted to give you a call. \_\_\_\_\_ (name) I have stumbled into a new business venture that appears to be very lucrative. I'm teaming up with some top medical and business professionals. As I thought of people I would really enjoy working with, you immediately came to mind. Tell me, \_\_\_\_\_ (name), are you at a point in your career where you would be open to look at other options?" If response is YES, proceed.
3. "I'm inviting a hand-picked group of people over to me home on \_\_\_\_\_ evening at 7:15 to kick it around. Would you like to be included?" (Pause.) If he or she asks what it is, continue with number 4.
4. Our company has a raw whole food that is loaded with Omega 3's and an amazing business attached to it. "Will \_\_\_\_\_ evening work out for you?" Check out [www.WhatIfLifemax.com](http://www.WhatIfLifemax.com) as soon as possible.

Proceed to confirm the appointment. Be sure to request a 24-hour notice if something becomes a conflict so you can invite someone else. Always encourage each guest to bring his or her spouse.

### **24 hours before in-home presentation...**

5. " \_\_\_\_\_ (name) \_\_\_\_\_, I just wanted to call and let you know I'm looking forward to seeing you tomorrow evening. The session will start promptly at 7:30, but I would like to introduce you to one of the individuals with whom I will be working. Could you be here by \_\_\_\_\_?" (Pause.) "Great! I will look forward to seeing you then."

## Approach #4

1. Start with small-talk.
2. “\_\_\_\_\_ (name) \_\_\_\_\_, I have always had a lot of respect for you. I’ve found a business situation that could be a great opportunity for you/us. If guest asks, “What is it?” say, “It’s a new business venture with Lifemax – a network marketing company with a raw whole food – nothing like I’ve ever seen.” Proceed to number 3.
3. “But before we get too excited about this possibility, I need to ask a couple of questions. Just between you and me, how satisfied are you with what you are doing right now?”

A If **not** satisfied, ask: “Could you elaborate on that?” Proceed to line 4.

B If satisfied, ask: “What do you like best about what you are doing?” (Pause) “Off the record, if you could make one thing better about your current position/business, what would it be?” Wait for answer.

“Do you feel your current situation is going to enable you to reach all your financial goals?”

“Think of someone who has been with your company longer and is doing what you will be doing four years from now. How does that make you feel?” If your guest seems to be open, then proceed to line 4.

4. “A major new company has a raw whole food and only launched a little over a year ago. We are going to get together and go over the details. What does your schedule look like during the next few days?”

If not available, (for example, if your contact is going out of town) say that you’ll call again when he or she returns. Give no additional information at this time.

If contact IS available, *Speak softly*: “Between you and me, I believe there’s a lot of money to be made here. We are going to get together at my home (office, etc.) next \_\_\_\_\_ evening and go over everything. Some of the spouses are going to here. Would you and your (wife/husband) like to be included?” (Pause) “Great! This will be a select group, and we are anxious to get going. If a conflict arises, can you give me at least 24 hours notice so I can have someone else take your place?”

If it is impossible for him or her to break away that evening, suggest that you get together for lunch or a cup of coffee to discuss further. Confirm your appointment.

### 24 hours before in-home presentation...

5. “\_\_\_\_\_ (name) \_\_\_\_\_, I just wanted to call and let you know I’m looking forward to seeing you tomorrow evening. The session will start promptly at 7:30, but I would like you to meet one of the individuals who I will be working with. Could you be here by \_\_\_\_\_?” (Pause.) “Great! I will look forward to seeing you then.”

