

AdvoCare Business Opportunity Meeting

The Environment: It's the local leader's responsibility to make the environment come to life by doing and/or delegating-

- Banners: ideally pop ups from www.advocare.mavcolor.com
- Product Display: at front of the room so presenter can refer to and hold up products
- Spark and Water Bottles: on table near entry, put someone in charge of getting people Sparked!
- Music: pre and post event... put someone in charge
- Whiteboard: essential!... people are visual learners, confirm the location will provide one, or else arrange one
- TV/DVD: should be tested well prior to meeting, use the remote to get used to how it works
- Business Tools: DVD's, Impact Magazines, Documents (Rookie Bonus, Income Disclosure, Biz Entry Levels, Franchise Comparison), Business Tri Fold (for Biz Training that should follow the BOM)

Open

- Host shares brief story and introduces presenter

Introduction

- "Plan B" Income to supplement "J-O-B" (Just Over Broke)
- **DVD: opportunity clip**
- Direct Sales Model (whiteboard: distribution channel payout diff. b/w Spark/Rehydrate/Shakes vs. RedBull/Gatorade/EAS)

About Advocare

- Charlie Ragus, 10 Guiding Principles – [IMPACT Mag](#)
- Sci/Med Board – [IMPACT Mag](#)
- Unpaid Endorsers – [IMPACT Mag](#)

Product Overview (Live Stories)

- Highlight top sellers (Spark, 24 Day Challenge program)
- Live or **DVD** Stories/Testimonials

4 Ways to Engage (Whiteboard)

- 1. Retail Customer 2. Wholesale Customer
- 3. Distributor at a Discount 4. Advisor / Business Builder
- *Benefits of Advisor (don't go into Advisor investment yet, that happens at Biz Training / post meeting)*

5 Ways to Earn Income (Whiteboard – brief description)

- **Bonus doc (hand out)**
- **2007 Income Disclosure document (hand out)**

Income Stories

- **DVD** and live mix

Close – Call to Action

- Cast the vision for your region!
- Ideally, invite to re-group in 5 minutes for a business training
- Encourage to take some sort of action to start (ideally Advisor)
- Promote the NEXT event for them to bring their biz prospects