

## SEC. 22 MEETING/TRAINING FUNDAMENTALS

The business objective is to build your UnFranchise<sup>®</sup> sales organization by sharing the benefits of Market America's products and the benefits of the business opportunity. It is therefore vitally important that one conduct all meetings as professionally as possible in order to accomplish these objectives.

Even moderately successful people in the network marketing business have failed to realize that it is the little "professional" details that make a tremendous difference in realizing success. It is the fine points of how the meeting is conducted that translate into how successfully we sell products or sponsor new distributors.

(A) **PRIDE, POISE, PROFESSIONALISM:** When we use the word "professional," many people think of doctors, lawyers, stockbrokers, and business executives. However, if any of the above-mentioned people failed to present themselves in a professional manner, they would not be able to command a "professional income."

The manner in which "professionals" present themselves has a direct correlation to the confidence their clientele has in them, which can lead to the development of new business. Would you let a doctor who wore a "Surfs Up" T-shirt, cut-off shorts, and thong sandals operate on you? This kind of lackadaisical appearance makes for good television, but certainly has no function in the reality of day-to-day medicine. Would you allow a stockbroker dressed in the same manner to open a large investment account for you? We have all heard about how to "Dress for Success," and we have all found a style of dress that we are comfortable with — so this section will not dwell on attire. Suffice it to say that it has been proven in many realms of the professional world that "Dress for Success" is much more than cliché. Our appearance and the first impression we make — "You never get a second chance to make a first impression" — is more than how we dress and act; it is also our business environment . . . our office . . . and in most cases, this means our meeting room.

Our appearance as a company and our own appearance as people to other individuals looking for a business opportunity have a tremendous impact on the impression we leave with them. The image we project determines how people perceive our business and how they react to what we have to say. It may be true that a person should not "judge a book by its cover," but most people do. It only takes a few minutes to create a very professional first impression, but it lasts for a lifetime.

The image that we project most often determines how people respond to the presentation and what we have to say. The image we project determines the business environment. The wrong environment and impression translate into an unsuccessful meeting and poor results in terms of sales and sponsoring. The proper image is not only determined by the proper business attire, but by the meeting room setup and the manner in which the meeting is conducted. Do we look like their idea of success? Do we look like the kind of company and opportunity they would be willing to introduce to their center of influence? We can talk about the personal images of doctors and lawyers and their credibility, but what about salespeople - the highest paid professional people with one of the most challenging lines of work, offering the most freedom and the best opportunity to use our own talents, skills, and abilities?

In order to be successful in this business, and especially with regards to Market America, we must look like the kind of company that people of integrity would be willing to introduce to their center of influence. People must be comfortable introducing us to their

friends, acquaintances, and other associates. Remember, the impression that you, your presentation, and your meeting make IS the business to the prospective client or distributor. Your meeting IS Market America to them. It is their only impression of Market America and its opportunity.

Sales and marketing positions are the highest paid, most challenging, and some of the most rewarding professional careers. You must consider yourself to be a sales and marketing professional. You must treat your UnFranchise<sup>®</sup> business as a profession. The reason many people do not achieve “professional incomes” in the direct sales and network marketing industry is because they do not treat nor do they present themselves and their company in a truly professional manner. Their attitudes are oftentimes very lackadaisical and haphazard. Therefore, many individuals fail to derive professional incomes.

**“IF YOU TREAT THIS BUSINESS LIKE A HOBBY, YOU WILL ONLY EARN A HOBBY INCOME, BUT IF YOU TREAT IT LIKE A PROFESSIONAL BUSINESS, YOU WILL EARN A PROFESSIONAL INCOME.”**

There are specific mechanical steps which you, as an UnFranchise<sup>®</sup> owner, can complete to help assure a more productive and professional business presentation. By mechanical steps, we mean the actual physical layout and appearance of the facility in which the meeting is to be held. Provided these basics are taken care of, the only other details we need to attend to are the attitude and context of the presentation.

- The attitude of the people in the room is critical. It sets the mood for the meeting. Attitude in a meeting is the ability to project interest, excitement, and enthusiasm, both in a physical and intellectual manner, regardless of how many times one has seen and heard the presentation — and regardless of the type of day one has had. Your guest will be hearing and seeing this for the first time.
- The context of the meeting is critical. CONTEXT means to give a logical, exciting, and enthusiastic presentation without misrepresentation, and with enough information for the prospect to make a qualified, logical decision.

(B) **ACTUAL MEETING ROOM:** The dimensions of the meeting room itself, the placement of the doors, chairs, displays, whiteboard, and/or blackboard, the lighting, and the room temperature all play important roles in the equation of the meeting room’s success. This ultimately translates into how many sales are made on the spot following the meeting.

Selecting a proper facility is the first step and is of major importance. It is amazing how few hotels actually know what goes into the preparation of a properly-designed meeting room, to make the accommodations functional for the needed purpose and overall mechanically sound. Mirrored walls, brass trim, candled chandeliers, and Roman columns may appear warm and inviting, but they make a poor setting for a business meeting. These kinds of embellishments and room decor are a distraction, whereas the purposefully effective environment of a meeting room invites serious attention. The attention and the focus of any Second Look Meeting should be on the power and opportunity of Market America and the Management Performance Compensation Plan, not on the accoutrements of the meeting room. Additionally, “gilding the Lily” can end up costing you extra money without producing the desired result.

Ideally, look for a facility which meets the following criteria:

- Look for a facility with a meeting room that is long and narrow. When you have meetings in a very wide, open room, the environmental effect can reduce the effectiveness of the presentation. Simply stated, a wide room causes the speakers to diffuse their attention between two separate audiences and lowers the effectiveness of the presentation. Make sure to have the room set up with chairs aligned properly. A long narrow room can become a short wide room, if set up incorrectly by the hotel staff.
- The size of the room should match the expected attendance. A room designed to seat 100 people that has only 30 in attendance will appear empty and cold. The same number of people in a room designed for 25 would have a “standing room only” crowd of excited people lining up for a really exciting presentation for a great business opportunity. There is nothing worse for the presenter or for those in attendance than a room that appears empty and cold. Always arrange the room or make arrangements for a room that will accommodate slightly fewer people than what you are expecting. Usually fewer people than expected show up for a meeting, and this method of meeting-room mechanics can ensure a full room.
- Have a meeting room with the doors in the rear. If they are in any other location, a late arriving guest can disturb the flow of the presentation and lower the overall effectiveness. Prevent such disruptions by scouting out those rear doors. If possible, have members of the Local Council, Association, or Leadership Team monitor any additional doors so that access is guaranteed by the doors that best suit the room format.
- The actual meeting room should be located away from the bar or the lounge (if applicable) so that band music, loud patrons, thirsty guests, or music recordings do not disturb your presentation.
- The room should have wall-to-wall carpeting and lightly colored or white walls, because the lightness will help to create an immediate feeling of excitement and energy.

(C) **LIGHTING:** There is no such thing as too much lighting. There has never been a meeting room where you could actually say, “It’s too bright in here, let’s turn off some lights.” More often than not, the opposite is true. Proper lighting is an important factor in helping a meeting room to “come alive.” Fluorescent lights accomplish this effect the best. Avoid at all costs a room that appears dim or is not well lit. Prior to the beginning of the meeting, walk around the room to make sure that the overhead lighting does not cause a reflective glare on the board and that everyone can clearly see all that is written during the presentation. The situation can usually be corrected by tilting the presentation to a more vertical position, or by slightly altering the angle of the board towards the audience.

(D) **CHAIRS AND SEATING:** Most people would not expect the simple subject of chairs and seating arrangement to be covered in a training manual. However, the manner in which chairs are arranged can have a great impact on the success of a presentation. Chairs should be the standard stackable type of meeting room chairs, without arms. They should be set touching together, with a single center aisle approximately two feet in width. There are two methods of arranging chairs; one is to have the chairs in straight rows facing the front of the room. This is the standard setting for most meeting rooms. However, with this arrangement, the people who are attending the meeting can only see the person’s head that is in front of them, and must turn and re-shift their focus from the

speaker to observe the reactions of the others. The other arrangement that is often used is to place the chairs in an echelon pattern, very similar to a “V” shape. This arrangement is good because it allows everyone to observe the expressions on other people’s faces, but it also keeps the attention focused on the speaker as well. It is important when using this type of arrangement that you nod your head in agreement and smile so that the energy is created, and further elevated, throughout the course of the presentation. The excitement will become contagious as the evening progresses.

These little details are taking place without a guest even being consciously aware of them, yet the message to the subconscious is, “This is different from most of the presentations I have attended, so I’d better listen more attentively.”

Always make sure that you set up fewer chairs than you expect to need, with a stacked reserve somewhere out of sight. If the extra chairs are visible, it will appear that there are fewer people than expected at the meeting, or the room usually holds more, but not for these meetings. Bring the chairs in from the back. When people enter the room at 7:25, you want to fill all your seats. Once you have reached “standing room only,” you can start bringing out the additional seating. As you set up the chairs, try to make the comment, “We are really growing in this area,” or “It looks like we are outgrowing this meeting room more quickly than we had planned.” These comments will build excitement and make the prospect feel a part of a really fast-growing area and support system.

Always fill up the room from the front to the back. Place current Market America Distributors next to prospects so that you can create more energy during the meeting. DO NOT let current Distributors congregate in a small group in the rear of the room. If you are in charge of the meeting, then tell the current Distributors to mix themselves with the guests. ALWAYS SIT WITH THE PROSPECTS THAT YOU HAVE BROUGHT TO THE MEETING AND SHOW YOUR ENTHUSIASM. This method of mixing Distributors throughout the crowd is known as “salt and peppering” the room. Even if you have heard the presentation a hundred times or more, there are prospects who have only been recently introduced to Market America and might be seeing the presentation for the first, second, or third time. Nod your head in agreement with what the speaker is saying, laugh at the jokes that might be made, and clap enthusiastically during the appropriate times. This will create a level of incredible excitement. Physically place your guests in seats on the front row, or as near the front as possible. Experts call these seats in the front row the “Million Dollar” seats. If your guests sit on or near the front row, what they will see is an excited speaker presenting the Market America business opportunity — not the back of someone’s head. Their enthusiasm will be at a greater level from the beginning of the meeting.

(E) **TEMPERATURE:** We understand “comfort level” in business, but few distributors understand what comfort is in a meeting room. Try to make sure that your room has a separate thermostat, so that you can control temperature in your meeting separately from the rest of the hotel. You want the temperature in your room a little cool to the feel (almost cold) before the meeting, so that people filling the room will not overheat the room too quickly. The room should be pre-cooled at least one half hour prior to the start of the meeting. When you put 50 to 100 bodies in a room in addition to your “demo-fire,” the room will quickly overheat if it has not been pre-cooled.

In the summertime, you will want to make arrangements to have the air conditioning operating at least two (2) hours prior to the beginning of the meeting. If you have trouble arranging this, but in all other circumstances the room meets your specifications and needs, you may want to consider tipping the setup person in advance to make sure that you have a cool room. This minor detail is absolutely critical.

In winter it should be easy to keep your room cool. Make sure that the heater will not get the room too warm and the hotel does not overheat the room in preparation for your arrival. Once again, try to keep the room a little cool because this will maintain the attention of the attendees. If the room temperature allows everyone to become too comfortable, no matter how enthusiastic the presentation, people will begin to drift off or lose their attention. A person wearing a suit in a warm room will certainly become drowsy or sleepy, and that is something you want to avoid at all costs.

(F) **PRESENTATION BOARDS:**

CHALKBOARDS

- It should be mounted on the wall, or secured to a wooden frame. The weight of a chalkboard is usually too great to be supported by an aluminum tripod, and the chalkboard will become unbalanced during your presentation.
- There is only one kind of chalk acceptable for use in a professional business presentation: ANDUSEPTIC, or “dustless” chalk. Although it is not totally dustless, it is desirable because it is hard, it will not break as easily as normal chalk, it does not squeak when writing, and the speaker can “bang” the chalk on the board to make a point, build enthusiasm, or alert a drowsy guest. Make sure to carry this chalk with you, as most hotels do not carry it unless requested.
- Make sure that the chalkboard is properly cleaned before the guests enter the room. If you have to clean the chalkboard, especially if you have to use water to get it thoroughly cleaned, then make sure you do this in time to allow it to dry. Also make sure you have erasers on hand and that they are also clean.

OVERHEAD PROJECTORS

- Prior to the beginning of the presentation, make sure that the screen you have is large enough to accommodate the size of the room and that it is visible from all the seats in the room. Because an overhead projector can be moved forwards or backwards to adjust size and the mirror tilted to reflect at a variety of angles, make your necessary adjustments prior to the beginning of meeting.
- Purchase a new package of overhead transparencies and make sure they are placed next to the projector. If the transparencies are used and have been cleaned several times, often their clarity is not suitable for the presentation, and the image will appear blurred, especially from the rear of the room.
- Prior to the beginning of the meeting, check the bulb inside the projector to ensure that it is functioning. Ask the hotel, if you are using their projector, to supply a replacement bulb with the projector. It can be very embarrassing for the speaker and the group managing the Second Look presentation if the bulb goes out during the presentation and there is no way to repair the situation quickly. If the projector is the property of the Local Council, Association, or Leadership Team, you should ALWAYS have an extra bulb ready at each presentation.
- When giving details during the presentation, and you are not writing for several minutes, cut off the lamp and step away from the projector so that the attention

will be on you and what you are saying. If you are addressing certain key points to the Management Performance Compensation Plan, but you are not going to be away from the projector, then position yourself to the side of the projector and out of the direct light from the lamp. This will give you the chance to make eye contact with the room without having to squint your eyes. Use your marker as a pointer to illustrate the point you are wishing to make.

- Make sure that presenters have a clean paper towel to clear any errors they might write.
- Make sure that the markers are new and have good clear tips on them. If any of the markers that you have are getting “dried out” or the tips are getting soft or rounded, then do not use them for presentations.

#### MANAGEMENT PERFORMANCE COMPENSATION PLAN (CD-ROM) PRESENTATION

- The Market America Management Performance Compensation Plan CD-ROM is a computer-generated presentation of Market America’s Marketing Plan. This unique and invaluable tool covers all the information needed for a Second Look Business Opportunity meeting. This presentation, whether shown at home, on your laptop computer, or through the use of an LCD overhead projector and shown on a large-screen format, is a confidence-building tool. It is an asset to your National Meeting, Training, and Seminar System arsenal, especially with regards to your Second Look Business Meetings, because of the following:
- It removes the element of fear of not being able to show all aspects of the Market America Management Performance Compensation Plan and the products in Market America’s Mall Without Walls®. It is easy and simple to explain each portion of the presentation because all of the material is there, so you can’t forget where you are or what is next.
- It promotes and develops leadership by allowing you to proportionally divide the presentation into different elements and assign each portion to a different person. Most importantly, the Management Performance Compensation Plan CD-ROM presentation is absolute duplication, allowing each person to utilize his/her own unique personality to his/her assigned portion, but maintaining the integrity of the information that is shared.
- Make sure that you have someone knowledgeable about computers set up your LCD projector and necessary computer links. Position the infrared receptor to change screens (if applicable) so that the speaker has the ability to move around and command the attention of the people in attendance.
- When making arrangements with the hotel it is important to ensure that the screen will be large enough to show the CD-ROM presentation. If the hotel does not have a screen, ask someone in your organization.
- When presenting the Management Performance Compensation Plan CD-ROM in a home setting, remember to keep the presentation simple and intimate. Show the presentation on your own home computer and stop it to add your own personal experiences and personality to the information.

#### WHITEBOARDS

- Make sure that you have GOOD felt markers with firm wide tips so your writing will be crisp and clean. Your best strategy is to carry your own erasable markers

for the whiteboard, so you know you have what you need, rather than counting on the hotel.

- When using markers during your presentation, try to utilize colors other than just black. Why? Because it has been shown that black markers on a white background have a tendency to be offensive to the eye. The sharp contrast in color mentally makes a person become more rigid. However, when you use a variety of color, especially blue, green, or deep purples, the eyes are more apt to be relaxed and more attentive, rather than apprehensive, towards a presentation.
- Use a board that will be easily seen by all those in attendance. It can ruin a presentation if the board you are writing on is too small for the persons in the back to see. Use a board that will allow you to write large enough and legibly enough to present the marketing plan thoroughly.

(G) **PRODUCT DISPLAYS:** The psychological effect of a professional product display cannot be stressed enough. To illustrate this, visualize and compare the following two displays:

- As your guests enter the meeting room they notice several cardboard boxes in the back of the room, with a few sales tools scattered on top of the registration table. For the remainder of the meeting they cannot see the sales tools or our impressive products.

**OR . . .**

- As your guests enter the room, they notice a display of nutritional products in front of the room along with an impressive layout of various products creatively displayed. These represent the various “stores” in Market America’s Mall without Walls®. For the remainder of the meeting, the display remains always in sight, allowing the guests to see the individual products the others have given testimony about, which subsequently adds credibility to the different stores and to the presentation.

Which display is more impressive and suggests more value (of the very same products) from your guest’s viewpoint? If guests are to be convinced that Market America is the vehicle to change their financial situation, it should appeal to them visually, as well as mentally and emotionally.

Displaying products is an art, and one that can be easily learned. Use cool colors (such as white or pale blue) for your display cloths. For large meetings, two 8-foot tables are highly recommended for displaying all the Market America products to their best advantage. One of the best methods for displaying products is the “high-low effect.” The “high-low effect” can be achieved by covering your table with a cool-colored tablecloth, then placing either cardboard boxes, telephone books, or some other objects to create various levels of height on the table. Drape the cardboard boxes and/or telephone books in contrasting tablecloths and arrange the products on all the levels you have created. These “high-low steps” should culminate with the highest point being in the center of the table. The lower steps should display Market America literature and sales tools, while the highest point is occupied with a display box containing a sample of each product line. This system creates a focal point which draws the eye to the highest point of the display table and back down and across the display table. The eye is naturally drawn to every product on the display table and returns to the focal point.

On a larger scale, but with the same mindset, you can also utilize different levels of tables. Place a higher table behind each of the lower tables and use the same cool tones as a backdrop to the front product display. Because Market America's Mall without Walls<sup>®</sup> has grown, many local areas have used this practice of offsetting the table heights and increasing the number of tables used so that their product display does not become cluttered and confusing in appearance. The highest point is of course the center of the rear tables, but the different levels of boxes should still gravitate toward the center as the natural center of focus.

An American flag should be placed to the right of the speaker, the left side of the stage (or podium) from the audience viewpoint. After all, only in America is an opportunity such as ours not only a possibility, but a right. It is also suggested you display the Market America logo by using a banner or large poster board. Additionally, tripods can be used with professionally-made signs or diagrams of the "umbrella concept" of key marketing points. If you have a guest speaker or a corporate member at the meeting, a banner should be displayed in the front of the room welcoming your honored guest.

(H) **REGISTRATION:** A table should be directly outside the room for the purpose of registering all of the guests and distributors. The table need not be elaborate, but should be neat and professionally staffed. It is usually the case that members of the Local Council, Association, or Leadership Team are in charge of the registration table. There should be name tags on hand for guests and distributors alike. Two individuals should be assigned to cover the registration table.

At a large gathering, two sign-in registers should be available. The register should contain columns for the guest's name, address, telephone number, voice mail extension (if applicable), and status (i.e., newcomer, Distributor, Coordinator, or UnFranchise<sup>®</sup> owner). Color-coded name tags should be assigned at the time of registration. This enables newcomers to be approached and welcomed by established leaders. Name tags should be color-coded as follows:

Blue = Non-Distributor

Red = Distributor

Gold = Coordinator

A colored star or stamp should be used to designate Local Council, Association, or Leadership Team members. A more professional name tag is often worn by these groups of local leaders that is engraved with the Market America logo, the person's name, and the name of the area Council, Association, and/or Leadership Team. Information regarding joining the Local Council, Association, or Leadership Team should be available.

All established leaders should be encouraged to mingle with the crowd and welcome the newcomers. Their success lends credibility and creates excitement.

It is also a good idea to keep the doors to the meeting room closed until just two minutes prior to the start of the meeting. Having your guests continue to socialize outside the meeting room will help sustain the social interaction so vital to the success of the meeting.

The individuals at the registration table should be dressed professionally (look "sharp"), be in a positive frame of mind, and always smile. They should be friendly and articulate. They make the meeting's first impression on the guests.

(I) **GUEST SPEAKERS:** Most people who are successful in our business realize the value of inviting a powerful guest speaker to assist them in conducting their meeting, training, or seminar. For this reason Market America has established the Market America Speakers Bureau and set forth criteria to allow participation in this executive group. Guest speakers are people who, through their personality, proven ability, or other credentials, will positively effect the credibility of the meeting by their participation. With the proper promotion of the guest speaker, attendance will increase at the meeting and your sales organization will grow. Typically, the guest speaker will be an extremely successful Certified Executive Coordinator or higher Pin Level, or a member of Market America's Corporate Team. Local Distributors are excited to hear a presentation by someone new who has experienced tremendous success in Market America. Because guest speakers will positively affect your income, you obviously should be eager to entice them to your meeting. Because guest speakers are there to help you increase your income, you should treat them royally, in appreciation of their efforts on your behalf — and the hope is that they may agree to come back in the future. Give your guest speakers a little extra recognition in your meeting. The positive impression that you make on them will bring them back to your meeting soon. The top leaders and Executive Coordinators can reciprocate by speaking at each other's meetings as guest speakers.

(J) **DRESS:** Most of us understand what is meant by "professional appearance." Unfortunately, there are many future success stories walking around out there who have no idea what the term means. Very few can experience any measure of success if they ignore professional attention to dress. The key to success is to continue to learn, become more professional, and eventually grow into a true professional. Do not allow yourself to be held back in your pursuit to achieve your dreams because you did not pay attention to the details, especially something as obvious as your professional appearance. Making a professional first impression is an opportunity we enjoy only once in meeting a person. "YOU NEVER GET A SECOND CHANCE TO MAKE A GREAT FIRST IMPRESSION." We do not wish to insult anyone's intelligence, opinion, or pride with this section. However, it is obvious to anyone who has participated in opportunity meetings around this country that some reminders are needed. Although you may have these details "down pat," your ultimate success depends upon the people you sponsor and train. This section may help to improve their appearance, which will ultimately and positively reflect on their success.

(1) **GENTLEMEN:** In most areas of the country, the accepted standard of professional business attire is a suit and tie. Make sure the shirt is freshly laundered and the suit is pressed. Also make sure your shoes are shined, hair is well-groomed, and hands and nails are clean. This is the proper image for you to project to the people who will be basing their decision to join you, to a large degree, on their confidence in you. Dressing for success has also proven to be helpful in boosting one's own self-esteem, and it allows us to posture ourselves better. We should always let our guest(s) know that "most of the people at tonight's meeting will be wearing business attire . . . I will be wearing a suit (coat and tie)." They will dress accordingly. People who normally wear a suit for business will appreciate this information, as they would feel distinctly uncomfortable if they were under-dressed around other people.

People who seldom wear a suit will have a better self-image when they meet other successful people at the pre-meeting and as we present our opportunity. The people who say, "I never put on a suit and tie," would gladly wear a suit and tie for an extra \$50,000 this year, wouldn't they? It is unlikely they will ever achieve that income level unless they are willing to dress professionally.

Farmers, mechanics, or bank presidents are all attending the meeting because they feel some attraction to the opportunity you have presented them. The professional will feel confident and at home in a meeting environment where other people's dress projects a professional image. It is healthy for people not accustomed to business dress to start visualizing themselves as businesspeople. Is that to your and our benefit? Absolutely!

(2) **LADIES:** For ladies, the same rules of professional dress hold true. Most women seem well aware of this standard of attire, and not only understand the value of dressing for success, but seem to enjoy it as well.

(3) **BUSINESS CASUAL:** At various corporate-sponsored meetings, trainings, seminars, and conventions, it will be indicated that "business casual" dress is acceptable. This dress does not mean that you are given allowance to be sloppy, but rather that you can dress comfortably, yet still professionally, for the events. Men should wear a collared shirt of either the oxford type or polo type. Never wear just a T-shirt to an event. Dress slacks, khakis, or even nice blue jeans are acceptable. Women's attire should reflect the same as the men's. When the call is sounded for "RED, WHITE, AND BLUE," or to wear your "COLORS," then bring out your best Market America apparel.

(K) **GUEST/PROSPECT:** Since the purpose of the presentation is for guests to make a positive decision, you need to make sure there are guests in attendance. The only way to make absolutely sure you have guests at each meeting is to ask them to attend, then arrange to physically pick them up and bring them with you to the meeting (amazingly, you arrive at the same time); then there is no need to stand in the lobby looking for them or wondering if they will show up at all.

Prior to the time you pick up your guest(s), make sure that you have cleaned out your car of burger wrappers, empty cans, and floorboard refuse. You should have already moved all of your business things out of the way. This little bit of detail will also set a professional image with your guest(s). While you are driving to the meeting, make sure your discussion is related to the aspects of Market America that they like best. Instead of playing the radio, have one of Market America's audio cassettes playing so that a definitive tone is established.

The time you pick your guest(s) up should allow you to arrive at the meeting location, home, or hotel at least twenty minutes prior to the start of the presentation. This allows you time to register yourself and your guest(s) at the registration table and participate in the pre-meeting. Always introduce your guest(s) both to people who have like interests and are from different backgrounds, and allow them the opportunity to make small talk.

(L) **PRE-MEETING/PRE-TRAINING:** The purpose of arriving twenty minutes prior to the actual presentation is to have the opportunity to allow your guest(s) to meet the other individuals who are also attending the meeting. Introduce your guests to each leader at the meeting, as well as other professionals who are just starting their career with Market America. Introduce them to any Coordinator or Certified Executive Coordinator in the group. Allow them to meet the speakers who will be on stage that evening.

The importance of introductions cannot be over-stated. If your guests develop a feeling of belonging and acceptance by the group, one more subconscious reason to stay has been established. They will likely meet someone they have something in common with, either personally or in their other profession. People have a tendency to think that very successful people, or motivated people working together for a better financial lifestyle, are somehow “different than they are.” They need to know the only difference is that we are actually playing the game, not watching it!

(M) **APPLAUSE:** As the first speaker walks to the front of the room to begin the presentation, the group should start a vigorous round of applause signaling that the presentation has begun. There should also be applause given for each speaker (whether you personally like him/her or not). Applause is an audible method of lending credibility to a subject or speaker in your guest’s mind. In addition, applause also energizes the speakers and allows them to be in the best mental state for informing and exciting your guests.

(1) No Distributor should allow the presence of personal “ego” to interfere with the presentation, or with the professional effect and standard that we are wanting to establish at the meeting. If your guests hear you say things about certain individuals, especially if they are already Distributors, it sets an example that we are NOT Team Market America, but rather a group of individuals who only care about ourselves. This is not part of the concepts of the marketing plan, nor is it the philosophy of Market America. “THERE IS NO ‘I’ IN TEAM.”

(2) Market America respects the right of people to practice their religion of choice. However, religion is and should be considered a private and personal belief and should not be practiced at any meeting.

(N) **QUESTIONS:** Questions are not asked by distributors at an Opportunity Meeting. You should be able to answer any questions your guest(s) may have. If you cannot answer your guest’s questions, then get assistance from your upline or from the local leaders following the close of the meeting. Open questions from those attending can turn a well-planned meeting into an open forum for uninformed opinions. This could distract your prospect from the goal of the meeting: to get them to realize the incredible opportunity that Market America and the UnFranchise<sup>®</sup> system offers.

(O) **POSTURE:** Sit up properly in your chair and pay attention to the speaker (even if you have heard him or her 100 times before). Your guests are hearing this opportunity for the first time, and if it is interesting to you, it will be interesting to them as well. If you are bored, they surely will sense your feelings. Direct and maintain your focus on the speaker and the materials being covered. Do not sit and flip through your appointment book or look at other materials. Keep your focus on the meeting.

(P) **ATTITUDE:** Nodding your head up and down to indicate your approval of the presentation details will help your speakers and reinforce the positive effect on your guest. Smile at the speakers; they need your support in performing their job (also being done for the 100th time). There is no place in our meeting rooms for negativity.

(Q) **POST-PRESENTATION:** After the last speaker has closed the meeting, remain seated, even if you have no guest present. Your associates need your support in this so that their guests do not mimic you if you stand up. If you do have guests, turn to them, answer their questions, and fill out the Agreement and product order form. Take your

appointment book out at the conclusion of the meeting and be sure to book a follow-up appointment.

(R) **PROFESSIONAL INTRODUCTIONS:** The type of introduction given to a speaker at your opportunity meeting, training meeting, seminar, or other group meeting will have a significant effect on the actual performance of that speaker and the effect the speaker will have on your guest(s) or downline organization. A strong introduction is even more important to a person who is just beginning to engage in public speaking. A simple yet strong introduction will give the upcoming speaker the immediate respect and attention of the audience. A great introduction validates the speaker to the audience, and actually accomplishes two goals:

- Makes the audience sit up and take notice of the speaker. The introduction should be appealing to them from the standpoint that it makes them realize the next speaker has something to say that is of great importance to them.
- Mentally braces the speaker for the presentation he/she is about to make. Regardless of the expertise of the speaker, he/she will receive a much-needed adrenaline boost from the vibrant applause generated by a professional introduction. Not only have his/her past accomplishments been highlighted, but in addition, the applause denotes audience approval of the speaker as a person.

A poor introduction forces speakers to begin by talking about themselves, just to establish rapport, and to justify their presence in front of the room. Nothing is more difficult for speakers than to have to carry off the task of building themselves up to a “cold” audience who has not been properly prepared for their appearance. Learn to give proper introductions, and you should not only justify the rightness of the speaker’s presence, you should help to create an atmosphere in which he/she can be most effective.

The following steps will help you to deliver an effective introduction every time:

- Meet the person you are introducing prior to the start of the meeting
- Find out the following information:
  - Name
  - Where he/she lives
  - Family information
  - Background, including successes with Market America
  - Very brief overview of the subject matter the speaker will be presenting
- Get most of this information in the course of conversation; listen for interesting insights
- Take a few minutes to prepare yourself with a recap and organization of your notes on the speaker
- Present your introduction to the audience with emphasis and modulation. Try to sound natural, but genuinely impressed with the facts and credentials you present about the speaker
- Conclude your introduction by asking for and leading a round of vigorous applause. Sample: “. . . so they are infinitely qualified to cover this next subject . . .  
**PLEASE JOIN ME IN A WARM WELCOME FOR OUR NEXT SPEAKER**  
. . . (Mr./Mrs./Ms. speaker’s name).

**SEC. 23 GUIDELINES FOR SUCCESSFUL LOCAL SEMINAR AND DISTRICT RALLY EVENTS**

In order for any Local Seminar or District Rally event to be an overwhelming success, it requires TEAMWORK and the direction of a strong leader. It also requires a great deal of coordination, systemization, and discipline, with energy and enthusiasm on the parts of everyone involved. In order to produce such a success, there are certain guidelines that, through years of experience on behalf of Market America's leadership, have proven to be a winning strategy for a successful event. Those guidelines are as follows:

- Regardless of the area involved, the first and foremost priority is to establish strong lines of communication. The best method to do this is to ensure that everyone follows the basic chain of command for his/her respective area. For example, the Second Look Coordinators should report to their respective Local Coordinator. Local Coordinators should report and pass on information to the District Coordinator. District Coordinators should make sure that they understand all the information gathered from the Locals and Second Look Coordinators and then pass that information on to the Regional Director. Regional Directors are responsible for reporting all information to the Senior Vice President of Market America. At every level of this structure there should be a constant and consistent form of communication established so there is not conflict within any area, and the weaknesses and strengths of everyone can be utilized to develop a stronger, more interdependent National Meeting, Training, and Seminar System.

Initially it is important to establish exactly what you are trying to do and what type of event you are going to have. What are you wanting to accomplish? The best way to approach this, and this will actually be applicable with regards to all future planning, is to use the old system of "The Five W's." Who? What? When? Where? Why? You need to answer these questions and then apply them in actual practical terms.

(A) **THE THREE-TEAM CONCEPT IN EVENT PLANNING:** With the planning of any event, there are many duties and responsibilities to be covered by those participating. As a Local Coordinator, or as a District Coordinator, you want to involve as many members of your Local Councils, Associations, and Leadership Teams in making the event a success. The easiest method of doing this is by breaking down the required tasks for the event into three main groups or teams.

(1) **THE TEAMS:** Those teams are: (1) the "A" Team, (2) the "S" Team, and (3) the "P" Team. Each team has a definitive set of responsibilities and tasks to perform so that one team does not let the other two teams down. Those individual team tasks are as follows:

(a) **The "A" Team:** The "A" Team concentrates on the "administrative" element of coordinating the Local Seminar or District Rally Event. Their principal concerns will be areas such as meeting rooms, event registration, and a precise timing agenda for the various portions of the program.

(b) **The "S" Team:** The "S" Team concentrates on the needs and accommodations of the speakers who will be in attendance. They will be responsible for establishing what the individual needs of the guest speaker(s) are, such as airfare, hotel accommodations, the event banner, gifts for the speaker, and/or incidental needs that might be required.

(c) **The "P" Team:** The "P" Team concentrates on the "physical" elements involved with managing the Local or District event. Their responsibilities would include such details as making arrangements for the product display and ensuring that there are enough supplies available. The "P" Team would also have to ensure that mechanics of the room

are as required with regards to the actual set-up of the chairs, the ushers at the doors, and the ushers in the aisles to facilitate seating. This is a highly logistical job and very important to the overall running order of the event.

(2) **SETTING UP YOUR TEAMS:** The delegation of responsibilities is now established; the next priority is to ensure that there is adequate personnel to manage the duties for each team. There are many exciting elements to organizing these teams that are conducive to the Basic Five and cross-pollination strategies. The selection process for the different teams should be as follows:

(a) Identify 12 to 18 “Go Now” Distributors from the local area. Begin the election by asking members of the Local Council, Association, and Leadership Team to step forward. Ask for volunteers from those who are not members of these groups to work within the organization, and bring them along as well. Utilize as many persons from as many different lines of sponsorship as possible. Promote cross-pollination.

(b) Divide the persons you have selected, or who volunteered, into the three separate teams: the “A,” “S,” and “P.” The Local Coordinator or the District Coordinator should choose a Chairperson for each team.

(c) The Chairpersons for each team are responsible for assigning tasks to individual team members.

(d) The Chairpersons for each team should meet at least once a month/quarter with the Local Coordinator or the District Coordinator to discuss progress of each team.

(B) **IMPORTANT CONCEPTS FOR INTERNAL TEAM ORGANIZATION:**

There are several management concepts to bear in mind dealing with the internal delegation of responsibility within each team. Those concepts are as follows:

- The Local or District Coordinator chooses the Chairperson, but the Chairperson should pick the individual members of his/her own teams. Some team members may want to volunteer for certain tasks, and the Chairperson should capitalize on this initiative. They will be much more enthusiastic toward the task assigned.
- It is imperative that Distributors from different organizations are placed together to promote cross-pollination.
- There should be an effort made to maintain an equal number of men and women on each Team. **“TEAMWORK IS NOT BASED ON GENDER.”**
- The Chairperson for each team should be changed annually. This allows the first leader to become accustomed to the responsibilities of the job, and then begin working with the person who will replace him/her the following year. Allow the Chairperson to select his/her successor, but a vote could be taken earlier by members of the team to decide who the next Chairperson might be.
- **ALL MEMBERS OF EACH TEAM MUST HAVE VOICE MAIL AND A FAX MACHINE, AND THOSE NUMBERS MUST BE GIVEN TO THE LOCAL OR DISTRICT COORDINATOR.** Communication is the one element that holds the teamwork concept together.
- The Chairperson should look at the responsibilities of his/her team and define exactly what they are going to accomplish. Once this is decided, then the Chairperson should pick good responsible people and tell them what he/she wants done. The Chairperson is not responsible to baby-sit nor to micro-manage the team; delegation of responsibility is key to the success of the team.

(C) **SETTING A SEMINAR IN MOTION:** Once teams have been created and Chairpersons have developed the groups that they need to accomplish the tasks assigned, then the planning, administration, and logistics of the event begin. The Local or District Coordinator must meet with his/her respective Council, Association, or Leadership Team and decide upon the date of the event, the featured speaker they wish to invite, and the location at which the event will be held. This planning stage should begin at a minimum of three months prior to the event date, but earlier would be preferable to overcome any unforeseen obstacles and to ensure that everything is scheduled and timed perfectly.

(1) **PRE-PLANNING:** Essential to the planning of the event are two key elements that must be implemented:

(a) There must be consistent and open communication between the Second Look Coordinators, Local Coordinators, District Coordinator, and Regional Director. In the case of the larger events, such as Regional Conventions, the line of communication must be open between the Regional Director, the Director of NMTSS, and the Senior Vice President of Market America. Communication between the leaders of the respective area is absolutely essential to the success of the event.

(b) All area leaders must gather or discuss via tele-conferencing their schedules prior to the announcement and publication of the meetings and upcoming events. This is vitally important so that area events do not conflict, overlap, or even overshadow one another. If coordinated properly, each meeting and event will build toward the next scheduled event. With this type of planning, meetings, trainings, and events compliment each other, rather than compete. The **GOAL** is “**TEAMWORK.**”

(2) **SELECTING A SPEAKER:** The project that triggers putting the entire event apparatus into motion is the selection of the featured speaker. The speaker is key to the initialization of several elements of the 3 teams going into their responsibilities. Once a speaker has been decided upon and the dates are verified with that speaker, then information is gathered from him/her via a questionnaire that can be written by the appropriate team. The “S” Team is in charge of the speaker, and they find out the following information:

- What is the speaker’s preferred arrival date and time?
- When does the speaker prefer to depart . . . date and time?
- What kind of room will he/she need?
- Does he/she need an overhead projector, whiteboard, and/or LCD projector?
- What kind of microphone, handheld or wireless?
- Does he/she have handouts? If yes, when can he/she send an original?
- Are there any incidental things that he/she might need for training?
- How many breaks does he/she need while training?
- Will he/she need assistance with any portion of the training?
- What foods does he/she enjoy?
- Does he/she have any specific music requests?

Many of these items might seem petty, or even unnecessary, but in reality they are all focused on making sure that the event is as comfortable as possible for the speakers and that they are treated in a very “royal” manner. The reason you want to treat your speakers like they are “royalty” is because they are taking the time away from their business to come to your area to help you build your businesses. You are relying upon their

reputation to ensure that the event is well-attended and that the attendees acquire the speakers' knowledge and experience so that they too can succeed.

(3) **PRECISE TIMING AGENDA:** Once all the information is gathered from the speaker and you know the specifics with regard to his/her timing, then you can begin to plan the timing of the Local or District event. In order to do this, a meeting should be called between the Local or District Coordinator and the Chairpersons from each of the teams for delegation of responsibilities. All the elements that will be required and the requirements of the speaker are formulated into a solid blueprint for the entire day's activities at the Local Seminar or District Rally Event. The specifics of what a "Precise Timing Agenda" should look like is as follows:

### **Local Seminar Event**

Date \_\_/\_\_/\_\_ **Speaker: (Person of the Appropriate Pin Level)**

8:40 Registration Begins in the lobby (2 persons needed from "A" Team)

9:10 Doors Open: DJ begins playing "exciting and upbeat music" — There have to be 2 Distributors from "P" Team at each of the doors entering the room and 2 ushers in each of the aisles to assist in the seating arrangements. ALL members of the Local/District area Council, Association, or Leadership Team must be present at the event and in the room at this time. They need to set an example by staying at their seats until their services or jobs require otherwise. **BE EXCITED AND ENTHUSIASTIC!!!**

9:28 First in-your-seat drawing — "Vita Shield Packet" — "S" Team presents

9:30 - 9:38 Area Local Coordinator opens event, warms up audience — Intro's speaker (8 minutes)

9:38 - 10:13 NMTSS Presentation

10:13 - 10:33 Five two-minute testimonials (total time 20 minutes). Timer on the front row with time cards in clear black marker — "A" Team member as timer. DJ plays quick music excerpt between testimonials (10-15 seconds per sound bite)

10:33 - 10:35 Intro for the Certified Motives® Trainer — First plug for the next area event

10:35 - 11:15 Certified Motives® Trainer speaks — Needs an overhead projector and whiteboard for presentation. Whiteboard behind stage left — Overhead behind Product Display Stage right — "P" Team, set-up and move

11:15 - 11:17 Intro for the next segment by the Local Coordinator

11:17 - 11:37 Five 4-minute testimonials

11:37 - 12:00 Recognition by Pin Level; Featured Speaker and the area Second Look Coordinators presenting

12:00 - 1:10 Lunch — Everyone is on his/her own; Facility will have vendors stand open — Business tools table will be open and tapes for sale in lobby; "A" Team is responsible

1:10 - 1:12 In-your-seat drawing — International Convention ticket — "S" Team presents — Tickets are held by "S" Team Chairperson prior to the event

1:12 - 1:15 Local Coordinator/MC intros the Featured Speaker — "P" has LCD Projector and computer running beside timer on front row. Screen mouse on podium with fresh batteries at stage left. Water pitcher and large cup behind podium and two clean towels. Props for Basic Five ready by "P" Team at stage right with duct tape for demo

1:15 - 5:15 Featured Speaker — Basic Five; breaks taken on the fly as needed by speaker — 10 minutes each

5:15 - 5:30 All members of Teams “A,” “S,” and “P,” as well as Local Council, Local Association, and/or Local Leadership Team come to the stage — DJ plays “It Takes Two” while slide show is presented behind the Team members — Award gift given to the Guest/Featured Speaker — Inform audience that the next event is now sold out, but tickets can be purchased from local members; some are still looking. Good-bye

5:45 Limo takes speaker back to hotel for rest and preparation for Leadership dinner  
It is important that you are as detailed as possible in planning the event, but even more critical is that everything remains precisely on schedule. There can be no allowance for people who drag the event down by taking too long with their responsibilities or presentations. It is imperative you let everyone know that the entire event is definitely “DEADLINE ORIENTED.” Tasks must be completed on time and the event itself must be kept on schedule. Those persons who continue to miss their deadlines or do not complete their tasks must be replaced; otherwise, the morale will drop because of the attitude, “Well they didn’t do their job and they are still here, so why do I have to do my job?” Hold everyone to the same standard. Other points that will add to the credibility of the Team Concept is that after each event, take time to “constructively” critique the event and try to avoid the same mishaps at the next event. The members of each team should remain in the positions they are assigned for at least three events. This length of time will allow them not only enough time to become familiar with the responsibilities of that job, but when the positions are rotated, they will have the experience to assist the new person to be more effective.

(4) **LOCATION:** Choose a location that is **CENTRALLY** located for all groups participating. Make sure it is easily accessible from major highways coming from most directions. Don’t be selfish and choose a location because it is close to **YOU**. Take out a map and mark all the areas from which people will be coming. Draw a circle around them and go somewhere in the middle and begin looking for your meeting room there. You will have much better attendance if the seminar is centrally located, thus more accessible to **EVERYONE**.

(5) **HOTELS:**

- When you call a hotel you should speak with someone in the sales office. Ask for the name of the person you are speaking to at each hotel you call, and write it down.
- Go with the “**best deal.**” See several hotels in the area - five or more if possible. Ask them for their rates. You will need to tell them how many people you will be expecting. Use one hotel as “**leverage**” to talk another one down to a lower price. You have business for them. Become a good negotiator.
- By booking with one hotel for a whole year in advance you may be able to talk them down in price a bit. **ASK. NEGOTIATE.** The lower the price, the more money you have to work with from the ticket sales.
- **MAKE SURE** there is not going to be a band or any other distracting activity in the next room. Make sure to ask this specific question!
- Once you have a firm commitment with a hotel, send a letter of confirmation in writing. Make sure you have the name and the title of the person with whom you have made the arrangements. Address the letter to that person.

**EXAMPLE:**

Date:

Dear Miss Jones:

It was a pleasure talking with you today. Thank you for taking time to help me. This is to confirm a meeting room for 100 people, theater- style, on August 19, 2003, at 2:00 p.m. and 8:00 p.m., with a break in between. We will need a microphone, black marker board, a long table up front, and one by the door entering the room. Please address any inquiries directly to me at the address below. I understand the total cost to be \_\_\_\_\_ . I look forward to a pleasant business relationship.

Sincerely,

Mrs. Susie Smith

Address, (etc.)

- Specify when you telephone the hotel and again in your follow-up letter of confirmation any requirements for your meeting room set-up. Refer to the meeting room mechanics section of the Career Manual for correct specifications. The style of room arrangement:
- Theater-style (just chairs)
- Theatre-style (just chairs in chevron formation)
- Classroom style (tables and chairs)
- Classroom style with a small group (under 100) is nice, as it makes the room look more crowded.
- Try to obtain a well-located community room, church community room, or bank building in which to hold your seminar, if it will have no more than 100 people. A person of substance or influence can usually help you arrange this. It will eliminate the expense of a meeting room when you are starting out, and keep the expenses down.
- When you book the room, tell the hotel you expect (25%) fewer people than the actual number of people you think will attend. You are charged for the meeting room, in most cases, according to the number of people you tell them you are expecting to attend. Normally 20 to 25% fewer persons than actually purchase tickets will attend. The hotel will always add more chairs if you need them. It is better to have a room full of people than a room full of empty chairs.

(6) **ADVERTISING AND PUBLICIZING YOUR SEMINAR/RALLY:**

Announce upcoming seminars at every meeting. Have advance tickets to sell right then. Talk about the speaker and build him/her up. Give the date and the location and pass out flyers. All of your meetings, trainings, and seminars should be submitted on NMTSS online for publication in the National Meeting, Training and Seminar System Guide and NMTSS online. This guide is published quarterly and available to every distributor in Market America.

- Locate a reasonably priced printer or “Quick Copy Service.” Talk to more than one and compare their prices. Take your layout to them and negotiate the lowest price.
- If you have someone in your organization who has an “artistic flair” and would like to contribute, you can ask him/her to design the layout for an attractive flyer. Often, these can be done on desk top publishing (computer) software. You may want to ask your speakers for a clear, black and white photo for the flyer. Ask them for some background information such as: pin level, when did they become involved with Market America, their short-range and long-range goals,

achievements made possible by Market America, something about their family, etc. Sell the speaker! It will in turn sell the seminar, which results in more ticket sales. Do not include any income references in your flyer.

- If you don't have anyone who can design a flyer for you from your organization, have the printer make a simple design for you.
- Be sure you include ALL the information on the flyers, including: the speaker, date, time, cost, and a short, descriptive (profile) story on the speaker. Proof or check all information carefully for accuracy before printing.
- To save expenses and time, develop a file folder of flyers from other seminars. Use them as models (i.e., copy their formats).
- Announce the upcoming seminars in your monthly newsletter. Be sure your Regional Coordinator has all information for meetings by the deadline for submission. Publish all the information in your newsletter and ask the other Executive Coordinators participating to do the same. Get your upline Executive Coordinator or Advisory Council Member to do the same.
- Incorporate the information about the upcoming seminar in your opportunity presentation, "Talk it up." Teach all your people to do the same. Spend 5 to 10 minutes talking about the speaker's success story, the fellowship with the positive people they will meet there, the positive mental attitude prevalent there, etc. Use the seminar as a tool for fast growth.
- You may want to have a tape of your upcoming speaker on sale at the present seminar or rally. This is an ideal way to promote the next speaker and get everyone familiar with that particular speaker.
- All flyers, tickets, challenges, and handouts must be submitted and approved by the Director of NMTSS at least 30 days before distribution and use.

(7) **TICKET PRINTING:** Call several printers and find out whose costs are the most reasonable. Look and ask for the best deal. Have more tickets printed than you will use — just in case! You may end up using them! It usually doesn't cost more, once they have the type-setting done. You only pay for the additional paper, which is a very small expense. Do not use generic tickets. Customize tickets for each seminar.

**SAMPLE:**

**MARKET AMERICA'S INDEPENDENT DISTRIBUTORS**

present

**PROFESSIONAL COORDINATORS**

from CALIFORNIA

**JOE & TERRI SMITH**

**Saturday, June 14, 2003**

**Holiday Inn, Sarasota, FL**

**Ticket Price \$25**

**9:00 AM-5:00 PM**

**Local Seminar**

**Jackets Required**

**No. #001**

This ticket is only a guideline. You may use any format you wish. Be sure all necessary information is on the ticket. Proof or check it carefully for accuracy before printing. Do

not add any income references on your ticket. Also, only the Market America Independent Distributor logo can be used.

Most printers can end-stub number tickets at no extra charge. Ask! It enables you to keep track of how many you sell, and if you want to have a drawing at the seminar and rally, you're all ready to go.

**Note:** All Regional Convention and District Rally tickets must be produced by Market America's Corporate Events Department. Information required shall be the type of event, guest speaker, contact information, ticket price, and location of the event. This information must be turned in to the Director of NMTSS. Allow four weeks for printing and delivery. Ticket purchases shall be recorded and sent to the Director of NMTSS (including unused tickets) for accounting purposes.

(8) **TRAVEL RESERVATIONS:** Find out well in advance (60 to 90 days prior to the seminar) how your speakers will travel. Will they be driving or flying? If they will be driving, there are no reservations to make for their travel. Simply calculate the exact mileage using a Rand-McNally map. You can use a figure of \$.34 per mile for their expenses in travel. This includes gas, tolls, and depreciation on their car. Their car expenses must be paid for.

If they are flying, you will need to reserve and pay for their air travel in advance. Airlines have "**special fare plans**" that you can utilize if you book and pay **IN ADVANCE**. In some cases you can save 50% of the fare. You can get information from a travel agent (at no charge to you — the travel agency gets paid by the airlines when it books the flight for you) or call the airlines.

(9) **SPEAKER'S SLEEPING ROOM RESERVATIONS:** Make the sleeping reservations at the hotel where the seminar is being held. Make your speakers as comfortable as possible. They may wish to relax or change clothing between sessions. Make sure their room is right at the location or close enough for someone to take them to and from their room during the break. Get them a good room and make sure the speaker receives first class treatment. Make sure that nothing inconveniences them.

(10) **OTHER ARRANGEMENTS TO BE DELEGATED:** Thank the speaker with a small gift. Have someone responsible select something appropriate. Something with the Market America theme, the free enterprise theme, decanters, specially designed plaques or awards, engraved articles with a message, or anything comparable would be nice. Use the money to pay the honorarium. Don't give them something "**way out.**" "**Gag**" gifts can be taken wrong and make an unprofessional impression. Select something tasteful, but simple.

Your speakers will go out of their way for you if you treat them like the "**honored or special**" guests they are. Arrange to have an Executive Coordinator or higher pin level pick them up in a luxury automobile when they arrive at the airport. Make sure these arrangements are made in advance and that whoever picks them up is there **ON TIME**. Have whomever is picking them up telephone the airport first to make sure the flight is arriving on time. Make arrangements for someone to take them back to the airport the next morning. The Local Coordinator should assign a member of the Leadership Team/Association to ensure the speakers' needs are addressed from the time of arrival to the time of departure. Never have anyone lower than a Certified Executive Coordinator pick them up.

Have someone arrange for flowers for ladies and a boutonniere for gentlemen. Have the flowers ready for them in their room when they arrive or a nice basket of fruit or cheese. Assign someone to take care of this. Assign someone to be responsible for making dinner reservations that afternoon, and for the subsequent evening if they will be staying over an additional night.

*Note:* If Corporate Officers are not speaking, arrange to have the meeting taped. Usually someone in the group has equipment suitable to do this and would be very happy to come out. ASK. Or for a fee, you can arrange for a professional to tape it for you. Put someone in charge of this project who will make sure it gets done. To eliminate errors, it is a good policy to jot down instructions and spell out in writing what should be done. Don't assume anything. Any person who accepts a responsibility is expected to handle the assignment through completion, start to finish.

## **SEC. 24 MARKET AMERICA TRAINING AND MOTIVATIONAL AUDIO CASSETTE PROGRAM**

The use of audio cassettes is one of the most effective methods of developing "number one" of the Basic 5, Attitude and Knowledge. Moreover, it is an extremely effective method of **DUPLICATING** the right attitude and knowledge into an organization. You can't be everywhere at once. The top leaders and business-building experts can't possibly train or go home with every distributor. But everyone can take tapes home. Distributors can listen to tapes in their car, at home while they are doing chores, while exercising, or while relaxing. The more tapes they listen to, the stronger their attitude becomes, and the greater their knowledge and confidence. Furthermore, different distributors will relate to some speakers better than others. It's a matter of preference in background and style. But there is a tape for everyone! Someone on tape may hit a new distributor's hot button and it "clicks" for him/her. Try to match the tape to the personality. No longer are you depending on just yourself or your upline to train and motivate your organization. You have an arsenal of powerful speakers, trainers, experts, and motivators at your immediate disposal. Simply use the tapes. They are powerful tools. Don't try to build a house with a handsaw when you could be using a powersaw.

The purpose of the Market America Training and Motivational Audio Cassette Program is to provide ongoing training and motivational information to Market America distributors in order to develop the right attitude and necessary knowledge to be successful in the business. The more knowledge distributors have, the more confidence they have in building the business. This system provides a consistent flow of information, ideas, techniques, and attitude-building material. Also, tapes are used to teach people how to get started, how to build the business, what to say, and how to sell products. It is impossible for leaders to be with each distributor on a day-to-day basis. But distributors can have the upline leaders with them each day at home or in their car by listening to tapes. The use of cassette tapes is the fastest and most powerful way to disseminate a positive, confident, creative, problem-solving attitude throughout the field organization. The more tapes a distributor listens to, the stronger he or she will become. The more tapes distributed within an organization, the more duplication will occur. Tapes are the most powerful mechanism for creating ongoing **DUPLICATION**. Tapes are the key to **DUPLICATION, AND DUPLICATION IS THE KEY TO SUCCESS IN THE BUSINESS**. The more cassette tapes you move into an organization, the more it will grow. You can almost measure the growth that will come in an organization in the

coming months by the number of tapes its members purchase, listen to, and use. The more tapes people listen to, the faster their business will grow.