

AdvoCare Business Opportunity Meeting

The Environment: It's the local leader's responsibility to make the environment come to life by doing &/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, Rehydrate, & Water Bottles: on table near entry, put someone in charge of getting people Sparked & hydrated
- Music: pre & 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 could the BOM)

Open

- Housecleaning (turn phones off/vibrate, etc), brief story, introduce presenter

Introduction

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

About Advocare

- Since 1993, Charlie Ragus, etc – [IMPACT Mag](#)
- Sci/Med Board ("we don't have to be experts b/c they are") – [IMPACT Mag](#)
- Unpaid Endorsers, Strength Coaches – [IMPACT Mag](#)

Product Overview (Live Stories)

- Highlight top sellers (Spark, 24 Day Challenge program)
- Touch on Sports Performance if applies to audience
- 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 (if a Biz Training immediately follows, wait to show Advisor options/investment at Training. If no Training follows, cover Advisor at this point)*

5 Ways to Earn Income (Whiteboard – brief description)

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

Income Stories

- **DVD** & live mix

Call to Action – What's Next

- Ideally, invite to re-group in 5 minutes for a business training
- Encourage to take some sort of action to start (ideally Advisor)
- Cast vision for your region & promote the NEXT event to bring their prospective teammates