



Business Model Breakdown

How to explain the opportunity to a
new person.



Set-Up

-When: Towards end of first week in office

-Where: Panera, Starbucks, somewhere without interruptions

-How: Specific time/day

-Tips: Don't wear a blazer, plan for 1-1.5 hours, 1:3 owner/leader to new person,
DO NOT CANCEL UNDER ANY CIRCUMSTANCES

Step 1: Chit Chat/Feedback So Far

-How things have been so far (field/office)

-What they like, don't like, what they would change if they could-fresh perspective and mentality moment opportunity

-What's easier than they thought it would be & what's harder/different than they thought

Step 2: What does their circle think?

-What did they do before this? Why'd they leave?

-Friends/Fam/S.O thoughts on new position

*Tons of negatives you can pull from this: Pyramid Scheme, why isn't the company more well known, etc.

Step 3: Structure of Company

-ICD Model-what this means---address there is no parent company

-Supplier & Retailers roles

Step 4: Network & Nationwide Calls

-Who the people on the nationwide calls are, other names from across the nation they hear in the office, visitors, etc.

-Explain the relationship with other owners/ICDs

*Why even though were individually owned, why we help each other

Step 5: Why We Are In Demand

- If the clients/retailers had it there way we'd be in 1300 events not 13
- Why they were hired, and why we are still hiring

Step 6: EL--->MD Path

- Cover growth process in each stage of training: EL, CM, AD, & MD
- Build mentality on why everyone starts in the field-create healthy relationship with the field
- How the money works at each stage
- Address relocation

Step 7: Turnover & Potential Negatives

- Little Leagues to NBA analogy
- Time--it's like money; the better you invest it, the more you have
- Money--you control your check. Give your perspective on money management.
- Outside influences--If you wouldn't swap lives with them right now, should you really be taking their advice?

Step 8: The Wrap-Up

- Answer any other questions or clarify anything from earlier
- Let them know you're in their corner and you're motivated to help them hit their goals no matter what they are (ownership or skill set)