

# HOW TO RUN AN OPPORTUNITY MEETING

# WHY WE RUN AN OPPORTUNITY MEETING

- OBVIOUSLY TO SPEAK ABOUT OUR OPPORTUNITY
- TO ADDRESS & ATTACK NEGATIVES
- TO DRIVE A CERTAIN BEHAVIOR
- TO PROVIDE FULL TRANSPARENCY
- SHOULD HELP RETAIN REPS

## REASONS FOR TURNOVER:

- PROGRESS
- MONEY
- COMPANY KNOWLEDGE
- OUTSIDE RESOURCES

# THINGS TO REMEMBER

- RUN AS NEEDED
- PRACTICE MAKES PERFECT
- REPETITION WILL LEAD TO CONFIDENCE & FLUIDITY
- IF YOU DON'T UNDERSTAND HOW TO EXPLAIN SOMETHING OR KNOW A NUMBER, SEEK THE ANSWER/NETWORK
- PRE-EMPT THE OPPOSING THOUGHT BEFORE DELIVERING A POINT
- FOCUS ON EDUCATING NOT JUST MOTIVATING

# HOW TO BEGIN

## BEGIN WITH PRE-EMPTING

- KNOW YOUR AUDIENCE
- MAKE SURE TO COVER ALL REASONS FOR COMING INTO OUR INDUSTRY AND YOUR BUSINESS
- CATER TO THEM; NOT THEM TO YOU

## TELL YOUR STORY / RELATE

- WHO | WHAT | WHY
- CREATES EMPATHY
- SHOWS VULNERABILITY
- MAKES IT REAL
- BUILDS TRUST
- STAY HUMBLE - DON'T BE A HERO

WHO: WHO YOU WERE WHEN YOU BEGAN IN THIS BUSINESS

WHAT: WHAT YOUR THOUGHTS WERE WHEN YOU BEGAN THIS BUSINESS

WHY: WHY DID THIS BECOME YOUR CAREER PATH

# HOW TO SPEAK ABOUT THE GROWTH TO MANAGEMENT

- MAKE SURE YOU SPEAK ABOUT THE POSITION & THE WHY BEHIND IT
- ALWAYS BUILD IN WHAT YOU/WE ARE LOOKING FOR IN AN INDIVIDUAL TO STAND OUT AND/OR ADVANCE
- SPEAK TO WHY WE PROMOTE FROM WITHIN WITHOUT SENIORITY
- SPEAK TO WHY AND HOW WE ARE FRONT END LOADED
- SPEAK TO WHY THERE IS TURNOVER
- SPEAK TO LIVING BELOW YOUR MEANS & WHY

# **EXPENSES OF RUNNING AN OFFICE**

## **OFFICE EXPENSES:**

- RENT**
- MATERIALS**
- PAYROLL TAX**
- HUB**
- ACCOUNTANT**
- INSURANCE**
- RECRUITING**
- ETC**

**TRANSITION FROM:**  
**OWNERSHIP/MANAGEMENT**  
**TO**  
**PROMOTING OWNER/MANAGEMENT**

- **WHAT MAKES US UNIQUE IN THE MARKET PLACE?**
- **PAY PER PERFORMANCE BASED WITH QUICK EXPANSION**
- **SPEAK FACTS AND STATS TO EDUCATE**
- **RELATE TO OTHER INDUSTRIES**
- **CAR LOT BREAKDOWN/MEDICAL DEVICE OR PHARMACEUTICAL SALES/FRANCHISE MODEL**
- **OWNER/VP OF MARKET/SALES MANAGER/SALES AND MARKETING REPS**

# ADDRESSING MLM/PYRAMID SCHEME

- MAKE LIGHT OF IT
- THEN SPIN TO BEING SERIOUS
- USE STATS & FACTS

# ADDRESSING ONLINE NEGATIVES

- RUN AT IT WITHOUT SPECIFICS
- SPEAK CONFIDENTLY NOT ARROGANTLY OR DEFENSIVELY
- SPEAK TO WHY A PERSON MAY WRITE THEM
- IF THEY KNOW WHO YOU ARE AND WHAT OUR INDUSTRY IS ABOUT - IT WON'T MATTER

# WHY WE HAVE OVERRIDES, HOW THEY WORK, AND BREAKDOWN

AVERAGE WEEKLY OVERRIDE AT \$500.00 FOR 50 WEEKS A YEAR = \$25,000.00  
WHILE ALSO CONSIDERING \$100,000.00 A YEAR INCOME RUNNING AN OFFICE

TODAYS MODEL WITH MULTIPLE PROGRAMS:

ALL ORS EXCEPT DTV ARE NOW ON A PERCENTAGE AMOUNT BREAKDOWN OF

- 1ST GEN OR – 5%
- RC OR – 1%
- NC OR – 1%

$\$10,000 \text{ DD REPORT} \times 5\% = \$500.00/\text{WK}$

PROMOTING OWNER OR -  $\$500.00 \times 52 \text{ WK/YR} = \$26,000.00$  (~\$26,000.00)

5 1ST GEN PROMOTIONS ( $\$500.00 \times 52 \text{ WEEKS} = \$26,000.00$ )  $\times \sim \$26,000.00 = \$130,000.00$  (~\$130,000.00) YR

7 1ST GEN PROMOTIONS ( $\$500.00 \times 52 \text{ WEEKS} = \$26,000.00$ )  $\times \sim \$26,000 = \$182,000$  (~\$182,000.00) YR

# WHY WE HAVE OVERRIDES, HOW THEY WORK, AND BREAKDOWN

## REGIONAL CONSULTANT OR AND QUALIFICATIONS:

- 5 1ST GENERATION PROMOTIONS
- \$100,000.00 IN BUSINESS FOR 8 WEEKS IN A ROW
- ADDITIONAL 1% OR
  
- 1ST WEEK @ \$100K WOULD BE \$1000.00/WK
- 8TH WEEK @ \$150K WOULD BE \$1500.00/WK
- \$1500.00/WK X 52 WK/YR = \$78,000.00 (\$75,000.00) YR

## AS AN RC YOU MAKE 1% ON YOUR OWN DD:

PERSONAL DD OF \$20K/WK X 1% = \$200.00 / \$200.00 WK X 52 WK/YR = \$10,400.00 (~\$10,000.00)

RC OR INCREASES DUE TO DOING \$250K A WEEK INSTEAD OF \$150K A WEEK. 1% X \$250K =  
\$2500.00 WK / \$2500.00 WK X  
52 WK/YR = \$130,000.00

# GO ALL THE WAY TO NC / PROGRAM DIRECTOR

NATIONAL CONSULTANT OR AND QUALIFICATIONS:

- 7 1ST GENERATION PROMOTIONS
- 4 SECOND GENERATION PROMOTIONS
- \$200,000.00 IN BUSINESS FOR 8 WEEKS IN A ROW

ADDITIONAL 1% OR

- 1ST WEEK @ \$200K WOULD BE \$2000.00/WK OR
- 8TH WEEK @ \$250K WOULD BE \$2500.00/WK OR
- \$2500.00/WK X 52 = \$130,000 YR

AS AN NC YOU MAKE AN

ADDITIONAL 1% ON YOUR OWN DD:

PERSONAL DD OF \$20K/WK X 1% = \$200.00 / \$200.00 WK X 52 WK/YR = \$10,400.00 (~\$10,000.00)

TOTAL INCOME POTENTIAL AS AN NC DOING \$250K/WK IN BUSINESS:

- OFFICE – \$100,000.00
- PROMOTING OWNER OR– \$105,000.00
- RC OR – \$130,000.00
- NC OR – \$130,000.00
- RC/NC OR ON YOUR OWN DD \$20,000.00
- TOTAL: \$485,000.00