



HOW TO PLAY TEAM

- 1) **ARRIVE AT 7:00pm** (or 30 mins. prior to the start of the meeting) – The “Pre-Meeting” is the most important part. This is where your prospect can catch the energy from excited associates even before the actual Presentation begins. Give your prospect a glass of water and make them feel comfortable.
- 2) **BRING ONLY A POSITIVE ATTITUDE** – Leave your problems in the car. Talk only about how awesome this business is, how much money is being made, share success stories, and how it’s changed your life. No “shop talk” about lost applications, guests not showing up, or even questions about the business.
- 3) **CONTRIBUTE TO ROOM COSTS** – Associates pay a fee to help pay for the high cost of renting a nice meeting room so we have a place to bring our guests.
- 4) **DO NOT WAIT IN THE LOBBY FOR YOUR GUESTS** – This sends the message that you “need” them. You never want to appear desperate. Our guests should feel privileged to be invited.
- 5) **DRESS FOR SUCCESS** – This is YOUR multi-million dollar business. Dress your best. No jeans, sneakers, work boots or hats. Make sure to inform your guests how to dress. Prospects need to see a picture of success.
- 6) **NO KIDS** – Sorry, but this is a business meeting. Would you take your kids to a job interview? Of course not. Kids are too cute and they will steal the attention away from the speaker. No exceptions, including guests.
- 7) **NO SEAT SAVING** – You get there on time, you get the good seats. The best seats are up front. Don’t sit in the back; this is where you experience the most distractions. Empty seats in the first 5 rows makes the whole meeting look bad. Get your guests up front into the mix. No waving to your late-comers as they enter...don’t even watch the door. Watch the presentation like it’s your first time.
- 8) **TURN OFF CELL PHONES**– This is a major distraction to the speaker, the guests and the team. Just turn them off for one hour, and encourage your guests to do the same before they enter the room. You don’t want them to be embarrassed.
- 9) **STAY SEATED NO MATTER WHAT** – Never get up during the presentation. Not for water, the bathroom, or to greet your late guest...never!
- 10) **NO TALKING DURING THE PRESENTATION** – You destroy the credibility of the speaker if you answer your prospect’s questions during the presentation. It will also distract everyone else and may cause the speaker to lose focus.
- 11) **PARTICIPATE** – If the associates in the seats are not laughing at the jokes, raising their hands when asked questions, and sitting forward – the speaker will struggle to create energy. This hurts your business. Contribute to the positive energy and watch your sign-up ratio go through the roof.

- 12) **STAY SEATED FOR 60 SECONDS** – When the presentation is done, the music will come on immediately. At this time, stay seated with your guests for 60 seconds and simply turn to them and ask, “What did you like most about what you just heard?” Then, if the guest is interested, take them right to the front of the room to meet the speaker or circle up with your upline leaders. If they aren’t interested at all, escort them out of the room right away so they don’t spoil it for the positive folks.
- 13) **USE THE SPEAKER TO CLOSE** – The person in front of the room who just spoke has the most credibility. Don’t try and close your own friends or prospects. Get in line and take them to the speaker, this makes them feel special. When the speaker refers them back to you to sign up, make sure you have applications ready!
- 14) **DON’T LEAVE THE ROOM** – As soon as you leave the room and enter the hallway to sign up your guests... you lose. Now you are in convince mode and chances of them signing up is decreased by 50%. Stay in the room, it’s the playing field.
- 15) **ALWAYS PROMOTE THE NEXT EVENT** – The purpose of any event is to promote the next event. So as a team player, go around and talk up the next event. Encourage people to take flyers. Treat the next event like it’s the biggest and best event.
- 16) **INTRODUCE YOUR NEW ASSOCIATE** – Make your new associate feel welcome by introducing them to other associates at the end of the meeting.
- 17) **TESTIMONIALS** – If you are chosen to do a testimonial on stage during the presentation, stay within 20-30 seconds maximum. Your job is not to convince, explain, or train...it is to tell your story – your name, quick background, why you got into LegalShield and what it has done for you and your family/lifestyle. The goal is to connect with the crowd. You want them to say, “If he/she can do it, so can I.” Please don’t repeat the facts or tell them why they need to get started.

