

What is a PBR?

A Private Business Reception (PBR) is a living room presentation conducted in your home.

Why do PBR's?

- To leverage your time in presenting LegalShield to multiple contacts at one time
- To launch your business by creating a team of associates at once
- To Fast Start qualify in your first 3-5 days on this one night
- To leverage off the interest of some contacts and to garner others' interest (domino effect)
- To set off a chain reaction of future PBR's



Invitation

- Make a list of all of your warm contacts
- Pick a date, set it in stone
- Decide on your invitation script (but don't sound scripted)
- Invite with urgency; be brief
- Let them know you appreciate that you can COUNT ON THEM to be there
- If your prospect asks questions, use your "Why" to encourage them to come
- Confirm your invites with confirmation calls with your upline
- Ask guests to bring something (bag of ice, chips, etc.)

Set Up

- Don't rearrange the room or add chairs (until they're needed)
- Keep refreshments simple—no alcohol
- No kids, pets, or distractions—plan ahead
- Don't have materials out for people to take home or they will!

Introduction

- Welcome your guests and share your story and your "Why"
- Edify the speaker or the DVD

Presentation

- Guest speaker can use boards or flip chart (stay concise and share stories)
- If there is no guest speaker, play the DVD and watch intently with guests
- Your upline can call in on speaker phone to help close after the DVD

Close

- Ask for the order! Pass out apps, uncapped pens, and hard writing surface
- POSTURE—Confidence—Get them writing
- Focus on the excited ones, not the negative or blah ones
- Do not ask for questions; handle them separately
- Paint the picture of what you all will accomplish together as a team
- Put them in "dream mode"
- Book PBR's for each new associate as they finish their forms

Duplicate

- The reason to do a PBR is to book the next wave of PBR's.
- Be sure your associate comes, watches, and learns how to do PBR's
- Your end game is to have an army of PBR presenters in action nightly!

PBR Invitation Script

1. Hello _____, how are you?
2. What are you doing on (day) at (time)?
3. I'm working on a new project that's going to help me to (share your reason why)
4. I'm hosting a private reception at my home. It would mean a lot to me if you can come by for an hour to support me and give me your feedback. Can I count on you to be there?
5. Thanks. I'll send you a link to a short video so you can check out some more information before you get here. I'll see you on (day) at (time).

***After you have finished the call, text/email this link and ask them to watch this 9 minute video:**

www.legalshield.com/getpaiddaily



How To Do Private Conference Calls (PCC's)

PCC Overview

Private Conference Calls (PCC's) are perhaps the fastest and best way to get your new Associates paid and promoted. They are super easy to do, and can be done anytime, anywhere, and by virtually anyone.

The idea is very simple. A PCC is a conference call hosted by a new Associate with the intent to introduce their prospects to the LegalShield membership and opportunity. The actual presentation part of the PCC is typically presented by the new Associates' sponsor or another member of their support team (referred to as the "expert" in this document).

If done right, this call should be about 20 minutes in length, and should yield three new members and one new recruit. These results will allow a new associate to get "Paid and Promoted;" consequently, achieving Fast Start qualification. These results may not occur immediately after the call, but should happen eventually, as the new Associate continues to follow up with their prospects to determine interest.

The first thing you're going to need is a conference call line. We recommend that you use www.freeconferencing.com to set up a FREE conference call line. You will receive your own conference number that will belong to you and will be available for you to use 24 hours a day. You can also ask your support team if they already have a conference call line you can use.



Go ahead and set up your free conference line now. Just go to: www.freeconferencing.com and click "GET FREE SERVICE." You will receive an email with instructions on how to use your new conference line. Be sure to hang on to this email. You'll need it for your PCC.

PLANNING YOUR PCC

Now that you have your own free conference line, the next step is to plan your call. NOTE: A PCC is not a wedding or birthday party. It takes no long term planning, and there is no need to send out "SAVE THE DATE" alerts. Don't be concerned about who will show up and who won't. We know that some people won't be able to make it on the call....

That's totally fine, totally normal and should be expected. Don't plan your PCC around anyone else's schedule. Determine when it's a good time for you, and start making calls to invite people to your PCC. New Associates should have their PCC as soon as possible. One or two days after becoming an Associate, is optimal. Again, there is no long term planning needed. Just pick a day and go!

How To Invite People to Your PCC

Inviting people to your PCC is where the rubber meets the road. Who do you invite? People you know, love, and care about...your friends, family, and coworkers, etc. Remember we are not trying to "sell

them” or “recruit them.” Your main objective is to share your excitement about how you’ve started your own business with LegalShield. Allow your prospects to sort themselves “in or out” of the business.

Below is a suggested script to use when calling your prospects to invite them to join your PCC. Feel free to adjust it slightly as needed to make it more “you,” and more appropriate for the different people you are inviting. Many people talk differently to their closest friends than they do their co-workers, for example.

Here’s a few bullet points that will help you invite more successfully.

- Be enthusiastic, but not over the top.
- Express a sense of urgency (i.e. “I’ve only got a few minutes...”).
- Make the invitation
- Get a commitment to one of the two times.
- Give the conference call number as well as the PIN.
- Get off the call, and call someone else. (He who lingers, loses.).
- Let them know they don’t have to buy or join anything... just listen.

PCC Invitation Script

After saying hi to your prospect, say:

I’m glad I caught you. I’ve only got a few minutes, but I wanted to let you know that I just started a new business that I’m working from home. I want to ask you a quick question – If I gave you some information to check out on my business, would you be willing to let me know who you think would be interested?

(Everyone says yes and when they do say...)

“Today (or tomorrow) at ____ and ____ (the one or two different times you’ve selected to do your PCC (s) I’ll be doing a quick 20 minute conference call to explain what my business is all about. You may or may not be interested yourself, which is completely fine, but you might know some people who would be. Could you help me out, and jump onto one of these calls for about 20 minutes, and give me your feedback?”

If they say yes, you simply ask them which time(s) are better. Ask them like this,

If you choose to have 2 PCC’s:

“Which works better for you? 11 a.m. or 7 p.m.?” (For example)

Once you get a commitment, do the following:

1. Ask them to put it in their calendar or to set an alarm on their phone, and suggest that they jump on a few minutes early so you can start on time.
2. Give them the conference number and the PIN.
3. Thank them.
4. Make your next call.

What To Do If Your Prospect Asks About Your Business

From time to time, you'll have a prospect ask you what your business is. Resist the urge to tell them about it. This is why it's so important when you first begin talking to them that you say, "I only have a few minutes," so that you can reiterate.

"Well, like I said earlier I just had a few minutes and I've got a ton of phone calls to make, and that's why I'm doing these conference calls so I can explain it to a handful of people all at the same time. Sound good?"

Sometimes, people will want to at least know the name of the company. To not tell them would be weird, so if they press you for the name of the company, just say:

"It's LegalShield and I'll tell you all about it on the conference call, and like I said, it may or may not be for you but either way, I'd appreciate your feedback, so I'll chat with you _____ at _____ (the day and time of PCC), ok?"

It's PCC Time! This is How You Do It!

1. Dial in five minutes early, and greet each of your prospects as they arrive. As they arrive, you will hear a chime, and they will be prompted by the conference call system to state their name as they join the call. Greet them as they come on line.
2. Your expert will come online two minutes before start time to get a feel for how many people are on the line.
3. Using built-in features of your free conference line be sure to begin recording the PCC just prior to starting. You should have received instructions from freeconferencing.com on how to do this. Later, we'll talk about what to do with this recording.
4. Be sure to start the call right on time so your expert does not have to prompt you. It does not matter if there is one person or 100, start on time, and DO NOT acknowledge that anyone is missing or that the call is not as large as you had hoped. Push forward as though the lines are full.

NOTE: Experts, be sure to help your new Associates start on time. If you're new Associate does not begin his/her welcome on time, give them a kind nudge by saying:

"Alright (new Associate's name), we want to respect everyone's time. My watch says (whatever the start time is), so let's get going ok?"

Host: Call in 5 minutes early, and personally welcome your friends you've invited, ask for their names as they call in, and tell them you are glad they could join in, and that the call will start at [the designated time] sharp!

At the start time, you (the new Associate) are going to welcome everyone to the call, introduce your expert, and turn the call over to your expert.

"Alright, we're going to get started. As many of you know, I recently started my own business with LegalShield and I want to introduce you to my business coach _____ (your expert's first and last name) who's going to conduct the call tonight. _____ (your expert's name) has been with the company _____ years. He/She knows 100% of the facts, loves to have fun, and helps a lot of people. He/She'll be sharing some information with you that I found life changing, and I'm interested to see if it makes as much sense to you, and any referrals you may have, as it did to me. _____ (your expert's name), thank you for being my guest on the call."

At this point, you just sit back and relax, and let your expert do all the work.

The speaker will go about 20 minutes, and then direct everyone back to the Associate to get signed up. The Associate should take the calls from those who call them, but if the phone does not ring, start making follow up calls that same night to close them while they are hot!!! If they have questions still, then 3 way them into the expert privately to get the answers.

When The PCC is Over

If you don't have an expert to do your PCC...just do everything the same but instead say "We are so lucky, we going to patch in and listen to a conference call with a top executive getting ready to start, hold on for one second (then 3-way the line into 518-530-1699)" After the 20 minute recording is done, disconnect, then start making follow up calls to see who is interested by asking "What did you like most about what you heard?" If they still have questions, then 3-way them into, the expert privately to get the answers."

Congratulations, you now know the secret to exploding your business. Some people don't do PCC's and that is why their income is not high. The next step is duplicate...get every new recruit on your growing team to do their PCC in their first few days too!

Post-PCC Follow Up

Immediately after the call, you will receive an email report from freeconferenceing.com with the phone numbers of everyone who joined the call, and how long they were on the call. Between this report and your recall of who checked in on the call, you'll have a pretty good list to follow up on.

What About the Prospects That Did Not Show Up?

You'll find that a significant percentage of the people you invited to attend either of your PCC's will, for whatever reason, not show up. No worries! We have a plan for them too. Remember, we had you record your PCC. This is why... You're going to call all the people who said that they would attend, but did not. You're going to commit them to listen to the replay. FreeConference.com will provide you with a playback phone number that people can call into 24 hours a day.

It will sound like this.

"Hey _____, I missed you on my conference call today/tonight. Is everything ok?" (Let them tell you why they missed. Reply kindly and say) ***"Hey no worries, I'm glad everything's ok. The good news is, I recorded the call for you. You have a few minutes right now so you can listen in? Perfect. If you'll grab a pen and paper, I'll give you the number to call."***

Give them the number and PIN (this number is different than the number you used for the live call). Set a time to follow up, and make your next call.

Congratulations! You've just completed a crash course on PCC's! Again, this is such a simple way to help you get paid and promoted as quickly as possible.



Now it's time to do your PCC's! If you have not already planned one with an expert in your support team, do it now. Pick a day, pick one or two times for your two PCC's that day, and find a member of your support team who can be your expert on your PCC's!