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4Life

TOGETHER, BUILDING PEOPLE®



MARCH 2012

HOME MEETINGS

An interview with Platinum International Diamond
Dr. Herminio Nevárez

“A solid, stable, and productive network marketing business must be based on three basic actions: sponsor new partners, retain them, and increase product consumption. Home meetings are the ideal setting to reach these goals.”

Dr. Herminio Nevárez
Platinum International Diamond
Puerto Rico

1. WHAT IS THE PURPOSE OF HOME MEETINGS?

A home meeting offers the perfect opportunity to:

- Sponsor new people into your 4Life® organization
- Show new prospects how to conduct a home meeting
- Promote product consumption
- Build relationships with the sponsor, new partners, and invitees
- Spread the message of a business opportunity that helps people to achieve financial freedom



2. IN TODAY'S WORLD, IT SEEMS LIKE SOCIAL MEDIA (FACEBOOK, TWITTER™, ETC.) IS THE BEST WAY TO REACH PROSPECTS. HOW DO HOME MEETINGS FIT IN WITH TODAY'S WEB TOOLS?

The Internet is a great tool, but it definitely can't recreate the personal ambiance of home meetings. A meeting at home creates a warm, yet professional environment. This enhances the relationship between the sponsor, the new partner, and the invitees. It also gives tangible proof of the business opportunity. Plus, smelling, touching, and tasting a product can't be done over the Internet! That's surely more convincing than all the great descriptions you can give about it.

3. WHAT'S THE BEST WAY TO HANDLE PEOPLE WHO ARE HESITANT ABOUT THE OPPORTUNITY?

Don't waste time trying to persuade people who aren't interested. Instead, focus on the people who do want more information. Don't give out materials to those who are negative about the opportunity, but do send materials home with those who are interested, and need more time to make a decision. And, always follow up with those distributors who show real interest.

4. HOW CAN DISTRIBUTORS KEEP THE MEETING PRESENTATION INTERESTING?

Make sure to keep your presentation shorter than one hour. Share successful and inspiring stories about your personal success and the success achieved by others in your downline. You want people to hear real stories and become excited about how the 4Life® opportunity could change their lives.

5. WHAT ARE THE MOST COMMON MISTAKES PEOPLE MAKE WHEN HOLDING A HOME MEETING?

- Not preparing a long list of possible prospects and confirming their attendance
- Not training the host on the best way to invite people and on how to make a successful presentation
- Not sharing your own story. It's a crucial step for developing trust with your prospects
- Not having products available for sale after the meeting
- Not turning off distractions such as the television and your cell phone
- Not following up with prospects

6. IF SOMEONE SAYS, "I'M TOO BUSY TO COME TO YOUR MEETING," HOW DO YOU ANSWER?

If a prospect says that he is too busy, I would say: "Yes, I am very aware of that and that is precisely why I thought of inviting you! This business opportunity is an ideal adventure for busy and productive people just like you."

7. WHAT DO YOU TELL PEOPLE WHO ASK: "WHY IS 4LIFE THE BEST OPPORTUNITY?" WHAT MAKES 4LIFE BETTER THAN ANY OTHER OPPORTUNITY?

4Life is a debt-free corporation with an impeccable background of integrity. And, only 4Life has developed a system that has been proven to be effective for more than a decade, all around the world. When you partner with 4Life, you join a company of trained professionals who will train you, support you, and provide you with the tools you need for success. You'll be in business for yourself, but not *by* yourself.

"My first home meeting was really uplifting and emotional, and I invited several close relatives and friends. I recommend sharing your own story in a humble yet duplicable manner. This will awake in your invitees the vision of this life-changing opportunity."

Jesús Rafael Centeno García
4Life distributor
Emerging Market

Learn more about home meetings in the March/April issue of Summit magazine.