

## **Preparing for the Presentation**

**Have Fun.** Remember that, “The height of your enthusiasm is more important than the depth of your knowledge.” Just be yourself and have a good time.

Approximate time: 35 min.

- Call your meeting a “business presentation” or a “business briefing.” Many people don’t like meetings, especially those who go to meetings all day at work. The last thing they want to do is go to another meeting.
  - If you use a facility where you incurred a cost, such as a hotel conference room, then it is okay to charge current Associates a modest fee (\$5-\$10 per Associate). This helps to offset your expenses. Guests should always be free.
  - Set up the entire room one hour prior to start time. This includes the chairs, equipment, music, drinking water, and any displays. Set up only half the amount of chairs for the total number of people you plan to attend. Then fill in the back rows with chairs, as you need them. It is better to have a small room packed than a large room only half full.
  - Ensure a cool room temperature. Pre-cool the room because as the room fills up, it heats up. A warm room will make people drowsy.
  - Have plenty of drinking water available. No coffee or snacks.
  - Ensure good lighting.
  - Use only blue, green, or purple markers on a clean whiteboard, if applicable.
  - Play upbeat, slightly loud music before and after the presentation to increase the energy in the room.
  - Display products in a neat, clean, professional manner. The display should be high enough for everyone in the room to see.
  - Give presentations in a controlled environment whenever possible. Home presentations are much more effective when given in your home because it is difficult to control the environment at your prospect’s home. Be sure to turn off the phone ringers, TV, radio, etc. before the presentation. Be aware that your children, the pets, or other people can cause disturbances.
  - Dress appropriately. Where and whom you are meeting should determine whether you wear casual or business attire. When conducting a home video presentation, smart casual attire is recommended. Any time you attend a “live group presentation”, business attire would be appropriate. Just use common sense and when in doubt, it is better to be a little overdressed than underdressed.
  - Try to get commitments from twice the number of people that you expect to attend. This is called “over-inviting” and should be done for each presentation.
  - Minimize “no shows” by picking up as many of your prospects as possible and driving them to the presentation yourself.
- This is the best way to ensure that they will be there and on time.

### **At the Presentation**

- Be early.
  - Confirm and keep all appointments.
  - Associates should speak highly of (edify) the presenter to their prospects. Prospects will gain respect for the speaker and will be more likely to pay attention with an open mind.
  - Start on time by requesting that all Associates and prospects arrive 15 minutes early. The first few minutes of a presentation are designed to relate to the crowd and to open their minds. If people are even 5 minutes late, it could make a big difference in what they think of the rest of the presentation. It also distracts the entire audience, including the speaker.
- Use the 15 minutes before the presentation to find your upline and other Associates to introduce your guest(s) to. Let them meet the great group of people in USANA.
- Avoid interruptions. It is the responsibility of any Associate with a guest in attendance, causing any type of disturbance, to either stop the disturbance or escort them out of the room. These disturbances include talking to others, mobile phones or pagers ringing, and small children crying. An opening notice to the audience regarding turning mobile phones and pagers off is encouraged. If you are holding a presentation in your home, put a “Do Not Disturb” sign on your front door during your presentation.
  - Keep your presentation to a maximum of 1 hour. (Your target should be 45 minutes.)
  - Ensure that all current Associates in attendance participate in a positive, professional, and enthusiastic manner. The actions and words of those in attendance may actually have more of an impact on the prospects than those of the presenter.