

# Advocare Business Training Format\*

\*Using the "Business Training Trifold" from [www.buildthechampion.com](http://www.buildthechampion.com) as a guide and handout

\*Ideally this Training was preceded by an Advocare Business Opportunity Meeting (separated by 5 min break)

\*You've got a lot to cover, pick up the energy and move swiftly! Plan for at least 1 hour – ideally 90 minutes

## Open with Charlie Ragus clip from DVD

## 3 P's (Products, Plan, People) - From Biz Training Trifold

### Reaching the Advisor Level - Whiteboard

- Handout "Business Opportunity Entry Levels" doc
- 2 Primary ways to reach Advisor (\$2100 or work to it up to 3 pay periods)
- Draw examples (whiteboard) of working to Advisor over multiple pay periods
- Handout "Franchise Comparison" doc to emphasize the relatively low Advocare start up investment

## VERY IMPORTANT!!! How to Package Your Story - Whiteboard

- Where I was, What I saw, What I did, Where I'm going

## VERY IMPORTANT!!! Shield of Confidence - From Biz Training Trifold

## Briefly Cover Purpose and Income Goals - From Biz Training Trifold

## 5 Ways We Get Paid - From Biz Training Trifold

- Tell story or draw examples of each way

## Draw Out #'s for a Ruby Organization, "Lookin' for 3" - From Biz Training Trifold

- Use the whiteboard to draw out a person who gets 3 who get 3 who get 3
- Business Volume (BV) is 50% of Retail Volume
- Assumption of \$1000 PGV per circle = 40K Retail Volume= 20K BV
- \$1400 Override, \$600 Silver, \$400 Gold, \$400 3 Star, \$400 Ruby
- \$3200 per pay period = \$6400 per month = \$76,800 per year

## Who Do You Know? - From Biz Training Trifold

- Quickly have them write down some names and their top 3 prospects

## 3 Ways to Get in Front of People - From Biz Training Trifold

- Cover and tell stories of each; EMPHASIZE 2-ON-1 MEETINGS and 3<sup>rd</sup> party credibility!!!

## Whiteboard: Funnel – Pipeline Drawing

- P > C > D > A (52 > 26 > 15 > 4 Aces!)
- Feeding the funnel over time: friends, family, colleagues, gym, church, recruiting, booths
- People are like onions, peel layers with: 1on1's, 2on1's, Mixers  
(also [www.previewadvocare.com](http://www.previewadvocare.com), samples, stories, Impact Magazine, DVD)
- Bridge Analogy: help people cross the canyon of doubt and fear with the **100% money back guarantee**
- Sprinkle, Sprinkle, FOCUS: part time but not part heart... build wealth over time

## From Biz Training Trifold – Briefly Cover Final Portion

- Team Success System
- Advocare Success System (do not emphasize Advolink at this point)
- Daily Tools
- 3 S's

## PROMOTE THE NEXT EVENT (always end a group meeting this way!)

- BOM / Biz Training / Mixer – Paint vision of a packed room with them bringing 6 new people!