



Private Business Reception

Does every prospect get a thorough and accurate presentation of your opportunity that is comparable to a one-on-one meeting with a top producer or leader in your company?

PrePaid Legal's prospects do. PPL has discovered that providing their sales force with a video especially designed for a private business reception has created an impact on recruiting. **In fact, the recruiting results of private business receptions are second only to their success in using a third party magazine.**

Private business reception (or PBR) refers to the practice of associates introducing the PPL opportunity in their home or the home of the prospect, via a video **especially designed for this type of presentation.**

The video's approach is very different than most "take home to view" presentations. "Take home to view" videos successfully incorporate long form testimonials, fast-paced music and appropriate-image montages.

PrePaid's most successful PBR video features two undisputed experts on success in PPL. **These associates talk directly to the prospect about the opportunity and how their association with PPL has impacted their lives.** While there are a few subtle lifestyle shots of homes and family, the focus is on each person individually presenting their view of PrePaid's opportunity.

The associates use clarity, light humor and their own personal styles during their monologues. The effect is very engaging, and **the result has been steady and strong recruiting numbers.**

Agel and Symmetry are also among the companies successfully using videos for private business receptions. As you consider producing this type of video, keep in mind that effective PBR presentations don't always feature field associates; using corporate leaders or a combination of corporate and field leaders has also proven effective.

Call us today at **800-752-2030** to talk with us about creating your company's own PBR.