

The following details will help you have effective and profitable mixers. Over time, the following steps will become second nature. Focus on connecting with people who want what we have, and booking mixers off of mixers. Above all, have fun!

Host Instructions:

Inviting:

Let people know a few things when you invite them:

- Your story and excitement about the product (stories of people you have helped: “John’s friend Bob has lost 20 lbs in 30 days!”)
- They’ll be able to sample some products, and they don’t have to buy anything
- You’ll respect their time, they’ll be out in under 1 hour

Timing:

- For weeknights, tell guests the mixer starts at 7:00pm, sample and chat until you formally begin at 7:10ish, end the mixer in 1 hour so guests can buy products and leave, spend time with those who chose to stay
- On Saturdays, 11:00am is an ideal start time
- Set up should be complete 20 minutes prior to mixer

Room Set Up:

- If children are welcome, have someone designated to watch them in a play room or bedroom
- Have music playing when guests arrive (not TV!), have it loud enough so people can feel comfortable engaging in conversation
- Only Advocare products should be out for sample (Muscle Gain fruit dip, and possibly light appetizers if you told people to come from work)
- Position mixer presentation products near/on coffee table near television / dvd player, this is where the mixer will take place (if it’s a tight/intimate room, presenter should be on a stool or on knees, don’t stand/hover over people)
- Don’t have too many products on display, keep it simple with “Main Three Product Bundle” line up and a few other favorites (1 Spark canister, 1 Spark box, 1 Herbal Cleanse, 1 MNS (Energy, Appetite, Max3), 1 Catalyst, 1 ThermoPlus, 1 box of Meal Replacement Shakes, plus 1 Muscle Fuel, 1 Muscle Gain, 1 Post-Workout Recovery – gauge your group for what they want, just keep it very simple. If you are doing **Lean in 13** – only have those products out. Remember keep it simple always, less products the better.

What to Give Guests:

- Spark everybody immediately! Don’t ask if they want it, say “this is what you came for” and get Spark in their body!
- Give guests only the “Interest Form” and the “Product Bundles” on a clip board with a pen (save any catalogs, Impacts, cleanse instructions, and other details until after the mixer)

Mixer Intro/Start:

Host shares product story: at this point the host either performs the mixer or turns it over to their sponsor or a guest presenter

1. Discuss Company Legacy: Charlie Ragus’ vision, 15 year history, “Direct Selling by Design”, etc
2. Safety/Credibility: Use Impact Mag to show Sci Med Board (play Dr. Hackman/DVD)
3. “Our doctors take care of the formulations and ingredients, we trust them. Our job is on the sales and consulting end.”
4. Show “Product Families” / DVD: “We have awesome products - we’ll even show you how to get to 40% off before you leave tonight.”

Mixer Body:

- Stories stories stories! “Facts tell, stories sell.” Each product you cover and should include a story of you or someone you know
- Focus on the “3 Key Bundles – Energy, Weight Loss, Performance” or relate product stories to your audience (**Use L13 DVD here** if you are doing a Lean in 13 or a Commit2Fit use that DVD).

Mixer Close:

Share *4 RELATIONSHIPS people can have with Advocare (Write out on a 18x24 handheld whiteboard)

1. Retail Customer
 2. Wholesale Customer (Member, 20%-40% discount)
 3. Hobby (some people chose to earn a couple hundred bucks per month)
 4. Advisor / Business Builder (share that you’re an Advisor who retails product AND helps people build an income)
 - let people know whatever relationship they chose is OK, that you will respect and serve them there
 - ask if anyone wants to know how to get to a 40% discount – draw it out on the whiteboard
- PLAY A STORY ON DVD “OF WHAT’S POSSIBLE WITH ADVOCARE” – we show Bob/Jenny Donnelly
 - Ask people which of the 4 Relationships make sense to them, recap the 4 Relationships
 - Share the benefits of them hosting their own mixer, and ask them to schedule a mixer for you before they leave
 - Officially end the mixer with a CALL TO ACTION: “We want to encourage you to get started tonight. Please check products of interest, which of the 4 Relationships makes the most sense for you, and if you’ll host your own mixer.”
 - “We want to respect everyone’s time and get people taken care of with the product they need, we’ll be around to answer any individual questions you might have...” (STAND UP and turn on the music, do not get wrapped into a long Q and A session b/c some people will get bored and frustrated, the individual Q and A should take place after people get the products they need).
 - Encourage people to leave with product. If they say “I’m going to get a membership and order from home”, have them take product with them which allows them to get started, then have them replace it for you once their shipment comes in.
 - If someone wants to think about it or mentions money, at least get them started on Spark!

Presenter Pack List:

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| - Products for display or sale (or host) | - “10 Day Cleanse” Inst. doc | - Business Bags (tape measure, water bottle, DVD) |
| - Spark samples / water bottles (or host) | - “Product Bundles” doc | - Impact mag, mixer invitations, mixer format doc) |
| - “Interest Form” doc w/ clipboards and pens | - DVD (or host) | |
| - “Commit2Fit or Lean in 13” docs | - Impact Mag (or host) | |
| - “Getting Started – Package Prices” docs | - 18x24 Whiteboard and marker | |