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5 Steps to Meeting Magic

Making Every Gathering Count

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Anyone, regardless of their experience in a business setting, can learn how to conduct productive business meetings.

Your primary objective during a business meeting is to successfully register a potential partner into your team.

It's crucial to keep this goal in mind throughout the meeting.

Let's become proficient in the fundamental principles of business meetings!

Before the meeting, cultivate a positive mindset.

Boost your confidence, and focus on attaining a successful outcome.

Reflect on your past accomplishments as a reminder that you have the capability to excel in this situation.

Meeting Steps

01
Greet

- Start the meeting with a warm greeting.

- If you haven't met before, introduce yourself.

- Offer a genuine compliment to create a positive atmosphere.

- Address the person by their name during the conversation.

Recognize the person's requirements. It's crucial to grasp the person's identity: their thought processes, objectives, life priorities, and whether they could potentially become a lasting partner.

02
Identifying needs

Ask a few (3-5) questions to initiate the conversation.

These could encompass inquiries about their life, occupation, family, children, hobbies, or any other subject they find engaging.

Keep in mind: the most engaging conversation topic for people is themselves!

Ask open-ended questions and request additional details. This will facilitate active listening and better comprehension of the person you are conversing with.

Try to understand the potential Partner.

- What is important to them?

- What opportunities will you offer them: business, career, extra income, or a great product?
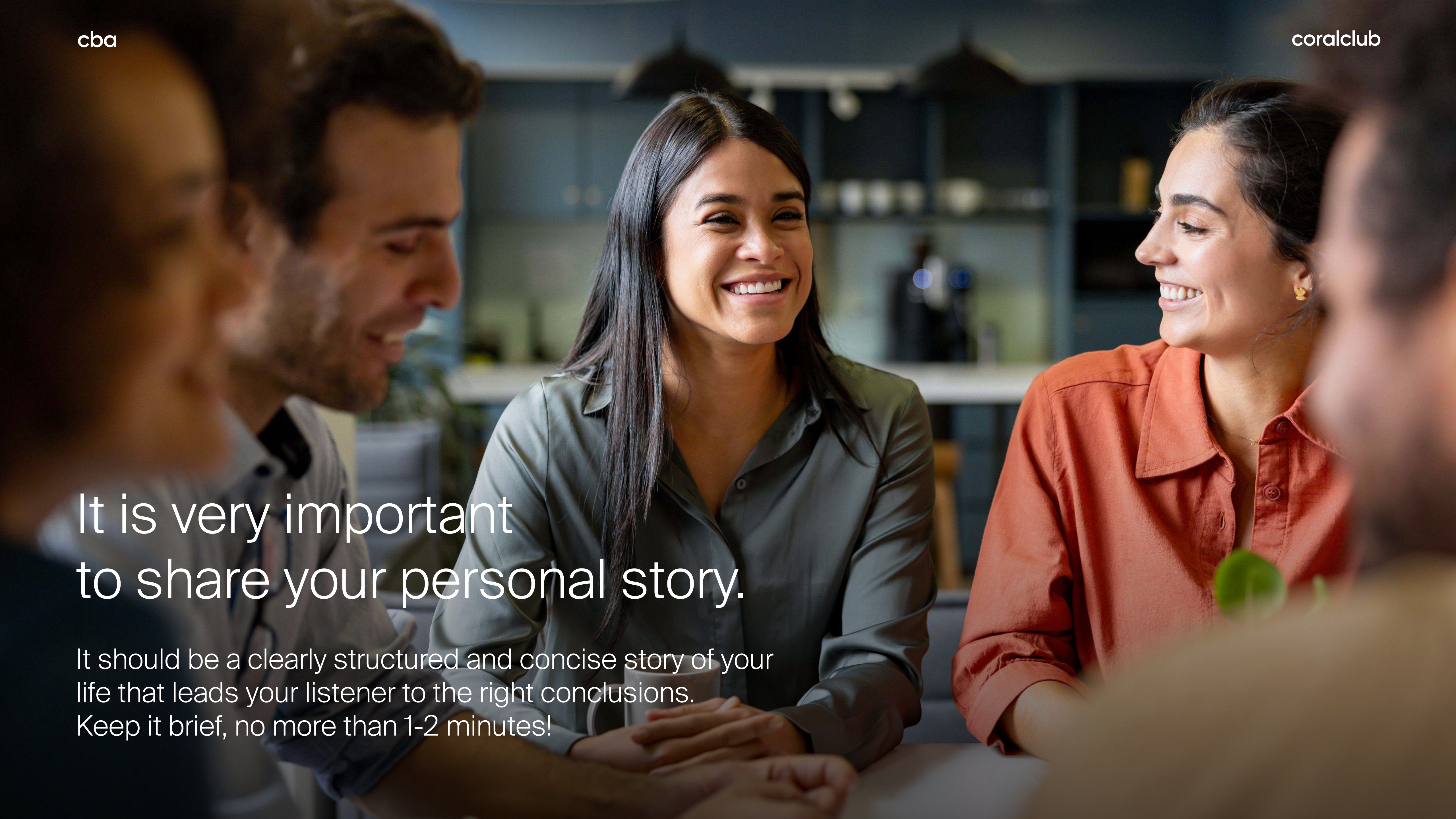
For example, ask:

"Do I understand correctly that the topic of increasing income is important for you?"

Usually, a person says, "Yes!"

"Tell me, have you had any experience with business before?"

"Why is extra income interesting? What prompts you to think of new options?"

Having identified the needs, very briefly tell a personal story (connect examples of your success with the needs of the interlocutor).

It is very important to share your personal story.

It should be a clearly structured and concise story of your life that leads your listener to the right conclusions. Keep it brief, no more than 1-2 minutes!

03
Personal history

How to utilize your personal history:

1. Begin by discussing your background, including your previous occupations, educational history, and experiences.

2. Address the aspects of your life that were causing dissatisfaction, such as work-life balance issues or a sense of unfulfillment.

3. Acknowledge that at a certain point, you realized that your life couldn't continue on the same path. This awareness prompted you to seek out fresh opportunities.

4. Share the story of your journey and how it led you to become a part of Coral Club.

5. Highlight the positive outcomes and benefits of being a part of Coral Club. If they still don't seem impressed, emphasize the newfound freedom, increased mobility, and the opportunity to build new friendships, among other advantages. You can also share success stories from other members as examples.

6. Share your vision for the future and where you see yourself heading as a result of your involvement with Coral Club.

Important tip!

Every meeting, just like every potential partner, is unique. When engaging in a conversation, be attentive to the specific situation and context.

04
Business Idea / Opportunities

Now that you're aware of the potential partner's problems and needs, it's time to discuss all the benefits of the business. This can be presented as a business idea or opportunities, whichever is most suitable for the potential partner.

For example, for an entrepreneur, a proposition might sound like this:

"You know how much health-based goods and services are in demand! Now, we have 350 stores open in 38 countries, such as the USA, Canada, 11 EU countries, Russia, and more.

We are looking for ambitious people who can help us expand even more! You will have the opportunity to develop a new business alongside your current one. Coral Club takes care of logistics and financial matters and is a time-tested company!"

For a mom on mathernity leave

"I have already mentioned how much my life has changed since I started this journey. Now, I want to share an exciting opportunity with you. Coral Club, a well-established company with 20 years of experience in the Health & Wellness industry, operates globally.

Currently, we are seeking people to participate in our marketing system. This role involves working closely with people, and I've noticed your sociable nature. It entails building and leading a sales network, motivating team members, and setting achievable goals. The beauty of this opportunity is that you can do it part-time, adjusting your commitment to suit your schedule. Just imagine, you can start building your own business while enjoying precious moments on maternity leave!"
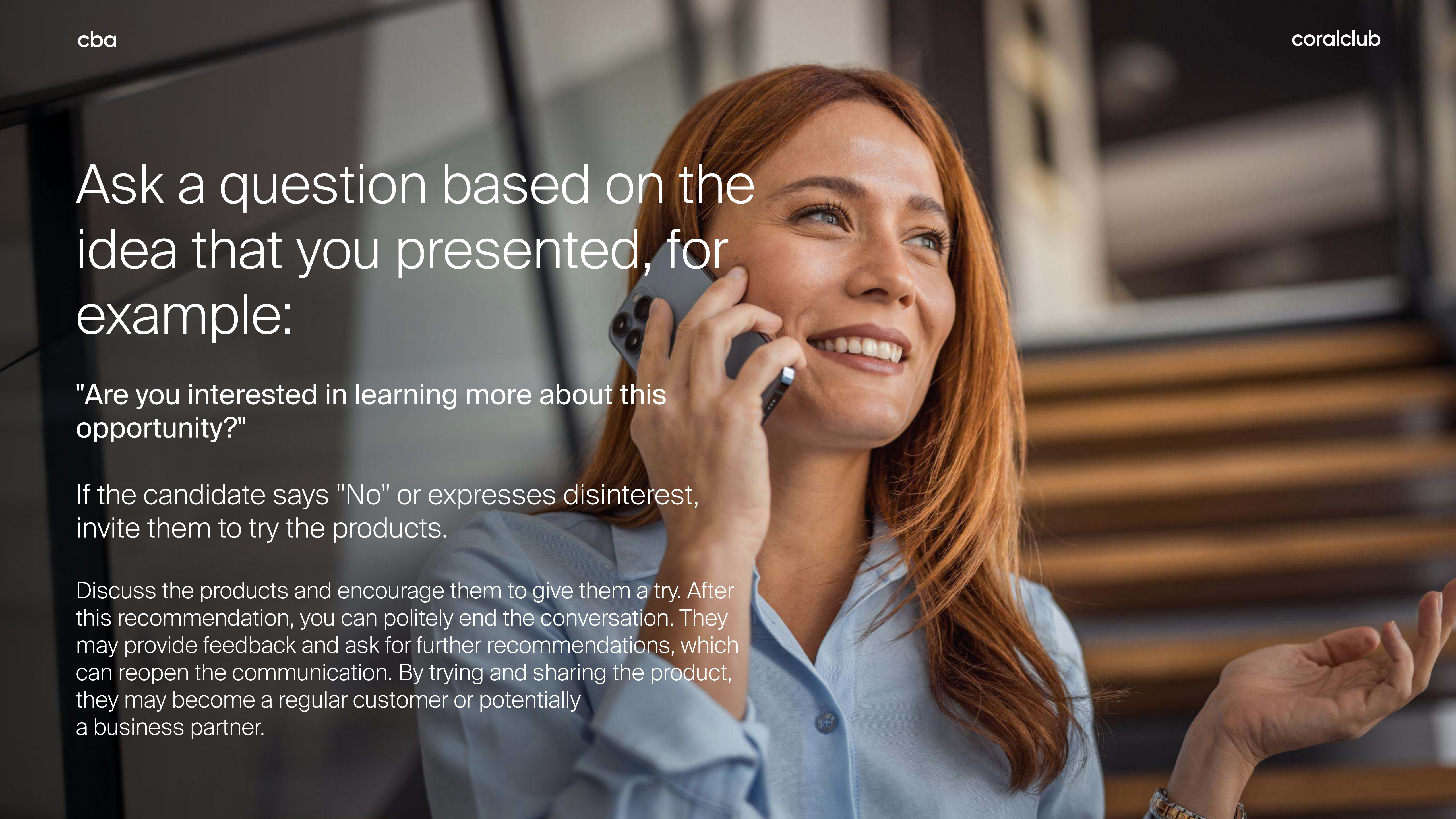
05
Present Your Direct Proposal

Now, it's time to assist the candidate in making their decision, and based on their inclination, you can present your "direct proposal." This is a crucial step in achieving the objective of the business meeting.

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Ask a question based on the idea that you presented, for example:

"Are you interested in learning more about this opportunity?"

If the candidate says "No" or expresses disinterest, invite them to try the products.

Discuss the products and encourage them to give them a try. After this recommendation, you can politely end the conversation. They may provide feedback and ask for further recommendations, which can reopen the communication. By trying and sharing the product, they may become a regular customer or potentially a business partner.

If the person is not interested in exploring the financial opportunity, there's **no need to try to persuade or convince them aggressively**.

Pushing too hard may alienate them, and you could lose the candidate permanently. It's important to respect their decision, and they may reconsider in the future.

01

Send your candidate a link to the site: https://us.coral-club.com/

If they say "Yes, I want to learn more" or express readiness

to explore further:

This resource will help them gain a more in-depth understanding of the company, the compensation plan, products, and form a comprehensive picture of the business model.

It is crucial to identify a positive reason: why do I wish to invite this person? Why did I call them?

Think about this person's strengths. Why can they thrive in business? This consideration will make the phone call more personal.

02

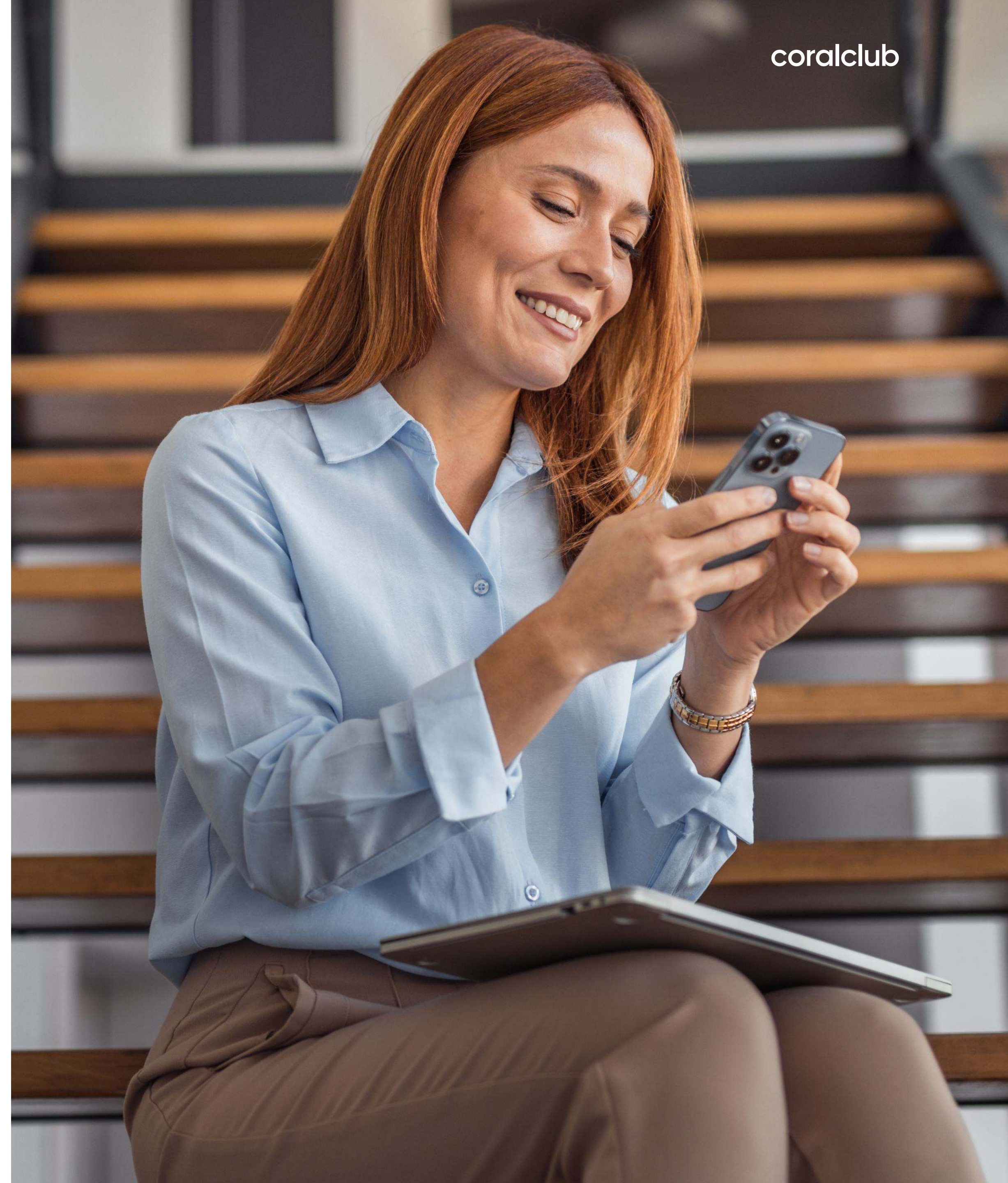Offer them the chance to try our product.

03

When you share additional information with the person, say this: "I will send you more detailed information. Feel free to review it at your convenience, and then we can discuss the next steps.

06
Meeting closing

So, the meeting is complete. Even if a person says "no," do not worry. **Remember the "funnel" that we talked about earlier.** In addition, many people enter the business through our products (so have a little bit of patience).

At the end of the meeting, it's important to summarize and confirm the next steps.

Thank the potential partner for their time and express enthusiasm about working together. Here's a revised version of the text to maintain a professional and positive tone:

"Thank you for taking the time to meet with me today. I'm excited about the opportunity to work together. Just to recap, I'll be sending you some more detailed information, including a link to our website.

When can you expect to take a look at it? Also, let's plan our next meeting or call to discuss any questions or thoughts you might have. I appreciate your interest, and I'm looking forward to our next conversation. Have a great day!"

Your task

01

Review the supplementary materials provided in the "Workbook of a Successful Partner" to enhance your understanding of the business.

02

Develop various business ideas and opportunity offers tailored to different categories of potential partners

03

Make phone calls to people on your contact list and invite them to a meeting.

04

Seek guidance and support from a mentor as you begin conducting business meetings.