

USING EVENTS



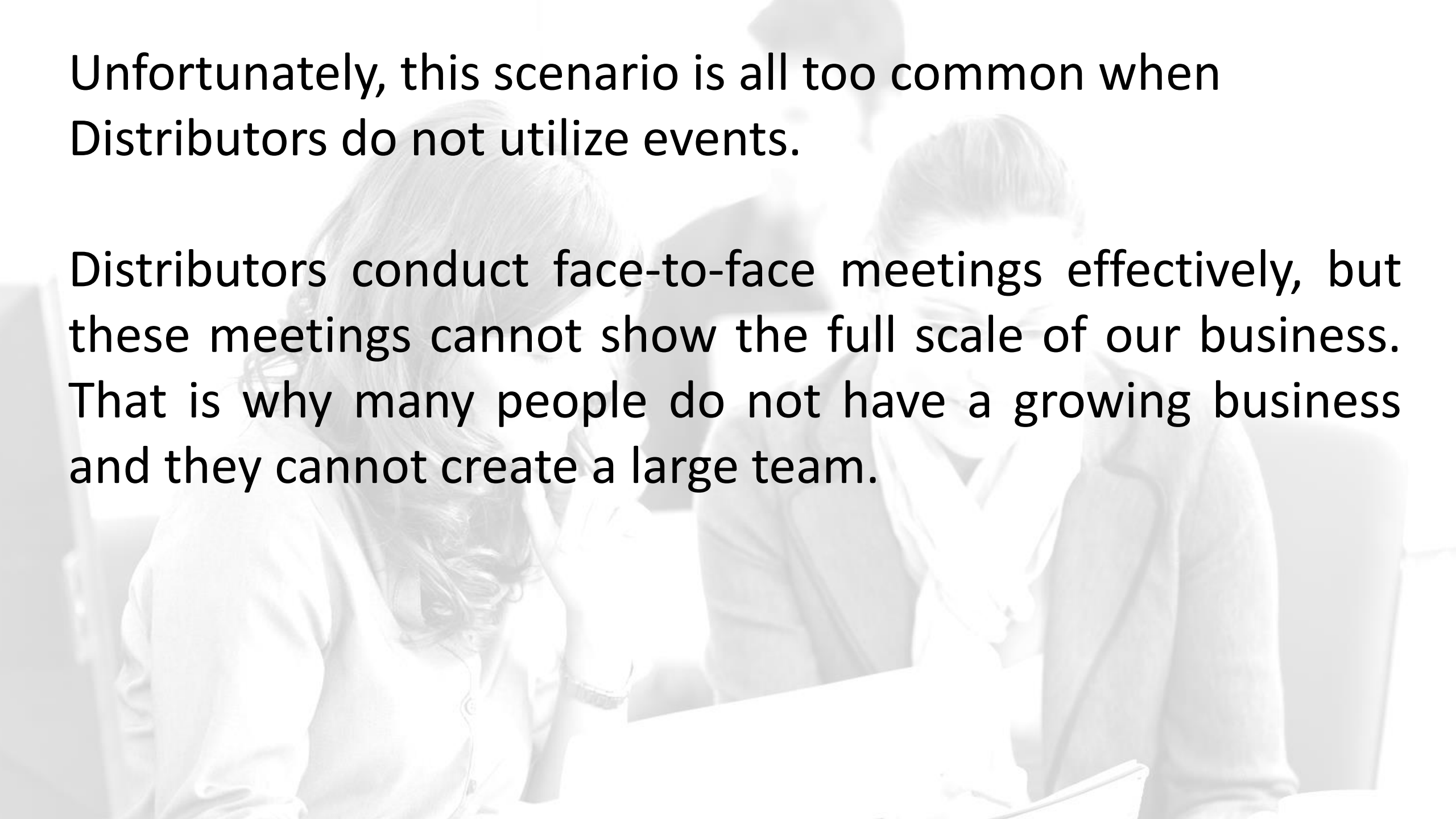
A smiling woman is shown in a faded, grayscale background. Overlaid on the image is a network diagram consisting of several circular nodes connected by thin lines, representing a social or business network. The nodes are arranged in a roughly circular pattern with some internal connections.

Many newcomers to Network Marketing think the following:

“I buy products, tell my friends about them and the possibility for them to earn money, connect people and eventually get passive income.”

But then that person tries and fails to connect with people. They have some meetings just with a handful of friends, receive rejections and becomes disillusioned with the business, and leaves.





Unfortunately, this scenario is all too common when Distributors do not utilize events.

Distributors conduct face-to-face meetings effectively, but these meetings cannot show the full scale of our business. That is why many people do not have a growing business and they cannot create a large team.

Therefore, it is important to remember: the main tool in network marketing for creating a large organization is inviting people to different sized company events.

The more of your people attend, the faster your team will grow. Therefore, try to come to the event every time with new people!

What are the events?



CITY EVENTS

You have probably already held the first meetings and managed to communicate with a considerable number of people. What did these people see in the meetings? You? Your mentor? It may seem like a small operation to them.

Have potential partners seen the scale and prospects of the business? Did they believe in you? It is possible that so far the newcomers have treated the information with suspicion and not seen the full extent of the business.

What does a person who comes to a presentation or a master class at a city event see?

They see a large number of other people, professionally dressed, with a smile on their face. They see the presentation on the big screen, they listen to the speaker.

And the person begins to understand: this is a large, serious business venture. This works much more effectively and makes you want to know more.

REGIONAL EVENTS



Regional events are events to bring together people from multiple cities. They often take place over two days.

A striking example is the "Wave" series of events, which take place in different cities and countries, giving positive energy and inspiration to the members of Coral Club!

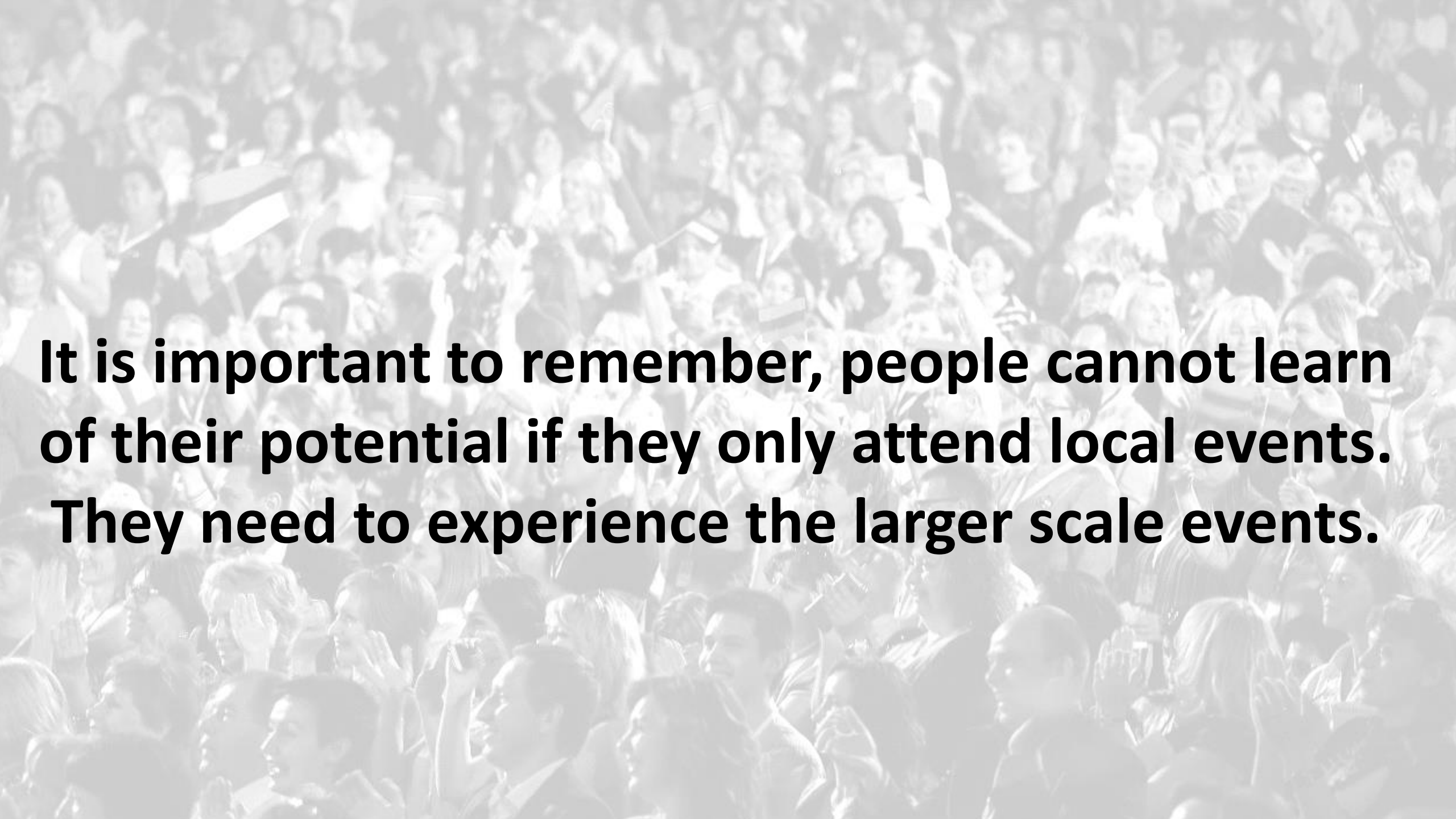


NATIONAL AND INTERNATIONAL EVENTS

There are also national and international company events.

As a rule, international events (for example, the Forum) are organized by the company.

When people come to these events, particularly the international events, they appreciate the full size and potential of Coral Club. They will hear from successful top leaders and see what they can achieve.



It is important to remember, people cannot learn of their potential if they only attend local events. They need to experience the larger scale events.

When a person sees such a big event, they begin to understand that network marketing is a very serious business that brings together a huge number of people and offers the potential to earn income.

This image remains in the person's head and they will tell their potential partners about it!

According to many of the top leaders, real business success at Coral Club begins when you bring at least 10 people to an event!



How to invite a newcomer to an event?

It is important to do 2 things:

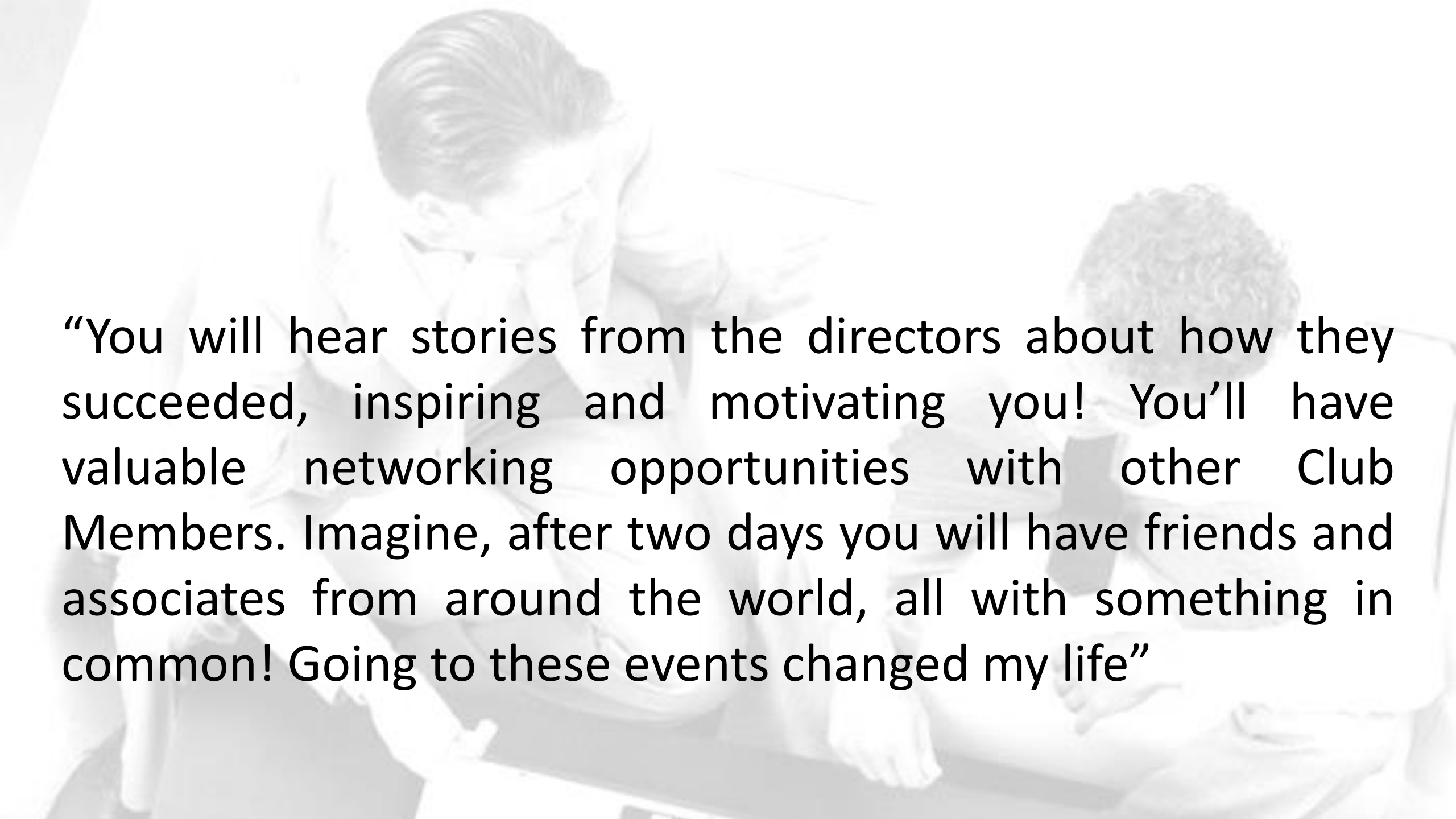
1. Tell them what will happen at the event
2. Tell them the benefits of the event

Often newcomers can respond to your invitation:

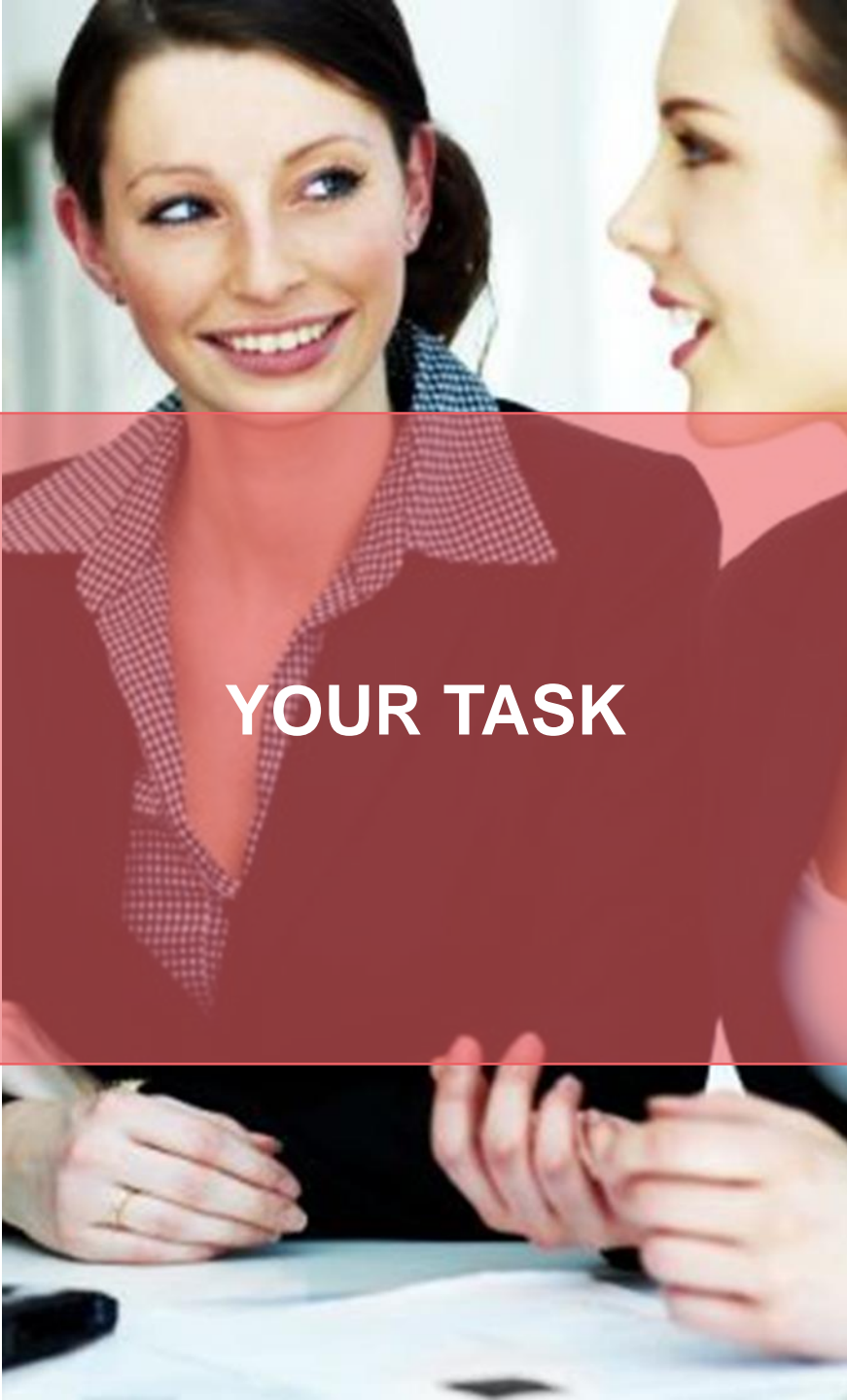
“I haven't earned anything yet with this company. I'll work a little, earn some money, then I'll go to any events when you invite me!”

Respond with something like this: “It's great that you are planning to make money! I fully support your plans! But you will struggle to get the success you want without these events. Think of them like higher education - it requires time and money but you will get better paid work after. These events will increase your potential.”

“I guarantee this event will split your business at Coral Club into "before" and "after"! At the event, you will learn from the best how to develop your business, come away with new skills and a wider network. This will allow you to massively increase your efficiency in Coral Club.”



“You will hear stories from the directors about how they succeeded, inspiring and motivating you! You’ll have valuable networking opportunities with other Club Members. Imagine, after two days you will have friends and associates from around the world, all with something in common! Going to these events changed my life”



YOUR TASK

1. Explore additional materials on the CBA website.
2. Attend the next event and invite your partners to it!
3. Continue your journey towards your goal at Coral Club!

