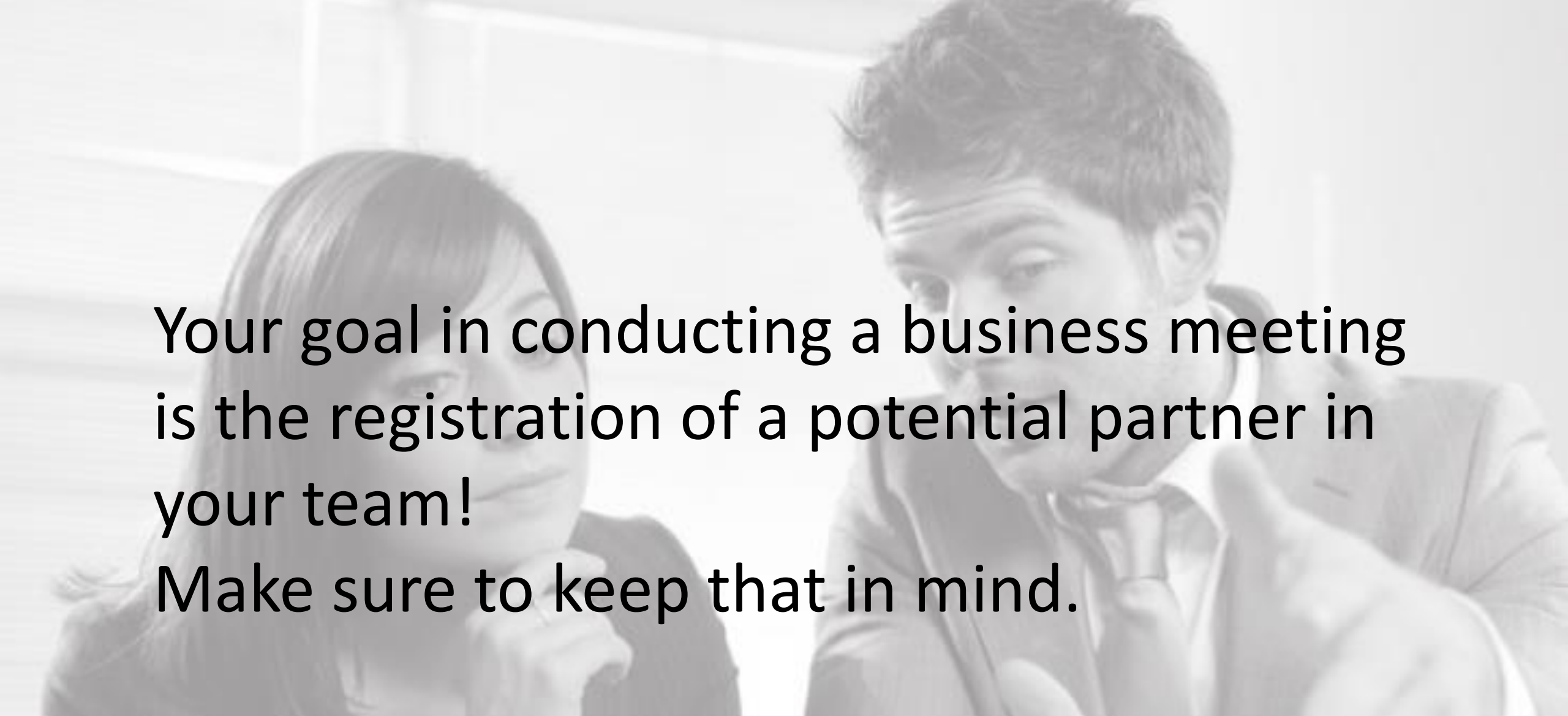


HOW TO HOLD AN EFFICIENT MEETING IN 5 STEPS




A grayscale photograph of three business professionals in a meeting. A man in a suit and tie is in the center, smiling and gesturing with his hand. A woman in a blazer is on the right, looking at him with her hands clasped. Another person is partially visible on the left. The background is a bright, out-of-focus office setting.

Everyone, even those without experience in a business environment, can learn how to conduct effective business meetings.



Your goal in conducting a business meeting is the registration of a potential partner in your team!
Make sure to keep that in mind.

PURPOSE OF THE BUSINESS MEETING


A grayscale photograph of two men in business suits shaking hands across a table. The man on the left is smiling and looking towards the other man. The background is blurred, showing other people in a meeting room. The text "Let's master the simple rules of business meetings!" is overlaid in the center of the image.

Let's master the simple rules
of business meetings!

Before the meeting, get into a positive mood, feel confident and concentrate on achieving a successful result.

Think of your achievements to remind yourself you can do this.

THINK POSITIVELY!

A woman in a black business suit is walking up a staircase made of grey rectangular blocks. She is carrying a black briefcase in her right hand and is looking forward. The background is a blue sky with white clouds. The text "STEPS OF A MEETING" is overlaid in the center of the image.

STEPS OF A MEETING

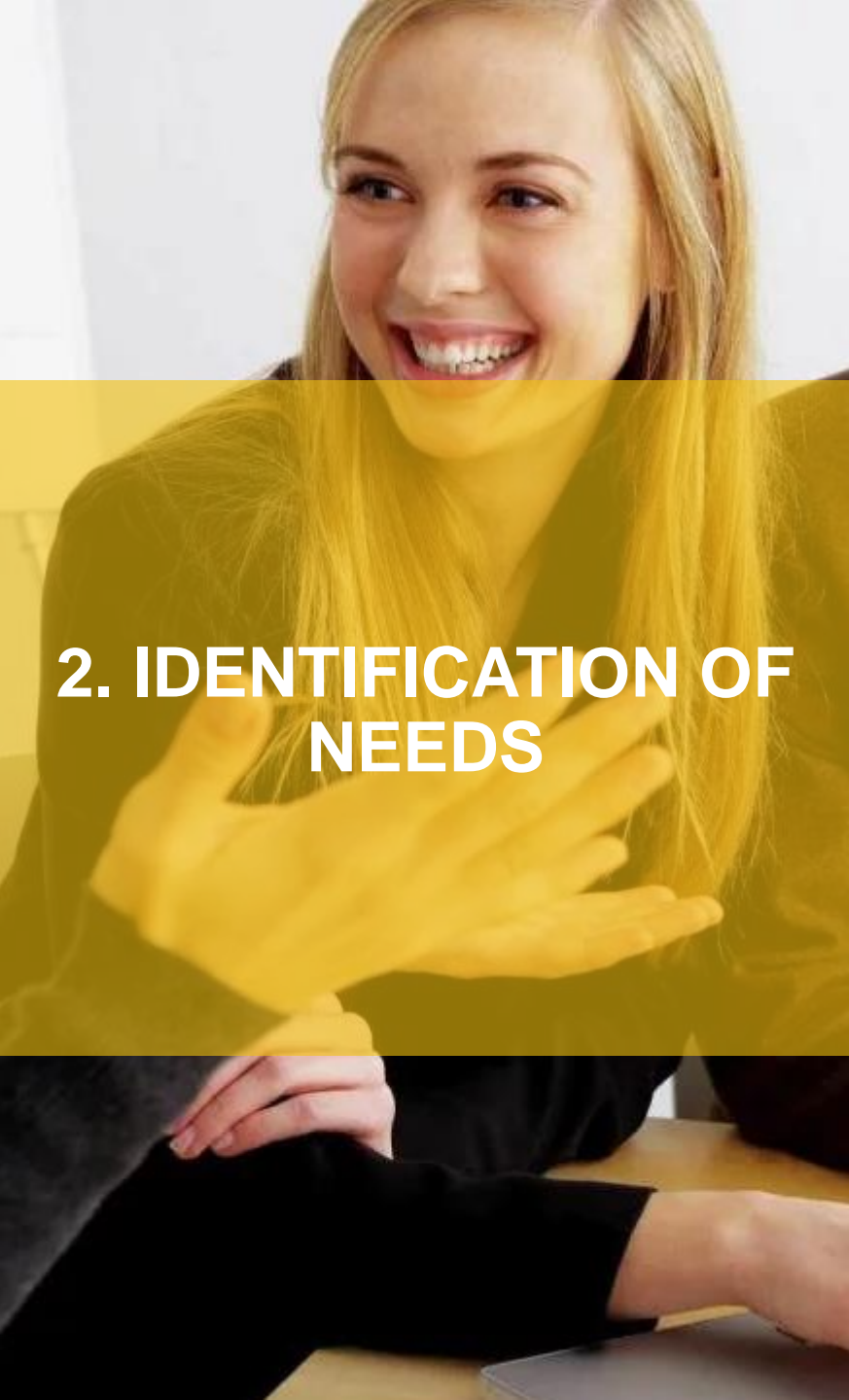


1. GREET

- Greet the potential partner
- Introduce yourself if necessary
- Make a sincere compliment
- Use their name

Identify the person's needs.

It is important for you to understand who the person in front of you *is*: how they think, what they are aiming for, what is important for them in life, do you see them as a potential long-term partner?



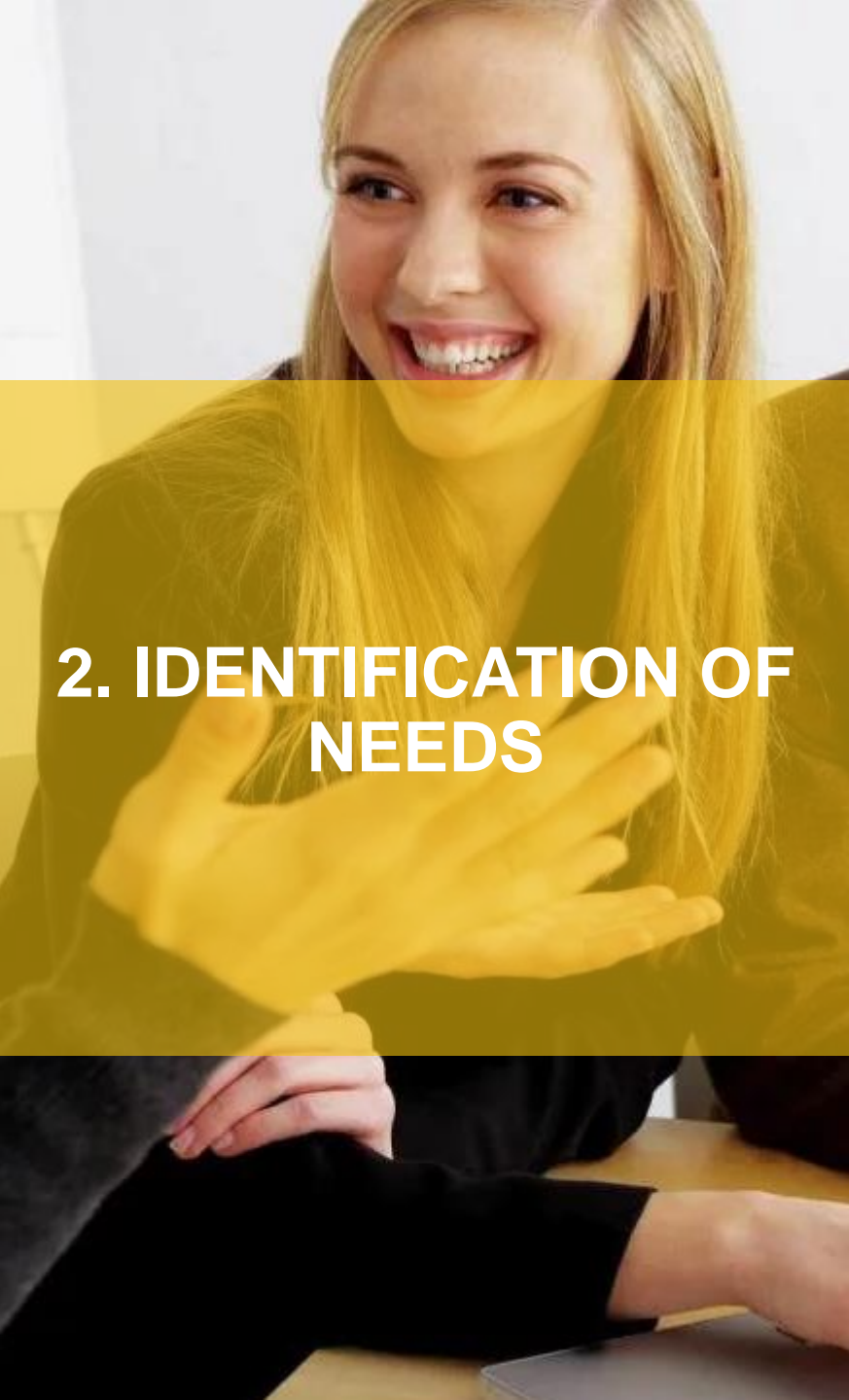
2. IDENTIFICATION OF NEEDS

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

These may be questions about life, work, children, family, hobbies.

Remember: the best conversation topic for everyone is about themselves!

Ask and specify. This will help you hear and get to know the person you are talking to.



2. IDENTIFICATION OF NEEDS

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? ”

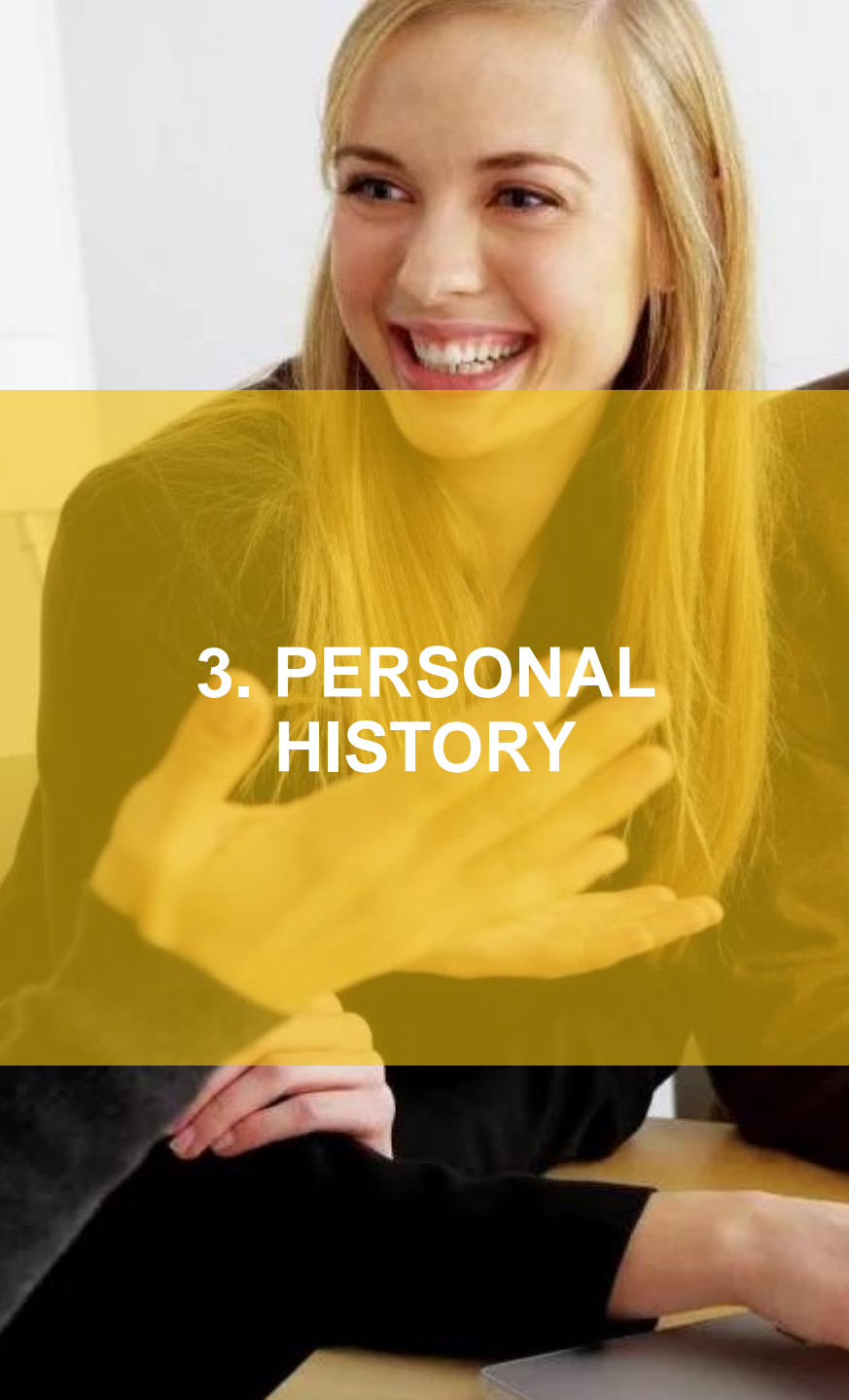
Having identified the needs, very briefly tell a personal story (connect examples of your success with the needs of the interlocutor).

A grayscale photograph of two women in business attire sitting at a table with coffee cups, engaged in a conversation. The woman on the left is smiling and gesturing with her hand, while the woman on the right is listening attentively.

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!



3. PERSONAL HISTORY

How to use your personal history:

1. Talk about what you did before, where you studied, what you worked as etc.
2. Talk about what made you unhappy in your life (maybe work life balance, lack of fulfilment etc...)



3. PERSONAL HISTORY

3. Tell them that at some point you understood:

Life couldn't go on like it was!
So you started to look for new opportunities.

4. Share your journey and how you ended up at Coral Club.



3. PERSONAL HISTORY

5. Show the results of becoming part of Coral Club. If they're not yet impressed then emphasize your new freedom, mobility, new friends etc. Use other members' stories as examples too.

6. Tell them about where you are going and where you see your future.

Important tip! Each meeting, like every potential partner, is unique. When keeping a conversation going, pay attention to the situation!

A young woman with long blonde hair is smiling and looking towards the right. She is sitting at a desk with a laptop. Her hands are raised in a gesturing motion. The image has a yellow semi-transparent overlay on the left side.

4. BUSINESS IDEA / OPPORTUNITIES

You now know about the problems and needs of the potential partner.

Now is the time to talk about all the advantages of the business! This may be framed as a business idea or opportunities, whatever is ideal 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!”

**AN EXAMPLE OF AN IDEA FOR AN ENTREPRENEUR,
WHO ALREADY HAS A BUSINESS**

For a mom on maternity leave:

“I have already said how my life has changed lately. And now I want to tell you about the opportunity. Coral Club, which has been on the market for 20 years in the Health & Wellness industry, has offices all over the world. At the moment, we are looking for a person who could take part in the organization of a marketing system. What needs to be done, maybe by you, is working with people and I see that you are a sociable person. This will mean participating with them in forming a sales network, motivating people and setting goals. It’s possible to do this on a part-time basis working as much or as little as you want. But just think, you can start building your own business while on maternity leave!”

**AN EXAMPLE OF A BUSINESS IDEA FOR MOM ON
MATERNITY LEAVE WHO DREAMS OF SELF-
REALIZATION**



5. Direct Proposals

Now you should help the candidate make their choice. Depending on this, you can make your “direct proposal”.

This helps you reach the goal of a business meeting.

Ask a question based on the idea that you said, for example: “Are you interested in learning more about this opportunity?”

If the candidate says: “No” (or any variation of no) then invite them to try the products.

If the situation allows, talk about the products, hopefully, they will try some.

After this recommendation, then you can politely end the conversation!

They will likely give you feedback and ask for recommendations, opening up communication again. After trying and sharing the product, such a person will become your regular customer, if not a business partner.

If the person is not interested in exploring the financial opportunity, no need to try persuade or convince them. Any aggressive persuasion will push them away and you will lose your candidate forever!

They may change their mind in the future.

If they say "Yes, I want to learn more" or when they're ready to learn more:

1. Send your candidate a link to the site:

<https://us.coral-club.com/>

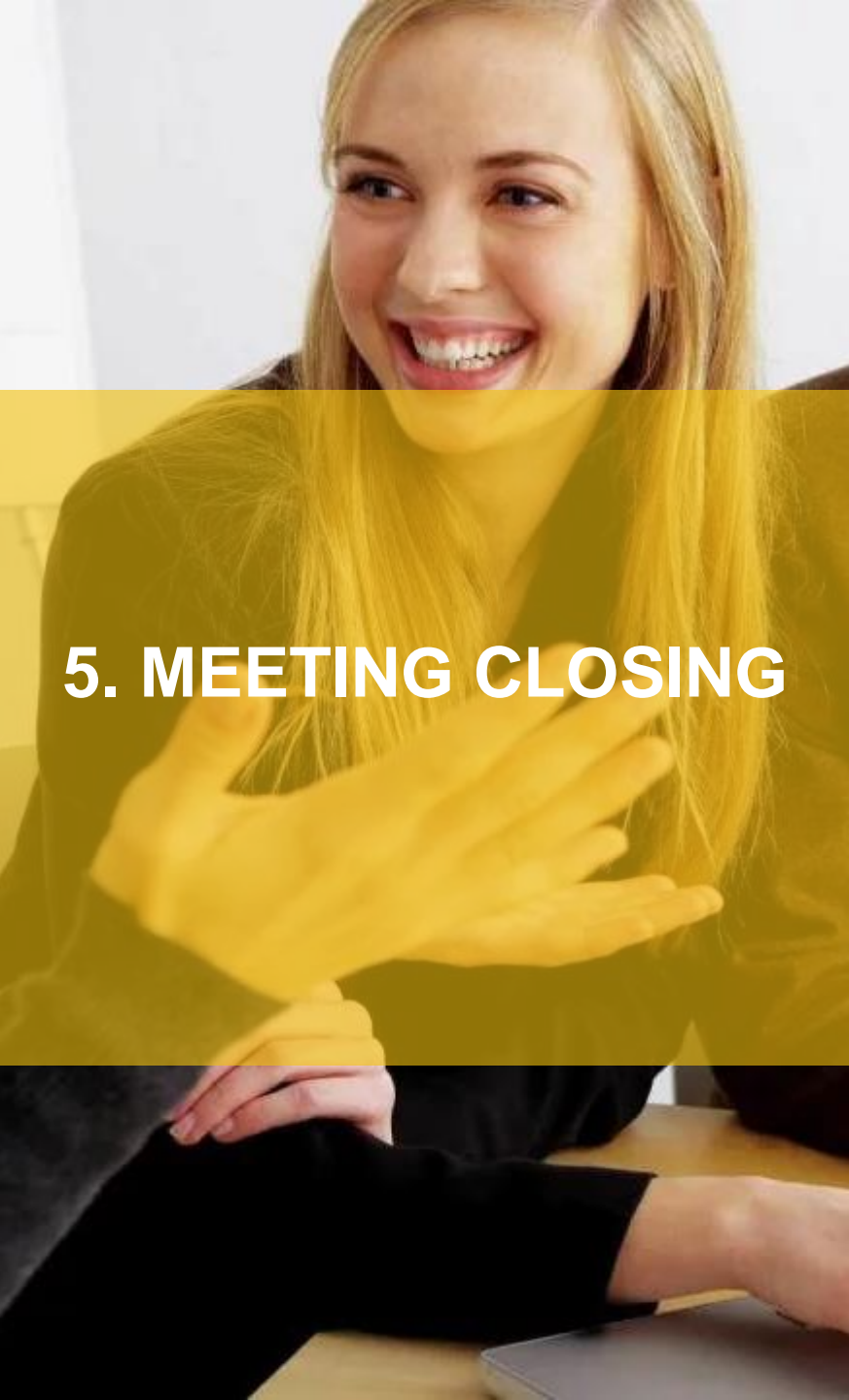
This resource will help them to get to know the Company in more detail, the Compensation Plan, products, and to form a more complete picture of the business model.

2. Let them try our product.
3. When you provide the person with additional information, tell them the following: "I will send you some more detailed information. You can take a look at home, and then we'll talk about the next steps."

And then an important, MANDATORY phrase:

“If I send you a link today, when can you take a look?”

Get a clear answer and move on to making your next appointment or phone call.

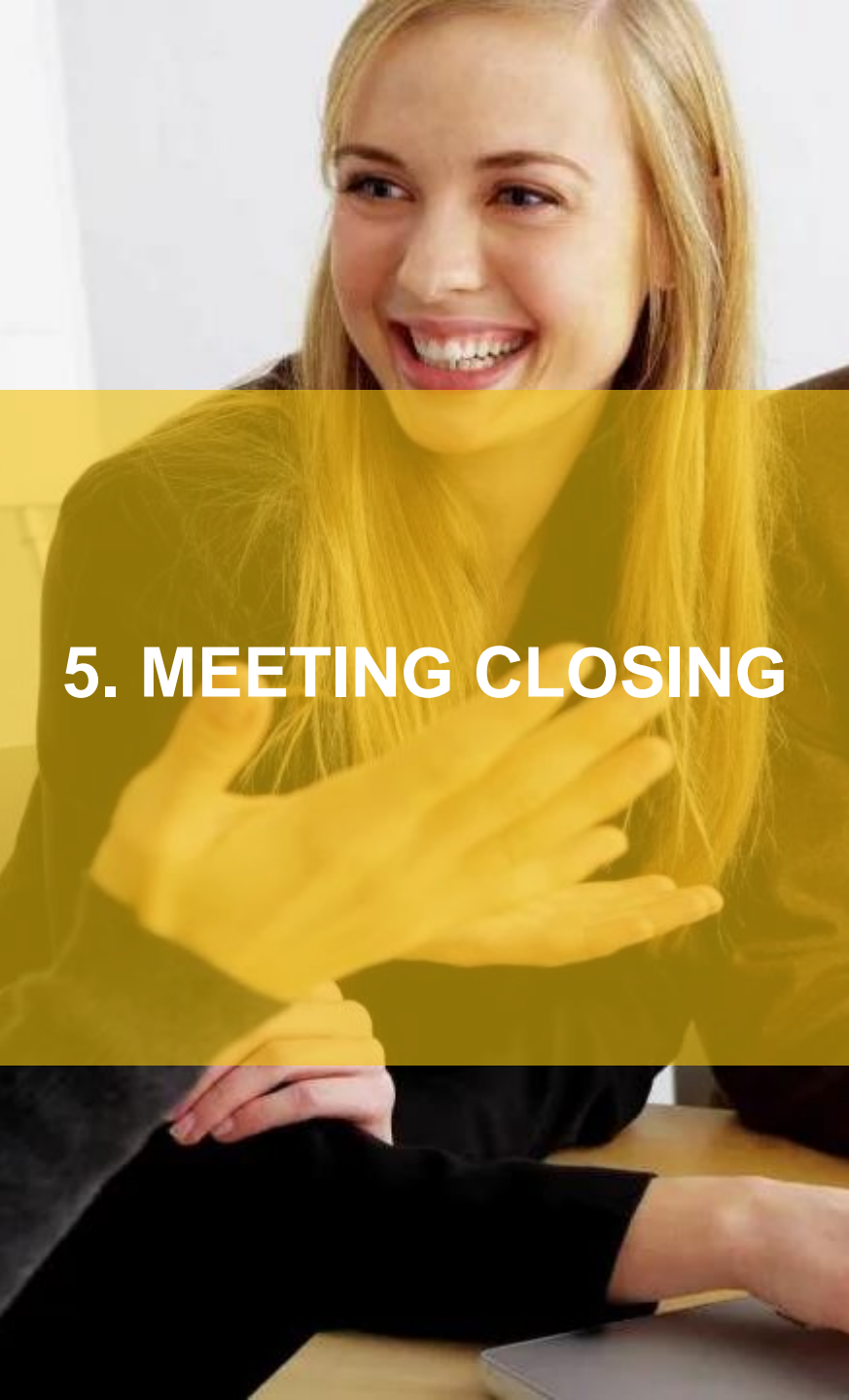


5. MEETING CLOSING

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 come into business through our products (so have a little bit of patience...)



5. MEETING CLOSING

At the end of the meeting, once again clearly repeat everything that you agreed on: the next meeting, phone call, product feedback, etc.

Thank the potential partner and say goodbye on a positive note: “Thank you for taking the time. See you!”



YOUR TASK

1. Study additional materials in the “Workbook of a successful partner”.
2. Write a few options for business ideas / offers of opportunities for different categories of interlocutors.



YOUR TASK

3. Make calls to your contact list with an invitation to a meeting.
4. Use the support of a mentor and start holding business meetings!

