

TRADE SHOW YOUNG LIVING TIPS

FROM LARA

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If we go in eyes wide open to a trade event and prepared with our impressive kit of parts you are sure to build prospects and clients!!! Here are the tools you need!

UPFRONT

Know who's doing what. If you are partnering with someone know who will be signing up people, who will be following up, etc. If you are working on this with your downline my recommendations:

1. If you are the up-line have your downline share the responsibility. MY thoughts:
 - a. If you are working the event solo for your downline person and it is their event. I would align that enroller is you and sponsor is them or someone on their team.
 - b. If you are partnering with downline/up-line – either (a) above or split the members
 - c. Of course if your family or friend comes strictly for you then it should be waived to you.
 - d. Don't assume up-line or downline are in agreement. You should always talk first if there is an overlap before signing someone up. Never speak on behalf of anyone.
2. Remember we are all individual distributors – the goal is to teach others to teach and support and grow from there.
3. Split your table item list – if you are sharing commissions, share your product and set up responsibility...
4. If you provide a giveaway then the person providing the it gets the enroller commission & you split differently.

Check list for Event PRE EVENT

1. Electricity – need it and ask for it.
2. Power strip and extension cord – need it or bring it.
3. Do they have WIFI for you? You might have a sign up right there!
4. Let them know you are diffusing so they don't put you near a scented candle vendor!
5. Are they supplying the table? If not, tell them what size you are bringing
6. Table clothes or not – Easy to get (KRP Publishing) if they don't supply

SET UP

1. Labtop, Ipad – some way to sign them up right away!
2. Pocket Reference &/or Casey's Vibrant Health book – Could be a raffle or FREE is they get the Premium Starter Kit.
3. Premium Starter Kit Displayed – especially if you are alone do not have all your oils out for people to apply at will!
4. Racks for household cleaners, supplements, pets, kids, personal care, Ningxia – who is your market
5. Banner Pop It – if you can invest.. (share within team perhaps)
6. Business card – if you don't hear back from me by tomorrow contact me – BUT YOU SHOULD contact with Eric Worre system of setting up date to meet or come to event..
7. Table pushed back and YOU INFRONT = Stay Active. Be doing things. Don't multi task and read a book or surf your phone! You aren't interested, neither will they be.
8. Don't recommend brochures. Get their information and follow up with a PDF version of brochure and time to meet or talk more.
9. Information Sign Up Sheet – where they can sign up & you can send information.
 - a. Have them put your number in their phone with YL after it and you ask them to text you – IF they are interested they won't have an issue doing this. You will know those interested if they share contact info.
 - b. Use Ipad and get them onto Perfectives Facebook page.

- c. Have them sign up to Perfective's newsletter
- d. IF you go paper sign up - HARD TO READ writing – double check and read it off to them

Drive People to table with:

1. Samples – have Peppermint, Lavender, Thieves, Inner Defense on hand! Oils to show impact when demonstrated
2. Samples of Thieves cleaner or sell Ningxia Drinks or Gummies or make some "oil" or "ningxia" or YL food!
3. Promotion ---- Invest in Vibrant Health Books (\$5) and sell for \$15 or offer free if they
4. Raffle ---- Perhaps with slips with name, email, phone number.
 - a. Cater to the event this way – don't have to be huge. If you partner split it. Can be one oil, can be Thieves cleaner bottle ready to go.

FOLLOW UP

If you don't do this and create a meeting time or place you wasted your time! You must follow up and build their knowledge. Once they sign up as a member you need to devote 3 months for check ins and follow up. This builds a long term essential reward partner and perhaps distributor.

1. You can connect calls, in person, webinar, etc!!
2. Send PDF after vs. brochure to give them reason to follow up.
3. Have your follow up note drafted and personalize if you can. Don't make the email or IM be your only contact – CALL and set up TIME.

Locations for this

1. Gyms/Studios
2. Salons
3. Yoga Centers
4. Holistic Centers
5. Chiropractors
6. Parent/Student Events
7. Nursing Homes
8. Corporations have vendor events
9. And more, more more!

Please keep this within our organization of Perfective's Team. Any additional insights to add please share with Lara at info@perfectives.net or call 401-497-5421.

Thank you,

Lara

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