

# FITTEAM OPPORTUNITY OVERVIEW GUIDE

## Who to Invite

**Prospects-** Anybody and everybody you want to share the products and opportunity with.

**Customers-** These are people who are already using FITTEAM products and experiencing great results. It's beneficial for them to attend because they can provide strong product testimonials and it gives them additional exposure to the FITTEAM opportunity.

**Brand Partners-** These are people who are not only using FITTEAM products, they are also sharing the products and opportunity with others. It's beneficial for them to attend because they can provide strong opportunity testimonials and support.

## What You'll Need

**FITTEAM Products for Display, Sample and Purchase-** It is critical that your prospects to be able to touch and taste the products. Also, you want your new Customers/Brand Partners to leave with the product they purchased.

**Bottled Water to Drink and Mix FITTEAM Product Samples with -** This is the only refreshment that should be provided because the products are the star of the show.

**FITTEAM Branded Progress Photos and Testimonials -** You want your guests to see and hear the difference the products and opportunity are making in people's lives.

**FITTEAM Flip Chart Presentation-** This is the easiest and best way to present the products and opportunity.

**FITTEAM Order Forms, Sample Cards, Standing Banners, Pens and Company Flyers-** Having these support materials will make it easier for your prospects to make a decision and get started.

## Four Parts to an Opportunity Overview (To Be Completed in 45 Minutes or Less)

1) **Sample FITTEAM Products and Introduction (5 minutes)-** Invite guests to arrive 15 minutes early to sample FITTEAM products before your Opportunity Overview starts. Introduce yourself promptly at your overview start time, engage the audience and explain why you got started with FITTEAM. If you have a guest speaker, be sure to introduce and establish them as an expert.

2) **Testimonials (5 minutes)-** Share up to two product/opportunity testimonials. Each testimonial should be 60 seconds or less. Product testimonials should be shared prior to presenting the product portion of the flip chart. Opportunity testimonials can be shared at the Achievement Levels slide in the flip chart presentation.

3) **Present the Products and Opportunity Using the FITTEAM Flip Chart (20 minutes)-** Go through the slides and make sure to hold any questions your guests may have until the end of the presentation. If possible, you should have two Brand Partners rotate to share the product and opportunity portions of the flip chart.

4) **Answer Questions and Enroll New Customers/Brand Partners (15 minutes)-** At the end of your presentation pass out FITTEAM Order Forms to your guests. Be sure to get up and walk around to answer any questions they may have and help them determine what's the best way for them to get started. You may take more time here if need be to ensure all of your guests get their questions answered. This is the conclusion of your Opportunity Overview.

## Keys to Success

**Keep It Simple and Duplicable-** You want the guests of your Opportunity Overview to leave saying, "I can do that!".

**Be Prompt with Your Opportunity Overview's Start and Stop Time-** Do not wait for people. Start the overview promptly at your scheduled time. Your Opportunity Overview should take no longer than 45 minutes.

**Schedule the Next Opportunity Overview at Your Opportunity Overview-** You never want to leave an Opportunity Overview without scheduling the next one at one of your guest's, Customer's and/or Brand Partner's homes.

**Help Others Follow These Steps-** It's important that you support your Customers/Brand Partners with their Opportunity Overviews. It's recommended that you are present for at least their first three Opportunity Overviews before allowing them to host on their own.

**Have Fun-** You should not feel overwhelmed or intimidated. Remember, we are sharing incredible products and a life changing opportunity; you are a messenger not a salesperson.