Mixer Format

This format produces effective and profitable mixers. Over time, this will become second nature. Focus on connecting with people who want what we have & booking mixers off of mixers.

Above all, have fun!

Welcome (5 min.)

- Host shares product story and either performs the mixer or turns it over to their sponsor or guest presenter.

Intro/Start (15 min.)

- Start by letting them know what they are going to see:
  "I am going to present the full buffet of options tonight - there are 2 parts of Advocare: products and business."
- Write the 4 Relationships on a white board:
  1. Retail Customer - ***"We have product on hand for you to purchase tonight if you decide to go this way."***
  2. Wholesale Customer - ***"Many people buy product at a 20 to 40% discount… like going to Costco."***
  3. Distributor – ***" Someone who part time retails or wholesales enough to earn an extra $300 to $1000 per month."***
  4. Advisor - ***"This is the top 40% discount level. Advisors can earn income all 5 ways."***

  Hand out the **Rookie Bonus** and **Income Disclosure** docs - ***"Only Advisors are eligible for these Rookie and Leadership bonuses!"***
- Show opportunity clip on the Solutions for Success DVD
- Review the Advocare Foundation:
  "AdvoCare was designed to make a difference in people's health and finances with world class nutritional products using the direct selling model to give the average person the chance for above average income, financial freedom and life by design."
  1. Company Legacy: Charlie Ragus' vision, 16 year history, "Direct Selling by Design", etc
  2. Safety/Credibility: Use DVD or Impact Magazine to show Sci Med Board & Informed Choice
     "Our doctors take care of the formulations and ingredients, we trust them. Our job is to match the right products with your goals."
  3. Unpaid Endorsers: Use DVD or Impact Magazine to show Endorsers
     "If it's good enough for Drew Brees and Olympic athletes, it's good enough for us."
- Transition to Products:
  "The biz may or may not be for you, but our products are for everyone... and it's impossible to have a booming biz like we do without amazing products... so let's shift to products!"

Products (20 min.)

- Show the benefits of the products as you talk about them. People want to know what they do, not what's in them!
- Stories! Stories! Stories! Every product you cover should include a story of you or someone you know (use the Impact Magazine or DVD to match stories to the interests of the room)
- Focus on the "**24 Day Challenge**" (use the 24 Day Challenge doc) to highlight the core products:
  "The 24 Day Challenge is our solution for 80% of people starting on products with the basic needs of energy or weight loss."
- Briefly, touch on a few other products that you feel comfortable with or might speak to your audience
  "The "Challenge" is for you to take the products correctly and consistently for 24 days. The products work, you are the only variable."

Close (15 min.)

- Hand out & explain the **24 Day Challenge Order Form**
  "No matter which of the 4 Ways you chose, the first step is to get started on the products…"
  - Share the entry/discount levels (on the Order Form) and why Advisor makes great sense
- Hand out **Franchise Comparison** doc & point out what a low investment Advisor is, especially with 12 month return policy
- Ask them to think about who they know that would love to do the 24 Day Challenge with them
- Share the benefits of them hosting their own mixer and ask them to schedule a mixer for you before they leave
- Announce ***"For those who are interested, there will be a "Business Quick Training" in 15 minutes to review the 5 Ways We Get Paid and how to get started."*** This identifies Product from Business interest and respects everyone's choice.
- Officially end the mixer with a CALL TO ACTION: "***We want to respect everyone's time and get people taken care of with the product they need, we'll be around to answer any individual questions you might have..."***
- STAND UP and turn on the music. Do not get into a long Q and A session because some people will get bored or frustrated. Individual Q&A should take place after people get the products they need.
- If someone wants to think about it or mentions money as an issue, at least get them started on Spark!