

Module 7

Attend Events

Meaningful Specifics contained in the *Events Cycle video*.

- Engaging in the Event Cycle is vital for your success.
- The events cycle consists of:
 - One-on-one conversations
 - Two-on-one conversations
 - 3-way calls
 - In-home meetings
 - Local meetings
 - Webinars
 - Regional meetings
 - Training meetings
 - Corporate calls
 - International convention
- Regularly check meetings in your area on the Max event calendar at www.max.com.
- Events keep you engaged, learning, and building belief.

Worksheet

Organizing and attending events is a skill that should be mastered to maximize your success.

One-on-One Conversations

The Events Cycle begins with one-on-one conversations. Be sure to role-play having conversations with your mentor. Practice asking good questions that permit you to learn about the person you are conversing with. Then invite them to view a tool based upon the needs or interests you learned about in the conversation.

3-Way Call

3-Way Calls are utilized to build credibility and trust with your prospects. Practice doing 3-Way Calls with your mentor. When organizing a 3-Way Call be sure to prepare your mentor or other seasoned Max Associate with respect to information about the person with whom they will be speaking. While on the 3-Way Call listen carefully to the manner in which the call is conducted.

In-home meeting

In-home meetings are meetings where you invite prospects to participate in learning more about Max at your home. Ideally, you should hold an In-home meeting once every two weeks. Discuss with your mentor how to set up for and best hold your In-home meeting.

During your inviting process be sure to consistently invite your prospects to each of the event types listed above.

Finally, put each of the Max corporate calls, your weekly call with your mentor, and other events into your calendar.

Tips for Success:

- Add local and corporate events to your calendar. Go to www.max.com under the Events tab to see local and corporate events.
- Contact your mentor to find out what meetings he or she is attending in case they're not located in the corporate events calendar.
- Schedule your first In-home meeting.
- Add to your calendar the following corporate conference calls:

Monday: **“Why Max” Call**

30 minute call where guests share “Why Max” is working for them.

Time: 6 pm MST (8 pm EST)

Telephone Number: 712.432.9606

Pin: 629495##

Tuesday: **Max Training Call**

The training call is centered on the principles and skills required to build your Max business and develop your team.

Time: 6:00 pm MST (8 pm EST)

Telephone Number: 712.432.9606

Participant Code: 629495#

Saturday: **Max Doctor and Training Call**

This is the perfect call for your prospects to learn more about Max products and how they help people. The call lasts about an hour, the first half hour features a medical professional who talks about the research and efficacy of Max's science. The second half features a Max Associate teaching best practices of a successful business.

Time: 10 am MST (12 pm EST)

Telephone Number: 712.432.9606

Participant Code: 247411#