



TRAVEL PARTY GUIDE

BUILDING A TEAM IS FUN

Developing your presentation skills, learning how to conduct effective meetings, utilizing your communication skills on conference calls and social media will increase your ability to lead and grow your organization. This will help to maximize your income. Everyone gets better with repetition. Whether you are a practiced presenter, or have yet to conduct your first meeting, the following is a step-by-step guide to become a pro.

HOW TO HOLD A TRAVEL PARTY

A Travel Party (TP) is a private business meeting in a comfortable and relaxed atmosphere that will provide a way for you to share the business opportunity. We recommend taking immediate action by hosting your initial TP within the first seven days of launching your business; this will allow you to build personal momentum preparing you for the group momentum that will come from new business partners joining your organization.

Close communication with your sponsor or up-line support team leader and above will be critical to your success. They have a vested interest in you achieving your goal, so we recommend letting them know of your calendar of events, so they can be available to provide the proper support.

RECOMMENDED LOCATIONS TO HOST YOUR TPs:

Home, Apartment, Clubhouse, Office, Restaurant, Library, Hotel

These are just a few locations your business associates have held successful TPs. The best locations will always be in living and dining rooms, but online presentations are also another alternative, especially for local and non-local guest considering people's busy schedules. Relationships are key; the personal atmosphere living and dining rooms and provide will allow you to develop strong relationships with your new business partners and customers.

RECOMMENDED DAYS AND TIMES FOR TPs:

Weekdays 7:00pm, Saturdays 12:00pm – 7:00pm, Sundays 3:00pm – 6:00pm



If you are building your business on a part-time basis or work during the week, become a Weekend Warrior by hosting or supporting multiple TPs in one day. If you're in a market where there is a weekly Business Meeting, it is always recommended that you support the meeting and not hold a local TP those nights. Business Meetings are a great opportunity for you to BAM FAM (book a meeting from a meeting) guests who attended your TPs. This will allow them to take another look at the business model and meet other successful people in the business. This will assist in their decision-making process.

WHO TO INVITE

We recommend inviting qualified guest; they are individuals who are:

1. Self-Starters
2. Influencers
3. Teachable, Trainable, Coachable
4. Have financial resources

Experience has shown that people who fall within the above qualifications turn out to be great business partners, customers or referral sources. Invite as many people as you can, keeping in mind that couples count as one. When it comes to contacting and inviting, personal touch through a phone call has proven to work best. *E-mails and text messaging work well as reminders only.* People respond better when they hear the excitement in your voice. Your goal should be to have at least 5 qualified prospects at each TP.

REALISTIC EXPECTATIONS: For a list of 50 people, here's an estimate of what to expect:

- 30 to 35 will answer the phone
- 15 to 20 will confirm
- 7 to 10 will show up
- Expect everyone to join

Travel Party Format

- ENERGY is critical! Play music: Something upbeat on YouTube to keep an exciting atmosphere.
- It's OK if guests must talk a little bit over the music to hear one another; this increases their energy.
- Have the room set at a cool temperature.



- Have for guest: water, coffee, tea, cups, (pastries, chips and salsa are optional). Coffee & warm tea will energize your guest
- TV and laptop
- Pen and Paper for guests to take notes
- Sign-in sheets for guests and business partners who attend. This documents the business you're conducting.
- Copies of the New Member Enrollment form.

7:00 – 7:20 BEVERAGE and SNACK TASTING: As guests arrive, encourage them to get an appropriate beverage and escort them to their seat.

7:20 – 7:25 HOSTING: Turn music off. In 2 minutes or less share with everyone why you are excited about your business. Address the room and say: *“Welcome everyone! We are excited to have you all here. My name is [your name] and I will be your host for this evening. Before we start, I want to do a little housekeeping to make sure we have a great event for everyone in attendance. Please place all cell phones and electronic devices on silent, so we don't have any interruptions. We recommend you have a pen and paper handy to take notes; we will answer all questions individually once the presentation has concluded. I'm going to play a quick overview of what we do and share a few testimonies.”*

If you have someone who is presenting, you will introduce them. Be relaxed and be yourself. Keep in mind you know more about the business than your guests, so it's OK if you make mistakes or forget a few words; they won't know. The more TPs you do the better you'll get; your excitement will be what moves them!

7:25-7:35 ICE BREAKER Ask guest to state their name, what they do for a living, and say “if you could take a dream vacation anywhere in the world & didn't have to worry about cost, where would you go”. Each guest takes turns answering, going around the room. This gets the guest familiar with one another, the diversity of occupations and allows them to start dreaming right away.

7:35 – 8:10 PRESENTATION: Turn on your presentation. Press play and share the Business Overview, Compensation Plan and testimonies. If you are using the business PowerPoint Presentation, simply follow and read what's on the slides.



8:10 – 8:15 CLOSE: If you have multiple business members present, have 4 or less come to the front of the room and take 30 seconds or less to share their name, background, and why they got started. The goal is to show diversity and connect with the guests by relating to various professions they know of.

8:15 – 8:20 ENROLLMENT: Ask the guest, “by a show of hands, how many of you liked what you have seen and heard today”? Raise your hand as an example. Give each guest an enrollment form. Let the guests know you’ll have a 5-minute enrollment period for them to complete forms and get their questions answered.

Critical Note: Each person should be spoken to individually. Have music playing just enough so guests can’t hear what you’re saying privately to others. This is important for isolating distractions so you can identify individuals who are ready to get started.

8:20 – 8:30 3 STEP TRAINING: Turn music off and give a round of applause for those who got started. Set the tone by letting everyone know their success will be highly dependent upon their willingness to follow the 3 Step get started session exactly as they are.

Once concluded, book 3 TPs for your new business partners and duplicate until you hit a top position and beyond.

SET FINANCIAL GOALS

It is important to have clear goals and an expected time frame to hit them.

1. How many hours will you promote your Surge365 business? _____
2. How much money will you make...
Per week? _____
Per month? _____
Per year? _____
3. What is your time frame? _____
4. Describe your ultimate lifestyle goal? _____



CONGRATULATIONS!!!

Simply follow the Game Plan, follow the lead of your Support team, stay connected to trainings, conference calls, webinars, and live events, and you are on your way to achieving your financial goals. These steps are merely the beginning of what you will learn and how you will grow. Your financial rewards will be directly proportionate to your efforts. Now you have the Play Book, play the game, have fun and success will be yours. Welcome, your success journey begins now.