

# COFFEE BREAK TRAINING SHEET

A Gano Excel *Coffee Break* is a private business meeting in an intimate setting that provides a professional way for you to showcase your business *and* experience both immediate and long-term success. You should host your first Coffee Break within the first 10 days of starting your business so you can experience the power of the Gano Excel opportunity. To keep the momentum flowing, you should host a second event no more than two weeks later. Make certain to have your Sponsor/Mentor available, by phone or in person, to answer any questions.

## Where?

- Home
- Apartment
- Clubhouse
- Office

## Where?

- Pick a date with your Sponsor/Mentor who is willing/able to serve as your **Expert** (*Remember, your Sponsor/Mentor has a vested interest in your success and will be more than willing to lend a hand.*)
- Using your Candidate List, invite 30 people (with spouses whenever possible). Confirm all guests 24-48 hours prior to the Coffee Break. Be specific – i.e. your invitation should tell guests to arrive at 7:00 pm and that you will begin promptly.

## Target:

- 20 will say yes...
- 15 will come...
- 15 will purchase a box of Ganocafé® ...
- 5 of the 15 will purchase an Executive Success Pak (ESP) ...
- 2 of the 5 will upgrade and purchase the Platinum Success Pak (PSP) ...
- 10 of the 15 will become Customers (after all, its delicious Ganocafé).

## Set Up:

- No distractions – TV, pets or kids.
- Instrumental music playing lightly.
- No chairs set up (bring out chairs if needed).
- Hot water, sachets of product (avoid outside food/snacks).
- Boxes of product available for purchase.
- Executive Success Paks (ESPs) available for Pass-Through.

## Presentation:

- Host welcomes guests with a brief introduction and personal story (2 minutes maximum).
- Host introduces and edifies the Expert (2 minutes maximum).
- Expert tells his/her story (3 minutes maximum).
- Expert introduces the product everyone has been sampling (use DVD).
- DVD describes our market niche and business opportunity.
- Expert comments on the size of our market opportunity.
- Expert identifies the three types – Customer/Affiliate/Entrepreneur.
- Expert invites questions.
- Hand out CD, DVDs and/or Java Journal so guests can share their experience using the tools.

## Follow-Up:

- Within 48 hours of your Coffee Break, follow up by putting your most interested prospects on the phone with your Expert who will introduce them to the system and answer any additional questions.
- Have your Expert introduce your prospects to *his/her* Upline Expert.
- When you add a new team member to your organization, your first step is to give them a copy of Getting Started – One Sip At A Time.

## Note:

If you do not have local support, consider having your Expert participate via speaker phone. You will have to coordinate presentations and manage any questions. As always, keep distractions to a minimum since your guests will have to listen more carefully.