

Following is a format for a perfectly duplicatable Xocai meeting. ANYONE can do this. If you can push “play” on a DVD player . . . you can have a business!

Before the meeting:

Organize a few people to give testimonials later in the meeting. Each testimonial should be short and to the point and tell how the product and opportunity have helped the person speaking. There is no need to sensationalize anything . . . our product and opportunity are fantastic . . . no need to exaggerate. (See the section in the *Royal Maker Navigator* (<http://chocolatebiztools.soundconcepts.com/p/HB209>) on sharing testimonials).

As people arrive, give them:

- 1.) A lined, blank sheet of paper
- 2.) A pencil
- 3.) A *Perfect Combination sheet* (<http://chocolatebiztools.soundconcepts.com/p/HB045>)
- 4.) A *Xocai Sign-Up Form* (<http://chocolatebiztools.soundconcepts.com/p/HB038>).

Have samples for people to try. Keep it simple. You can cut up products to make them stretch farther. It’s best if people sample the product *before* the meeting so as not to interrupt the flow of the actual presentation.

Start the meeting:

- 1.) Tell your story. Why did you find the Xocai product and opportunity exciting? How did you benefit? (Facts tell . . . stories sell!)
- 2.) Show *The Perfect Combination DVD* (<http://chocolatebiztools.soundconcepts.com/p/HD003>)
- 3.) Ask for testimonials. (Make sure to give your own).
- 4.) Play the “Name Game.” Say something like this: “*Now, after seeing what you’ve seen and listening to how this product has helped the people in this room, who do you know who A.) Loves Chocolate B.) Would like to lose a little weight C.) Wants better health D.) Would like to make some extra income?*” (By the way, that’s everyone they know!) Say that you are all going to play a game. Tell everyone that they have two minutes to write down every name they can think of which fits the categories you mentioned. If people can’t remember a specific name, tell them to jot down something like “the guy who cleans my pool,” or “that lady I met at the store.” Tell the participants that the person with the most names on his or her list after two minutes will win a prize. The prize can be something simple; perhaps a Success from Home Magazine or a small bag of Xocai products. After the two minutes, ask for people to raise their hands if they have 5 names on their list. Tell them to keep their hands raised if they have 10 . . . 15 . . . 20 . . . 25 etc. Bring the two highest scoring people to the front, give them

- a prize and ask them to share two names on each of their lists and tell why they wrote them down. Thank them and have them sit down.
- 5.) Now ask everyone ***“How would you like to take the names you wrote on your list and turn each one into \$150 for yourself?!”***
 - 6.) Tell them to refer to the ***Perfect Combination*** sheet you handed out before the meeting. Tell them to turn it over. Explain that the diagram shows the compensation plan. Say something like this: ***“Every person to whom you introduce Healthy Chocolate has the potential of earning you an immediate \$150.00. As your team grows, you will earn a percentage of all the product sold in your organization. AND . . . as you advance in rank, you can actually start to earn ANOTHER bonus based on the incomes of the people in your team! You’ve seen how easy it is to share Healthy Chocolate. If you can play a DVD, you can do this business . . . and you already have a list of people that need this product and opportunity!”***
 - 7.) Now tell them to refer to the ***Xocai Sign-Up Form***. Tell them that ***if they have 5 names on their list*** and they think that they will probably consume the product and share it with a few people; they should probably consider signing up as a ***Basic Associate***. They’ll receive two cases of product: one to consume and one to share with others. If they have ***10-15 names on their list***, they should consider signing up as a ***Business Builder***. They will receive six cases. If they have ***25 names or more*** on their list, and see this as a business opportunity, they should consider the Executive option. They will receive 12 cases and start their business on the right foot, bypassing the 1st rank all the way to the fifth rank in Xocai (Executive).

Say something like this ***“We have six core products. If you see this as a business opportunity, wouldn’t it make sense to order one case of each? You need to know and experience each product. You will open all six of those cases and use and share the products. If you see the advantage of starting as an Executive, you can place an additional six case upgrade order at the same time. You will need the product if you are going to share this with others. When you enroll someone, you can give them your own extra cases. That way, your new person leaves excited and armed . . . ready to share Xocai immediately! Simply replenish your own supply by shipping your new recruit’s first order to yourself.”***

- 8.) Thank everyone for coming and tell them that you (and other distributors) are there to answer any questions they have and to help them enroll!