

1. **RVP Reports URL:** The most important tool you have at your disposal is the RVP Reporting URL Address. [http://www.prime-events.com/register/rvp\\_reports.php](http://www.prime-events.com/register/rvp_reports.php) The web address updates in real time and is available for you 24/7. You should print it prior to every opportunity night, Saturday training or conference call. The report will give you the name of each attendee organized by RVP, their current balance, and which type of payment plan is being used.
2. **Saturday Trainings & Opportunity Meetings:** 1) Talk about the event. 2) Have a computer open and logged on to PE website and encourage people to register/make payments etc. 3) Call attention to your *Goal Board* and fill in the current registered. 4) Have people that have been to this event in the past share a personal story. Make this a habit at every meeting! Paint a picture of what to expect and the major impact of the event.
3. **Event Point Person:** Assign someone other than the RVP to manage the event registration process. This will ensure that someone is working on your behalf and assisting you in the process. Their duties can include:
  - Printing the list before each meeting and summarizing the changes;
  - Making sure recognition is handed out for the various categories you set up;
  - Making calls to out-of-touch agents.Those base shops that have had a designated person have the best success in attendance and reducing attrition. You may want to consider offering this person an incentive for performance. Some RVPs have awarded \$200 to spend at the retreat, an extra night at the event, etc.
4. **Personal Touch:** Closing a newer recruit on investing in their business and going to a major event takes a one-on-one approach. Would you leave the life application with a client to fill out and turn in? Do not assume a new person knows what to expect, how to register on-line, or knows the absolute necessity of attending. Sit down and chat with newer folks that are not registered, overcome their objections, and help them register.
5. **Have a Raffle:** Many base shops are hosting raffles in addition to those conducted for the entire event. It doesn't matter how big or how small the gifts are; people just want to win something. Example: If 6 new couples register tonight, we will raffle off a free Thursday night stay. You could substitute a free audio CD set of the event, \$50 spending money for the retreat, dinner at your table on Friday night, etc.
6. **Create a Poster or Bulletin Board:** A very inexpensive and fun idea is to have a board in your office with resort pictures, pertinent information, contest flyer etc. Add the names of those registered and move them up or change color as they are paid in full etc.
7. **Contest by Contract Level:** The key to success is for all of your leaders to sell out to getting a big group to the event. A lot of base shops have run a contest strictly tied to attendance. It is best to talk to leaders in terms of tables. Each table at dinner holds 10 people.
8. **Utilize the Web Site:** The PE web site is state of the art and will be available to use for promoting your event. Registrants can download the contest, FAQ Sheet, and other important information. There will be many enhancements being made to the site as we get closer.
9. **Set a Goal:** It sounds so simple but many forget to set a goal, say it out loud to your team, and then have everyone involved in the process. Every one of your leaders should have their own team goal.
10. **Recognize, Inform, & Challenge:**
  - Recognize those registered and those with the most registered!
  - Inform everyone constantly of upcoming deadlines and notices!
  - Challenge spouses to attend so both in the partnership are there to share!