

Launch Events

P L A Y B O O K

How to do an effective New Career Launch Event



Metro Launch Events

What is a Launch Event?

A Launch event is an in person overview presentation designed to inform and educate the most supportive people in their lives about what they do in the comfort of a home or small business office.

- Invite 25-50 people in person or by phone (to get >10 attend)
- Have presentation equipment Laptop, HDMI cable, etc.
- Meet & Greet-Name tags, refreshments
- Build Rapport, socialize 15 mins before start and welcome all attendees
- **METRO SURVEY**
- Start promptly (One Hour Presentation)

1. NEW REP OR HOST:

1. Welcome & thank everyone for coming
2. Share 2 Min. Testimonial (Personal Story/Why/Service Testimony)
3. Introduce & Edify Presenter

2. PRESENTER (TRAINER OR SR. MANAGER):

Presenter shares their Story

Go around room and have everyone introduce themselves (10 to 30 seconds):

(Other Reps share same as below only also short testimonial on their experience so far w Metro either as a client or Rep)

1. What's your name, what you do, where you live?
2. What interested you in coming tonight?

3. INTRODUCE Metro and present the Launch Event PowerPoint Presentation

"Our goal tonight is to help you understand insurance from a perspective you may not have ever seen it before. It can help you not only save money but also protect your biggest assets, Your home and your health. Most importantly you will have enough information to recommend "BILL" and his new career to others who could benefit from our services.

- **Present Presentation**
- **During presentation, demonstrate some tools to build credibility and show the professionalization.**

4. CLOSE:

"Thank you for your time in attending this evening. We are confident you have seen something that can benefit others and may possibly have seen something that we can help others with now.

"Please share with the person who invited you what category fits you best?"

- 1.
- 2.
- 3.

Schedule a follow up in their home. Policy Coverage Review and asset protection assessment, or a time to ask questions. "Please get together with the person who invited you here or myself to get your questions answered and start the qualification process."

Open to Questions (Have Flip Chart available for Reference.)

5. Have Guests/Prospects complete the following:

- A. Book a PCR inspection at their home before they leave
- B. Ask for referrals by handing out both the referral and power partner worksheets to each attendee.
 - **Provide them with more information to further the establishment of credibility (and capture their name, email and address)**

6. Meeting After the Meeting: Take a group photo: "This is a magic moment for [Trainee]. It's the first page of a brand-new chapter in their life. We want a pic to document it." Then Have fun connecting with people and be a relatable person.

- ☐ Post the photo in the Metro Community Group to inspire others.

Prepare before event:

- Name Tags/Marker
- Metro Survey
- Presentation Equipment, Computer w/Internet, Flip Chart, or approved Launch Event PowerPoint Presentation
- Tool Kit. Chem sponge, Moisture meter, Caliper, Digital measure, Straight Edge Level, High Lumen Flashlight
- Provide invitation and invitation script
- Power Partner worksheets
- Referral worksheets

Benefits of a Launch Event:

- People don't feel targeted.
- Leverage. Concentrated exposure.
- In a home where people are most comfortable
- People come to support their friend/family
- On the Job Training
- Trainee learns presentation skills
- Opportunity to collect surveys, referrals and power partner worksheets.