

# **MEATing Tip Sheet**

Man Cave is always striving to help it's Advisors become as successful as they can possibly be. We are constantly accumulating techniques and tips from our Advisors so we can share them across our company and make all Advisors successful. These are just suggestions of things that Advisors have learned over the course of doing MEATings.

## **Supplies**

-Make sure that you use plates which can be cut on and get wet. Paper plates do not work, use plastic!

-It is a good idea to have two of each of the products that get dirty/messy when you demonstrate them...for example it is a good idea to have a never used chicken roaster, bbq tool set, basting and injecting set, and smoker box so that you can use one set for actually preparing the food and the other for display.

## **Laying Out Food and Display Products**

-Put the food on plates and then have guys grab toothpicks and pick up the meat themselves instead of you placing a toothpick in each individual piece of meat.

-Take a recipe card and write down simple instructions for how you prepared the particular food. Then place the card in front of the plate with the food that it represents for people to see...you could also just write the name of the product but the cards which say how the food was prepared seem to be favored.

-Make sure that you lay out the display products with enough room so that it looks nice and there is plenty of space to see everything. People like to pick up the products and hold them so they need to be able to reach in and do that without knocking over a bunch of product.

## **Handing Out Order Forms and Catalogs**

-Hand out order forms and catalogs after you are done speaking so you know that they are paying attention to you and not just reading the catalog and order form.

-It is a good idea to put the order forms in the catalogs before the MEATing so that when you hand out catalogs people automatically have an order form as well.

## **Sales**

-Go around and talk to each guy on an individual one on one basis. Ask the individual questions like "Do you grill often?" "What type of grill do you have?" "What do you typically grill?" "What types of grilling questions do you have?" "What have you always wanted to grill, but never had the chance to do?" "Do you have any questions?" "What are your thoughts on hosting a MEATing?" "What are your thoughts on being an Advisor?"

-Demonstrate using the products as much as possible. People are much more likely to buy things when they see them demonstrated.

-Keep your presentation concise...if you ramble for too long guys will lose interest.

-Go over every product that you have and explain why it is a must have product. Guys need to hear you say why it is so great. Talk about how great the quality is, how useful it is, and how unique the products are.

-Pass the products around. If you are showing a product on display, when you are done you should physically hand it to somebody and have them look at it and then pass it along.

-Find examples of ways/reasons to use the particular product. Example “Have the guys over for a Monday Night Football poker party and have the mini keg dispenser sitting there on your counter...you would be the envy of all of them” or “Have your neighbors over and grill up something that they have never had before like a beer can chicken...they would all be impressed.”

-It is really handy to give people business cards in case they want to be a Host or Advisor, or order additional products. (Man Cave will provide you with a high resolution logo to use).

## **Organization**

-Have separate bags/totes to store your Man Cave supplies in: one for your display products, and one for your grilling supplies/tools.

-Have your recipe cards for the food display ready before you go to the MEATing.

-Have the Advisor section of the Order Forms filled out before you go to the MEATing.

## **Incentives**

-Give an incentive for guests to buy (keep in mind that these incentives must be paid for by the Advisor but it can be done on the Advisors Man Cave account). Some examples include:

-You could give away t-shirts to people who buy over a certain dollar amount

-Give something to the person who was the highest spender

-Pick a couple items and then say that everybody needs to draw a piece of paper from a hat where some of the pieces will have a free item others will say that you need to host a MEATing and others will say nothing

-Give people a certain percentage off if they buy a certain dollar amount

## **Toasts**

-Ask guys to come up with a toast at the beginning and end of the MEATing. Man Cave will review the toasts and put the best ones on our website and possibly use them at other MEATings.

## **Cooking**

-Use a cooking show style where you have two of the same meat (one raw and one that is cooking on the grill). Do the demonstration on the raw one and then when you go to put it on the grill you can take the cooked one off and cut it up so they can immediately try it rather than waiting for it to cook.

-When cooking brats on the grill you can put different colored toothpicks in the different types of brats to keep track of them. Example: Green tooth pick= jalapeno and cheddar brat, red tooth pick= bacon cheeseburger brat.

Make sure that you stick the toothpick far enough into the brat so that if it burns the toothpick you can still tell what color it is. Also make sure that you write down what each color tooth pick represents.

## **Man Laws**

-People are encouraged to come up with their own Man Laws at MEATings. We will put the best ones on our website, catalog, and apparel.

## **MEATing Photos**

-Advisors are encouraged to take pictures and videos at MEATings. We will put the best ones on our website, catalog, and marketing materials.

## **Website**

-Encourage people to go to the Man Cave website and check out our products, Man Laws, MEATing photos, and more, but remind them to use your name when they check out so you get credited the commission.

## **Pitch Being an Advisor**

-Talk about the many benefits of being an Advisor:

- drink beer on the job

- eat lots of great tasting meat

- make money hanging out with guys

- schedule on your own terms

- make good money

  - ask how they would easily like to earn an extra \$1,000/month having fun, and after awhile they will make lots more!

-make many references to this during the MEATing...don't be annoying about it but reinforce it multiple times.

-Talk to guys on an individual level about being an Advisor. Some guys might be interested but too intimidated to ask questions in front of the group.

## **Pitch Being a Host**

- Talk about how it is really simple and doesn't require anything to be a host
- talk about how you don't have to have a cave to be a host
  - tell them the host will get a bunch of free stuff so that afterwards you can make your own cave
- make many references to this during the MEATing...don't be annoying about it but reinforce it multiple times.
- Talk to guys on an individual level about being an Advisor. Some guys might be interested but too intimidated to ask questions in front of the group.

## **Utilizing the Host**

- Have the host give a pitch about hosting a MEATing where he/she talks about how easy it was for them and how much FREE product he/she got.
- They can talk to friends who are potential Advisors and convince them that they would be good at it. You might have to work out some sort of incentive plan for the Host based upon how many other hosts and Advisors that he/she signs up (\$20 extra in free product for every Host and \$50 for every Advisor\*).
- The Host should push people to buy more because the Host will get more of a discount and possibly the Golden Mug. The Host is your greatest asset in getting people to buy things and is the primary reason that many people make purchases, so use them!
- Finally, have the Host help with a grilling demonstration. If you need help cutting meat, handing things out, taking things off the grill, checking things on the grill, etc... the host can help you make it a smooth process. Make sure the Host is aware that he/she may be called on to help in some capacity. You can make it fun and will likely recruit more Hosts and Advisors by showing the guests how easy it is to be an Advisor by involving the Host in the MEATing.
- \*This would have to be something you compensated he/she for and not Man Cave. Note that you would be able to use your discount though, so if you gave \$20 in free product it would only cost you \$10.