



3-WAY SUCCESSFUL START CALLS

Shared by Gina LaGalbo, L'BRI Diamond Executive Manager

Imagine the majority of your new Consultants on your team having multiple Shows in their first 45 days and beyond! Get ready for success!

Since implementing the 3 L'BRI Debuts in the Successful Start program, I have seen many more of our new Consultants have greater success right from the beginning! So much of that initial success is a result of having 3-way Successful Start calls with my team member and her new Consultant.

NOTE: It is always best to meet together in person whenever possible. A 3-way call is the next best option.

A Successful Start Call is designed to help a new Consultant have a great start in their first 90 days. You can guide them in planning their 3 Debuts, set up team training dates, build their FRANKE List, and help them set up their calendar for their first 45 days!

As soon as a team member has a new Consultant ready to start, I teach them to schedule a 3-way call with me and their new Consultant before they join to go through our Success Start Program and plan which day they will order their Showcase. (The easiest way is to get the 3-way call on the calendar is to have the Consultant text you three dates and times they both have available.) Urgency is the key!

NOTE: Supervisors can do 3-way Successful Start Calls with their Executive to learn how to do them as they continue to sponsor.

THESE ARE THE IMPORTANT REASONS TO DO 3-WAY SUCCESSFUL START CALLS:

- Teach the sponsoring Consultant how to do Successful Start Calls
- Model great leadership
- Create strong relationships
- Duplicate leadership skills throughout your team!

During the Successful Start Call, review the important steps to help her launch her new business!

1. GET TO KNOW HER BY ASKING QUESTIONS

Does she have a family, does she have another job, what is her job, how many Shows will she hold each week, how much money does she want to make and what will she do with the money? Help her dream and see a bright future! What is her biggest WHY or reason for becoming a L'BRI Consultant!

2. TEAM TRAININGS AND GATHERINGS

"OK! Let's cover the first few steps today so you can get started right away! The first step is very simple. We offer training to support. We don't just send you a Showcase and wish you luck! We do a training each week for all our new Consultants to cover things you'll need to know right away! It's a conference webinar call that takes about 45 minutes. We'll talk

about the special programs we have for you as a new Consultant. We talk about the rewards of good hostess coaching, easy tips on booking Shows from your Shows, and how to make your Show fun and easy. The next new Consultant call, (New Consultant Strong Start) is June 1st, so you'll want to put that on your calendar."

Be excited for her that she joined your team and explain, "All successful Consultants join in on team trainings and gatherings to learn and grow their business! We also have a team meeting once a month. This is where you'll meet other Consultants and get ongoing training from the best Consultants on our team. You'll have a lot of fun! You can Zoom in (video conferencing) if you are out of our area! You'll learn something at every training that will make you more money at every Show, so you never want to schedule a Show on meeting days. The next 2 dates are June 3rd and July 6th, so go ahead and put those on your calendar as well."

3. REVIEW TIME BLOCKS

Briefly tell her how time blocks work and that you will continually help her discover how great they will work in fitting L'BRI around her life! Have her write all your **upcoming trainings on her calendar in blue** and **the dates she can hold Shows she can highlight in green!** Have her put **yellow on all the time slots that she will make calls for her Debut Shows** and follow up! Then **pink highlights on all of her family (heart) and personal commitments!** With weekly focus calls you can help her strengthen this Time Block Strategy for years to come!

4. EXPLAIN THE FRANKE LIST

Ask her to add three names for each letter while you are on the call. Writing this out will give her confidence because it illustrates how many people she knows. All she needs is six people to get her started!

"Now, let's spend the next few minutes talking about your first Shows! From your 3 Debuts, you'll want to focus on booking future Shows with as diverse a group as possible. **This is why the FRANKE LIST IS SO IMPORTANT!** If you book all your Shows with your mom, your two sisters, an aunt, your cousin and your sister-in-law, you'll probably have a lot of the same people at all your Shows. That means lower sales and less bookings for you. On the other hand, when you book your first Shows with your sister, your best friend, your hairdresser, a neighbor, a soccer mom, and a church friend, you'll get in front of six different groups and you'll have higher sales and lots of new Shows on your calendar!"

3 Debuts are a CRAZY successful way to introduce everyone she knows to the L'BRI products. Here is how it works!

5. EXPLAIN HOW THE 3 DEBUTS WORK

During the Success Start Call, guide her to set up her 3 Debuts in the next few weeks and figure out when she will be ordering her Showcase. I like to be at the first Show along with the sponsoring Consultant to do the Show with her: help her with orders, scheduling Shows, finding sponsoring prospects and hostess coaching her new hostesses.

We really must sell the benefits of having these 3 Debuts and how it will greatly benefit the start of her business! At her Debuts, she will introduce L'BRI to her closest friends and family.

They will learn which products are best for their skin so they become loyal, happy customers. She will gain confidence by learning how to present the products, encourage guests to plan a L'BRI get-together with their friends and even identify some sponsoring leads.

You can say, "Mary, all new Consultants have this **one time only, amazing opportunity** to be the hostess and the Consultant for their L'BRI Debuts! We will show you how to combine the three events into one Show! The great thing is - when you start calling those on your **FRANKE** list, you can start by asking them to be a hostess. We will email you a simple, fun script that you can use to get them excited to come to one of your first 3 L'BRI Debuts and/or have a L'BRI event of their own!" (Review the script with her.)

If they say they can't plan a Show, ask them to come to one of your scheduled Debuts. Chances are they will be able to make at least one of your Debuts that you have scheduled! If they can't, then invite them to enjoy a private appointment. The great thing about planning 3 Debuts is you have an event to invite those to who say no to being a hostess. So, when you ask and get a NO, you won't feel uncomfortable or awkward!"

6. REVIEW THE HOSTESS REWARDS IN THE CATALOG

You can say, "As the Hostess of your Debut, you will be rewarded the entire hostess shopping and booking credits, the monthly hostess special, the free brush set with 8 orders and the \$50 VIP Hostess Coupon."

"As the Consultant, you will get all the bookings from your Debuts, all the orders, all the profits on the orders, all the sales go towards your Quick Start, all the customers and the great learning experience of showing the products three times in a row! You can double dip on all the great rewards as a hostess and a Consultant. But remember, this is the one and only time in your L'BRI lifetime to do this! Isn't this amazing?"

Help her schedule her dates and paint a picture of success, "Have a Debut on Friday night, Sunday after church and the following Tuesday! Imaging this... Friday night you have eight ladies there, Sunday you have six and Tuesday you have six. You just shared L'BRI with 20 people in three events. Your sales will be amazing. You will have multiple future Shows booked. You have nine \$50 VIP Hostess Coupons to give away. You will have new customers, and I bet some of them will enjoy learning about how to become a L'BRI Consultant and redeem a \$100 VIP Opportunity Coupon! Let's plan the date for you to order your Showcase so you can maximize your 45 days!"

7. NOW HOSTESS COACH HER!

Teach her how to have a successful Debut and how to hostess coach her future hostesses! Teach by example! Tell her, "I am going to hostess coach you just like you will be coaching your future hostesses. What I'm sharing with you now I want you to duplicate, okay?" (Use the Hostess Packet to model how to hostess coach.)

8. HELP THEM SET A GOAL FOR THEIR FIRST 90-DAYS

Here's an important tip! Instead of asking them how much they want to sell or earn in their 90-day period, (their goal will be much lower if you do this), instead ask them how many Shows they

want to hold each week. You'll be surprised to see most new Consultants will say two a week.

9. REMIND THEM OF THEIR VIP COUPONS

They have nine more \$50 VIP Hostess Coupons and the four \$100 VIP Opportunity Coupons to offer. Ask her, "Out of all the people on your FRANKE list, who would you ask to join you? Who might enjoy being a Consultant with you and why? Write them down! Out of everyone on your FRANKE list, who may want to invite their friends over to discover L'BRI? Have a goal to give away all of your nine \$50 VIP Hostess Coupons in your next 45 days. That's only one and a half Shows a week!"

By following this great Successful Start Call system, I'm confident that you will increase the success of new Consultants, increase team volume, promote more leaders and new Consultants will be excited to continue with L'BRI because they are experiencing success.

BOOKING SCRIPT FOR NEW OR RELAUNCHING CONSULTANTS

NOTE: \$50 VIP Hostess Coupons apply only to new Consultants within their first 45 days.

"Hi Vicky, it's Carrie! Is this a good time to chat for a minute? You know, I am excited about calling you today to share with you that I'm a new Consultant with L'BRI PURE n' NATURAL. (Or say, "I am relaunching my L'BRI business) and I thought of you right away. Have you heard about L'BRI, the safe and pure aloe-based skin care?"

Regardless of what she says, respond with, "You are someone I would be really comfortable doing one of my first fun L'BRI get-togethers with. And because I am new, I get to treat you to \$50 in FREE L'BRI product on top of our incredible shopping spree that I can help you earn! What do you think?" (Her response) Will a weeknight or a weekend be best for you?"

When she says YES to hosting a Show, set the date preferably in the next 2-3 weeks. You should STILL invite her to one of your Debuts! If she says NO to having some friends together to enjoy L'BRI, invite her to one of your Debuts. You can say, "Oh, I understand you can't host a L'BRI girls' night right now, however I am hosting a few Debuts for my business and I have a few times for you to choose from: Tuesday May 17th, Saturday May 21st or Sunday May 22nd. Which date will work the best for you?" (Response)

"Great! I'll reserve a seat for you. I'd love to have you join us. It will be fun with prizes and treats! Bring your sister and mom because that would be even more fun for you. I would love to see them! Please call them to save the date!"

IF SHE IS UNABLE TO ATTEND ONE OF YOUR DEBUTS

You can say, "Jen, I would be excited to treat you to a personal L'BRI facial and makeover to get your opinion. When can you and I get together?" Proceed to set up a time for a private one-on-one appointment.

IF YOU HAVE A FEW PEOPLE ON YOUR LIST WHO ONLY TEXT

Here is a suggested text or Facebook message: "Hey Jen, I am so excited! Did you hear that I am a new Consultant with L'BRI PURE n' NATURAL? How familiar are you with this incredible aloe-base skin care?"