

# Leader Basic # 3

## Start New Consultants Successfully

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### You Play a Key Role

In research by the direct sales industry, new Consultants who wanted to grow a business of their own were polled to determine the major factors that contributed to their success. Can you guess the number one factor? You're right! It was consistent contact and help from their leader. It wasn't spouse support, the size of their Showcase, even the amount of time they had available. YOU have the most significant influence.

It's tempting to think: some will, some won't, so what, someone's waiting. But it's proven, YOU can make a difference. Develop an effective method for starting new Consultants so they experience the greatest success. It is vitally important to them and to the growth of your team. When new Consultants are SPONSORED, an exciting adventure begins!

### What does SPONSOR mean?

We use SPONSOR often as a verb, to enroll new Consultants. Yet SPONSOR is also a noun - a person who is confident in and assumes responsibility for another person. A sponsor makes a pledge to support the other person's well-being. Therefore, "sponsor" is a very appropriate word for the action you take to enroll a new Consultants in L'BRI. As a sponsor YOUR guidance and encouragement has a very POSITIVE INFLUENCE on the success of the new Consultants you sponsor.

### Creating a Successful Start

Research has proven that Consultants that you personally sponsor are 40% more productive than most others in your group. Would you like increase the productivity of ALL new Consultants? You can by simply training, supporting and encouraging ALL new Consultants until THEIR SPONSOR is as effective as you are. YOU can have a powerful influence and provide a significant increase in your team members success and in your income.

*Never underestimate the valuable and important difference you make in every life you touch. For the impact you make today has a powerful rippling effect on every tomorrow.*

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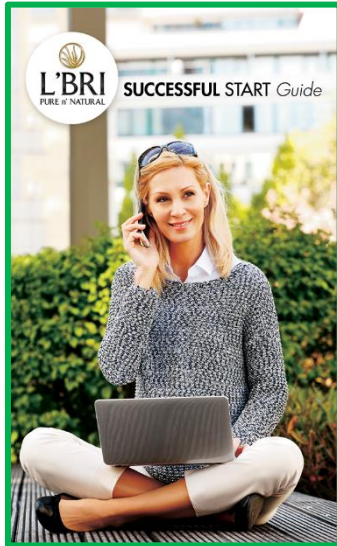
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### Key Tools to Support You

Effective tools are available to help you support all new Consultants on your team:

#### SUCCESSFUL START GUIDE



The Successful Start Guide helps new Consultants through the process of starting their new business. It is comprised of 18 small, bite-size activities to begin their journey. It contains simple, yet effective steps they can take to get started successfully, and it also provides links to more information and. To reward new Consultants for completing all of their action steps, they will receive an exclusive gold aloe logo pin.

Even though new Consultants receive a welcome and automated email communications from the home office encouraging them and reminding them of their Quick Start dates during their first 90 days, the Guide consistently leads them back to you, their sponsor or leader for their primary training and guidance. Stay in especially close contact during their first few weeks. Your goal is to help new Consultants feel supported in their new business.

There are two ways to access the Successful Start Guide and the linked information.

1. Online in the Learning Center in the *New Consultants Start Here* tab with active links to more information.
2. A printed Guide is in each Showcase. *LINKS at-a-Glance* in *New Consultants Start Here* tab provides simple, easy access to all of the linked information. Encourage Consultants to print the documents and put them in a training binder for future reference.

#### SUCCESSFUL START TRACKING SHEET

You'll want to track each new Consultant's progress. This Tracking Sheet not only provides a way to track the activities you have covered with new Consultants, but it also allows you to check off the Action Steps as they complete them and reminds you to set up the next time to connect.

#### SUCCESSFUL START LEADER TIPS

Filled with ideas on how to train and support new Consultants, you can use the tips and also delegate some of them to the sponsor so they are involved in the success of the new Consultant.

#### CONSULTANT PROFILE

This valuable tool will help you collect important information for each new Consultant.

#### POST-SHOW FOLLOW-UP QUESTIONNAIRE

This form is filled with questions to help improve the basic skills for success can also be a valuable tool to use when following up with new Consultants after their first few Shows.

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- Place these KEY TOOLS in the section of your 3-ring PORTABLE OFFICE binder for Quick Start Consultants so you will have them at your fingertips. This section of the binder can include the following items, and you can also personalize the binder so it works well for you.
  - ✓ Your *Successful Start Guide*, *Successful Start Leader Tips*, your welcome/new Consultant training outline, *Quick Start* flyer, *Coach New Consultant's First Six Hostesses*.
  - ✓ Print *Consultant Profile*, *Successful Start Tracking*, *Post-Show Follow-Up Questionnaire* and complete one for each new Consultant. Keep them in your PORTABLE OFFICE. You may also want to file their Share & Care Story.

### Successful Start Process

It is effective to review the Successful Start Guide with each new Consultant as soon as they get started. As your team grows and there are several Consultants starting each week, training them as a group becomes more practical. You want to also involve the sponsor in as much of the initial training and guidance as possible. Take the extra time to keep them connected in the process. Three-way appointments and calls as well as asking them to attend new Consultant training with their new Consultants will provide excellent training for them. Over time they will be ready and confident to take on more responsibilities with their new Consultants.

You can divide up the activities in the Guide and review them during two or three sessions. Perhaps review the first six activities during a "Welcome" meeting, appointment or call. Then set up a second contact a few days later or the following week. Consultants learn information at a different pace. Be sensitive to not overwhelm them by giving too much information and direction at once. Provide what they need, when they need it. Too much, too soon can be scary for some.

### Take the Lead

Here are some helpful tips:

- You're the leader; take the initiative to reach out to new Consultants. Don't just suggest they call you if they need help. They often don't know what they don't know.
- Be their guide; take them step by step. Celebrate their successes, then direct them to take the next step.



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- You're not their boss, but you are their leader. Leaders anticipate the needs of others and point them in the right direction so they succeed.
- Contact them with words of encouragement, support and praise that will build your partnership. Hearing your voice, in person or by phone, is always the most powerful and effective method, but quick texts and messages can connect with them a "just right" moment.
- Plan to hostess coach new Consultants' first few hostesses. (This is also something that the sponsor can learn to do.) Ensuring the first few Shows are successful will have a dramatic effect on their success. A simple, four-point script titled Coach New Consultant's First Six Hostesses is in Forms & Reference section of the Leader Guide and in the Leader Academy in the Learning Center. It guides you through this five-minute three-way call with the new Consultant and their first hostesses.
- Most people are visual learners. Arrange to have new Consultants attend the Shows you hold. By making this extra effort, Consultants will learn more quickly, create inspiring results at their Shows and be on their way to exciting L'BRI income.
- Lead by example. This allows you to authentically understand what your new Consultants are doing to start their business. When you are setting goals, taking action, holding Shows, sponsoring, and having success, your new Consultants are more inclined to form the same habits. They rarely exceed the activity that you do. They watch you... If you DON'T do it, why should they? If you CAN'T do it, how can they?
- Lean on your leader. If you ever feel uncertain because you don't have all the answers for your new Consultants or feel you need to sharpen your skills, remember - you have upline leaders too.



- Review the Successful Start Guide as though you were a new Consultant and virtually, or actually, take the Action Steps in each activity.
- Practice using the Coaching New Consultant's First Six Hostesses with new Consultants who are in their Quick Start and teach their sponsors how to do it too.
- Arrange to have new Consultants attend every Show you hold. A leader never walks alone.

As you build relationships with the new Consultants on your team and help their new business grow, you will see your business grow as well. Enjoy the leadership journey!