



How to "Motivate" through Communication

Motivation comes from within. However, you can influence a Consultant on your team to become self-motivated by helping her define what she wants from her L'BRI business, heightening her expectations, then encouraging and reinforcing her progress.

Explore with her WHAT she wants to achieve, WHY it's important to her, WHEN she wants to reach her goal and HOW she will make it happen – the action she will take.

What: Get to know your Consultants so you'll know what is really important to each one of them. Find out WHAT a Consultant's expectations are by asking questions and listening carefully. Ask, "What do you want L'BRI to bring into your life?"

Why: Knowing why reaching a goal is important to her is powerful. When she expresses her reasons for wanting to achieve certain goals, her commitment to those goals is reinforced and she is more likely to reach them. For example, you might say, "It's wonderful that you want to become a Supervisor. Tell me why that is important to you."

Her response can be varied:

- "I need additional income."
- "I want to give up my nine-to-five job."
- "I love L'BRI and want others to enjoy it as I do."
- "I love working with people."

When: Now you're ready to ask your next question, "When do you want to qualify for Supervisor?" What if she replies as soon as possible? This isn't specific enough. Help her work out a reasonable, yet energetic time frame. Consider the amount of time she has and what she decides to do. Your questions plus your expressed belief in her ability will encourage her to make specific decisions as to when.

You could ask:

- * "How much time are you committed to spend each week in building your business?"
- * "What can you do to spend this time most productively and profitably?"

How: This is the most difficult question. Your tendency may be to TELL her how to book Shows and sponsor because you know how. But again, how she's going to do it must be largely her decision. Of course, you'll offer help, encouragement, tips, and suggestions. But listen first to HER plan of action.

Identify her strengths and build on them. Tell her the qualities you see in her. Reinforce the good decisions she makes. Some questions you might ask:

- * "What do you think you can do to sponsor some of your customers?"
- * "Who do you think may have a reason to join L'BRI?"
- * "How did you sponsor Emily and Jennifer?"

Keeping her WHAT, WHY, WHEN and HOW in focus will help her motivate HERSELF and help you continue to inspire, influence and encourage her to reach her goals.