



L'BRI
PURE n' NATURAL

Influencing Team Sponsoring

What is influence? It is the power to produce an effect on others. It is what leaders do! Influence is different than motivation. How do you motivate team members? It is difficult to externally motivate them. You can inspire and influence them, but motivation is internal. It has to come from within. Consultants have to want to... do something, get something, go somewhere, be something!

Who on Your Team is Motivated to Sponsor?

1. You – It's your priority to keep building your team.
2. Future leaders – Consultants who want to build a bigger team.
3. New Consultants – They will sponsor if you share the benefits with them, and if you help them with the process.
4. All other team members will sponsor if they are “motivated” – usually externally through a fun contest or incentive. These Consultants may not be ready to move up to leadership or work to earn an incentive trip, but they may want to be part of a team campaign, be recognized, accept the challenge or earn a prize.

Your 4 Points of Influence

1. Your personal business and your sponsoring mindset or attitude
2. On coaching calls with Consultants who want to move up
3. While training new Consultants
4. At all team meetings and conference calls

1. Your Personal Business and Attitude

You have the greatest influence and greatest control over your own personal business.

Here are some ideas you can try to increase your sponsoring:

- Get crazy excited about the L'BRI opportunity! Capture your initial enthusiasm!
- Make sponsoring your priority.
- Set the example. Lead the way. You have the primary responsibility to add team members.
- Let everyone know your sponsoring goals – a great goal is to sponsor 2+ a month.
- Focus on the 5 basic skin care products as the core of your presentation so others can see that they can duplicate your Show. Make it look easy!
- At Shows use the Opportunity SLIDE to share the benefits of being a Consultant.
- Polish your Share & Care Story so it creates curiosity to learn more about L'BRI.
- Offer the opportunity to everyone you'd like to have on your team.
- Keep a healthy number of leads on your sponsoring list gathered through Shows, sampling, events, social media, networking, etc.
- Have a consistent follow-up system with prospective Consultants and keep track of the contact you have with each of them.
- Always plan to have new or prospective Consultants observing your Shows. Set the expectation that new Consultants observe 2-3 of your Shows to learn effective business methods. This helps guests see that Consultant training is easy.



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- Offer the income opportunity while making customer care calls. Invite customers to take a closer look at starting with L'BRI or invite them to attend one of your Shows or next team meeting.
- Always invite personal guests at meetings.

2. On Coaching Calls with Future Leaders

- Plan to connect with each future leader at least 2-3 times a week. Keep a focus on why she wants to move up in leadership, and end each call with a few specific action steps she can take.
- Help her take each step in the sponsoring process:
 - Identify her sponsoring leads – who did she meet? Why did she identify them as a sponsoring lead? How would the prospect benefit by becoming a Consultant?
 - Discuss what she will say to approach each lead.
 - Offer to meet with her and her sponsoring lead or do 3-way calls.
 - Discuss her follow-up plans for each prospect. Can you help?
 - Review her actions steps and track results. There are two tracking options in the Leader Academy – Monthly Activity Calendar and Weekly Activity Form.

3. At New Consultant Training

- Show new Consultants the immediate and long-term rewards of sponsoring – show them the money!
 - Quick Start Rewards – They earn cash bonuses for each person they sponsor!
 - Briefly review the L'BRI Profit Plan.
 - When new Consultants have sponsored just two Consultants, they can earn an extra \$50, \$100 or more each month.
 - Show the income increase at Supervisor: When they have sponsored four new Consultants, they can earn an extra \$200, \$300 or more a month. Focus on this level first and earning it quickly - within their first 90 days. Remind them of the four \$100 VIP Opportunity Coupons they have to give away.
 - Sponsoring gives them a “paycheck of the heart” – which is the joy of helping others fulfill their dreams; being able to offer them a better life.
- Expect them to sponsor
 - Ask, “What excited you about L'BRI? Can you see how someone else might want the same things?”
 - Let them know that sharing the opportunity with others is just part of being a successful Consultant.
- Explain what to do
 - Observe 2-3 of your Shows.
 - Make a vision board or dream book that illustrates all they want L'BRI to provide for them.
 - Prepare an effective Share & Care Story – ask them to send you a copy so you can help them refine it to make it brief and powerful.
 - Use the simple Opportunity SLIDE to show the benefits of starting with L'BRI.



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- Offer an Income Opportunity flyer to each guest at Shows, to friends and neighbors. Consistently ask for referrals.
- When someone expresses an interest, suggest she set an appointment with them and then contact their leader to arrange a 3-way meeting or call. (Explain to new Consultants what is typically covered on a 3-way meeting or call with you so they will feel comfortable arranging it.)
- Review their Contact List to identify their 5 key sponsoring leads.
 - Who needs income? Who loves being with people? Who loves the products?
 - Who would they like to start with? Who has a great personality?
- Consider how a new Consultant looks at sponsoring. Discuss any fears. Some possible fears may be...
 - Fear of being too new. Your reply can be, "My job is to help you each step of the way. Just invite people to learn more. We can arrange to have coffee with them; we can set up a 3-way call; we can invite them to one of your Debuts or your new Consultant training to learn more." (If new Consultants bring guests, plan to have a 30-minute opportunity presentation before new Consultant training.)
 - Fear of losing bookings. Your reply can be, "Everyone has different circles of friends. When you sponsor, L'BRI will pay you on all of the products your new Consultant sells. The more they sell, the more you earn, and the more you sponsor, the more you earn. You can take a vacation and still get a profit check because your Consultants are selling."

4. At Monthly Team Meetings & Team Opportunity Events

- Share the income opportunity in some way at every team event: new Consultant training, monthly team meetings, customer appreciations, vendor events, etc.
- Promote company sponsoring promotions such as Showcase bonuses, trips, etc.
- Brainstorm why Consultants would want to earn the promotion and how it helps their business to grow.
- Recognize new Consultants who sponsored and earned Quick Start Cash Bonuses. Ask them to share who they sponsored, how they approached them, and what they did with their bonus money.
- Encourage Consultants to bring guests to meetings.
- Include a short opportunity presentation in the early part of each meeting and encourage guests to stay for the entire meeting to learn more about the training support provided.
- Train on how to invite guests to opportunity events. (See *Inviting Guests to Opportunity Events* under the Sponsoring tab in the Learning Center.)
- Promote the benefits of moving up with L'BRI at all meetings. Develop 12 ways to show the income – one for each month – then repeat each year.
- Here are some ideas to do at meetings:
 1. Show that leader activities are similar to Consultant activities.
 2. Ask a future leader to announce the amount of *your* monthly bonus check. Ask her what she would do with the money if it was her income.



3. Break down the income increases as a Supervisor, Manager, Executive Manager compared to a Consultant.
4. Recognize Consultants with top sales for the month and show the income they would have made if they were a Supervisor, Manager and Executive Manager.
5. Share why you love being an Executive.
6. Use a visual. Give each attendee \$1,000 in play money and ask them what they would do with a \$1,000 in additional leader income.
7. Can you think of other ideas? Brainstorm with other leaders to expand your list.

Sell Your Leader Role

Every time you connect with team members, you are selling your role as a leader. Here are some specific ways you can have a positive influence:

- Keep things simple. Seek your balance - make your job LOOK easy until IT IS easy.
- Be poised and relaxed... like a swimming duck. They glide along the pond but their feet are kicking like crazy under the water.
- Ask yourself, "If I was a new Consultant, would I want my job?"
- Get an assistant when it makes sense for you so you are not overwhelmed or distracted by the "small stuff" that someone else can do. Until then, ask your family for help.
- Get Consultants involved. Delegate responsibilities. It shows you trust them and believe in their abilities.
- Model and mentor future leaders to take part in training their new Consultants – gradually train them to do what you do.
- Keep recognition simple and inexpensive - literature, stickers, applause, take a bow – so your job looks like it can be done easily and affordably by others.
- Be professional yet warm and friendly. Work your business like a business.
- Never express frustration, weariness or lack of results with your Consultants. Discuss challenges with your upline or home office team.
- Have special future leader training 30 minutes before or after the monthly team meeting. Others will see this special group and want to be a part of it.

Possible topics:

- They can share their progress and successful ideas with other future leaders.
- Provide additional sponsoring training.
- Train on how to support their new Consultants.

Recap

You have four points of influence. Use these opportunities to make a difference in the growth of your team. What will you commit to doing to help influence team sponsoring? Use the chart on the next page to write down the 3-4 things you will do at each point of influence.



Your Points of Influence

<p>1. In Your Personal Business</p>	
<p>2. On Coaching Calls with Future Leaders</p>	
<p>3. While Training New Consultants</p>	
<p>4. At Monthly Team Events</p>	