

Objective: To help a Future Leader fast-track to Supervisor/Manager by holding a special Show that focuses on three areas of the business: ❶ sponsoring, ❷ bookings, and ❸ sales.

Leader's Role: To help Future Leader plan and hold a successful Promote-Out Show.

LEADER PREPARATION FOR PROMOTE-OUT SHOW

- Leader should explain the concept of a Promote-Out Show to the Future Leader (FL). Explain that she receives all the sponsoring leads, bookings and sales from the Show.
- Give a copy of this planning outline to the Future Leader and review it together.
- Schedule the Show in the FL's home or another convenient location. Plan for 2 hours.
- Follow through with FL throughout the planning process.

Future Leader's Role: To make a commitment to begin qualifying for the next leadership level within 30-60 days and invite lots of guests to ensure the success of the Show.

FUTURE LEADER PREPARATION FOR PROMOTE-OUT SHOW

- Create a guest list of at least 50 people who love L'BRI products.
- Set a goal to have at least 20-25 guests in attendance. (This is very important to the success and results of the Promote-Out Show.)
- Invite all Consultants on her team to attend to show their support. This is also a great training opportunity.

How to invite guests

1. Call to personally invite each guest to attend.

Words to say: "Hi, (name). This is (name) with L'BRI. This is an exciting time. I'm expanding my business, and I'd like you to see how you can be part of it. I'd like to invite you to a special celebration on (date and time). You'll be able to test some new products, see some seasonal make-up tips, very special offers from L'BRI plus fun and prizes. It will be great to connect. Can I count on you as a 'yes'? Great! I'll call with a reminder a few days before the event and send you a reminder in the mail this week. Thank you for supporting me. See you soon!"

2. Send reminders or a customized invitation to each guest.
3. Call guests a few days before the event to confirm attendance.

Set up for Promote-Out Show

- Provide all the products, business literature and supplies for the Show.
- Wrap small gifts for people who book Shows or join L'BRI the night of the Show.
- Identify your first 6 – 10 available dates for Shows within the next 30 days.
- Set up 3 different stations and displays – ❶ Consultant Opportunity, ❷ Hostess Opportunity, and ❸ Product.

Station 1 Set Up – Consultant Opportunity Display

- Display the Showcase attractively.
- Display the opportunity brochure, Showcase contents, promotional flyers, sponsoring incentives, Founders' Club Trip flyer and special product gifts for people who join L'BRI the day of the Show. (Flyers can be displayed in clear plastic stands.)
- In addition, FL may want to create her personal "dream board" by featuring pictures of her dreams on a poster board.

Station 2 Set Up – Hostess Opportunity Display

- Display *Hostess Rewards* brochures and current Hostess Bonus and Product Special offers. Include a list of the FL's open dates and a supply of Hostess packets.
- Small wrapped gifts for people who book the day of the Promote-Out Show. (The 7-piece sample set is a great gift.)

Station 3 Set Up – Product Display

- Create an attractive product display.
- Show suggested gift products in attractive gift bags.
- Display before & after photos.
- Include catalogs, *L'BRI vs Competition*, *How to Use Products*, order forms, etc.
- Ask a Consultant from the FL's team to help take orders at this Station. This will allow time for the Leader and FL to have a conversation with potential Hostesses and Consultants.

PROMOTE-OUT SHOW PRESENTATION

Leader's Presentation

It is most effective if the leader facilitates the presentation. They can promote supporting the Future Leader with greater success and comfort.

- Welcome everyone and introduce yourself.
- Explain the purpose of this special Show — to help the Future Leader reach a leadership position within L'BRI.
- Thank guests and any Consultants from the FL's team for coming and showing their support for the Future Leader's decision to move up in L'BRI.
- Express your personal support for the FL and share why you think she will make an outstanding Leader.
- Briefly explain the role of a Supervisor/Manager and the qualifications for building a team. If appropriate, mention how close the FL is to qualifying as a Leader. Explain that each guest can help the FL by taking advantage of one of the 3 opportunities that L'BRI offers – to be a Consultant, to be a hostess, and to be a customer.

Go to Station 1 – Share the Opportunity! (10-15 minutes)

Words to say: *"The best opportunity we offer to everyone is to join L'BRI as a new Consultant, so we'd like to highlight it first."*

- Share the benefits of being a Consultant – Use your favorite tool to share the key points.
- Ask a few Consultants to share what they enjoy about being a Consultant.
- Show the Showcase.

- Briefly review the simple steps to become a Consultant on the FL's team – order a Showcase and have a Debut to introduce your circle of friends to L'BRI so they can order from you, and you make some extra money!
- Discuss why NOW is a great time to join.
- Encourage guests to start with L'BRI and try it for a few months to see how it fits into their life. Ask them to also think about people they know who might enjoy some of the benefits of being a Consultant. Ask guest to write down a few names.
- Give everyone a *L'BRI Opportunity* brochure and ask them to pass it on to someone if the opportunity is not right for them right now.
- Answer questions.
- Offer to talk individually with anyone who would like more information or is interested in joining today.

Go to Station 2 – Share the Hostess Opportunity (10-minutes)

Words to say: *“Another great opportunity we offer is to be a L'BRI Hostess and earn FREE and discounted products through our Hostess Program.”*

- Share why NOW is a great time to book a Show. (Also mention having a special Theme Show, an online party or Catalog Show.)
- Explain the Hostess Program using your favorite tool that describes the Hostess Rewards. Emphasize the generosity of the Hostess Program and give some examples.
- Highlight the current and upcoming Hostess Bonus using the flyers and products.
- Emphasize that the FL needs a full calendar of Shows to reach her new Leadership role.
- Encourage guests to start their wish list. What products would they love to get for free?

Go to Station 3 – Share the L'BRI products (10-15 minutes)

Words to say: *“L'BRI also offers everyone the opportunity to experience these amazing, safe, effective and affordable products.”*

- Highlight what makes L'BRI unique and a few of the exciting anti-aging or “wow” products.
- Give everyone a catalog, order form and a Post-It wish list.
- Remind guests that the FL will receive credit for all sales from this Show.
- Introduce the Consultant(s) from the FL's team that will be helping at this product station – taking orders and answering questions.
- Guests who are new to L'BRI can try the products.

Return to Station 1

Words to say: *“If you have decided to join L'BRI and be on (Future Leader's) team, we have a special gift for you.”*

- Congratulate everyone who is starting and give them a small wrapped “thank you” gift.
- If a company opportunity incentive is being offered, use it to create a sense of urgency.
- Ask them to choose a date for their Debut to introduce their friends to L'BRI and launch their business.
- Collect the names of any Consultant referrals.



Promote-Out Show

- Mention that you and the FL will spend a few minutes with them to answer questions, give them some additional information and help them plan a successful Debut.

Return to Station 2

Words to say, *"If you have decided to host a fun L'BRI party with your friends and take advantage of all these incredible hostess benefits, we have an additional gift for you."*

- Congratulate everyone who plans to have a Show and give them each a small wrapped "thank you" gift.
- Ask them to choose a date for their Show from the list of FL's *Open Dates*.
- Remind them that the Future Leader will be their Consultant at their Show, and that she will work with them to make sure they earn everything on their wish list.

For guests not joining L'BRI or booking a Show, encourage them to place orders at Station 3. Remind guests again that any sales will help the Future Leader qualify for her new leadership role.

Hostess Coaching

Once everyone has chosen dates for their Show or Debut, the Leader and Future Leader holds one group hostess coaching session with Hostess Packets. Planning a Debut is similar to planning a successful Show.

New Consultant Training

After hostess coaching, the Leader and Future Leader should meet with new Consultants to set dates for their new Consultant training – either individual or in a group.

Close

Thank everyone for coming and showing their support for the Future Leader's decision to be a leader with L'BRI. Invite everyone to attend the next team meeting as a special guest of the Future Leader.