



Your Role as a Sponsor



According to the dictionary, a sponsor is a person who is confident in and assumes responsibility for another person. They make 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. It is so important that you be a committed Sponsor – committed to take action to support them each step of the way. How can you be committed?

Lead by Example:

Leading by example allows you to authentically understand what your new Consultant is going through. When you are setting goals, taking action, holding Shows, sponsoring, and having success, your new Consultant is more inclined to create the same habits. If you haven't mastered a certain skill yet, no worries. Just let them know and suggest learning the new skill together; it will make you relatable and build your relationship.

Reach Out:

I have never met a Consultant who said that their Sponsor provided more support than needed! Contacting them with words of encouragement, support and praise will build your partnership. Hearing your voice, in person or by phone, is always the most powerful and effective method. Celebrate their successes. Plan time to support your new Consultant by reviewing the Leader Tips while they are going through their Successful Start. Stay especially close during their first few weeks. The main goal is to help your new Consultants feel supported in their new business.

Lean on your Leader:

If you ever feel uncertain because you don't have all the answers for your Consultants, remember, you have a Sponsor and upline Leader too. Connect your new Consultant you're your Leader and do a 3-way call together. Your Leader wants to help you both. Encourage your new Consultant to attend all new Consultant training that is provided. Offer to attend with them for added support and extra training for you.

Ways you can help:

- Answer questions, especially in their first few weeks of business.
- Show them how to enter their first few Shows, how to get around the Business Center, and where to find product information.
- Share your experiences, how you worked through a challenge or disappointment.
- Help them identify people they can sponsor right away.
- Keep the Successful Start with Leader Tips handy to offer ideas step by step.
- Remind them about their Quick Start target dates and goals.
- Can you think of others things you can do to help?

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