



*Sponsoring  
Training Guide*

## L'BRI Sponsoring Training Guide

Sponsoring can happen quite naturally when you love what you do and share it with others. It's really as simple as 1-2-3...

1. Share the EXCITEMENT for what you do.
2. Focus on the benefits to THEM.
3. INVITE them to check it out!



### *In this Guide you will learn:*

- \* Five great reasons to sponsor.
- \* Tips for successful sponsoring.
- \* Specific ways to encourage sponsoring throughout your Show.
- \* How to create a "YES" Moment.
- \* How to start a sponsoring conversation – anywhere!
- \* Why sponsoring is a passion!

### *Why Sponsor?*

Stop for a minute to think about how you discovered L'BRI. You would not be in this business if someone hadn't invited you to check out what L'BRI has to offer. Giving someone else the opportunity to enjoy what you're enjoying can be very rewarding.

Here are just some of the reasons to sponsor...

**Income** – Sponsoring is the best and fastest way to increase your income in L'BRI.

**Rewards** – Along with an increase in income, you'll earn lots of other rewards for sponsoring, such as: recognition, gifts, a free car and insurance, exciting free trips and more.

**Personal Growth** – You'll love the pride and satisfaction you feel as you watch those you sponsor accomplish things they never believed they could achieve.

**Friendship and Fun** – You'll have so much fun along the way as many new L'BRI friends become an important part of your life – forever!

**Build a Team** – As you build a team and it continues to grow, you'll be giving yourself a raise with each level you move up!

Talk with your upline leader for more information about sponsoring and leadership.

*"Only by giving are you able to receive more than you already have."*

~ Jim Rohn



### Tips for Sponsoring Success

Sponsoring is all about determining the needs of others and, then, helping these individuals focus on the L'BRI benefits that match those needs. Use these tips to help you sponsor:

#### *Be observant / listen for clues –*

Keep your ears open at all times! People will give you lots of clues about their wants and needs through conversation. You might hear someone say, *"I really need a new car."* *"I sure wish I could find more time for me."* *"My boss is impossible, but in this economy, I can't afford to quit."* *"I wish we could take a vacation this year."*

#### *Use questions to discover needs –*

Asking questions about others indicates you are interested in them. Some examples are: *"Do you work outside your home? What do you do? What do you like best about what you do? What are some things you're looking forward to doing this year?"*

By asking questions and carefully listening to the answers, you'll begin to see how L'BRI can meet people's needs. If you listen long enough, people will tell you how they can benefit by becoming a L'BRI Consultant.

#### *Never prejudge –*

Don't try to decide who would or wouldn't be interested in starting a L'BRI business. Even an extremely busy person with several children or one with a time-consuming executive job may want something else – like more flexibility and less pressure. Always offer the opportunity – let *them* decide if it's right for them. If you don't offer, you'll never know! And they may never have a chance to live a more beautiful life with L'BRI!

#### *Always invite –*

Invite people to meet with you to discover more about the L'BRI Consultant opportunity. Invite them to book a Show so they can see how much fun it is to be a Consultant and see how much their friends love L'BRI.

Invite them to join you for a 3-way call with your sponsor or leader. Invite them to be your guest at an Opportunity Meeting, webinar or conference call. Invite them to your next monthly Group Meeting or other events to "check us out." Sometimes, when they meet other L'BRI Consultants, they will relate to them and their lifestyles. They often see the bigger picture.

You might say: *"Amy, I'd love to invite you to come with me to a small gathering of people just like you who are curious to learn a little more about what L'BRI has to offer."*

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### Listen for Clues

When someone identifies a desire that L'BRI can fill, be sure to share the benefit that will fit that need.

Listen for Clues	L'BRI Benefits that Fit HER Needs
"My maternity leave will be over in two weeks. I wish I didn't have to put my baby in daycare and go back to work!"	<ul style="list-style-type: none"> <li>~ Flexible, home-based business</li> <li>~ Income opportunity</li> </ul>
"Sorry I'm late. I had a grueling day at work – I can use some good laughs!"	<ul style="list-style-type: none"> <li>~ Consultants have fun – they are paid to party!</li> <li>~ Enjoy your own hours – not a 9-to-5 job</li> </ul>
"With the kids at the ages they are, we decided it was important for me to stay home with them. But we'll need to be on a budget."	<ul style="list-style-type: none"> <li>~ Work your own hours</li> <li>~ Be a stay-at-home mom and enjoy something for you</li> <li>~ Earn a little extra income or fulltime income</li> </ul>
"I just heard they are cutting back in our department at work. I'm a little nervous."	<ul style="list-style-type: none"> <li>~ Security of having your own business – never getting laid off</li> <li>~ Ability to work around your current job, very part time as a cushion against an uncertain future</li> </ul>
"We really wanted to send our son to a private school, but it's so expensive. I'd have to go back to work full-time."	<ul style="list-style-type: none"> <li>~ Income opportunity (extra monthly income)</li> <li>~ Easy to work around your current schedule</li> </ul>
"I need adult conversation. I love my kids, but talking to two preschoolers all day is taking its toll on me!"	<ul style="list-style-type: none"> <li>~ Stay home during the day, get out for adult conversation and fun at night</li> <li>~ Meet people and make new friends</li> </ul>

### Invite them to take a closer look

After sharing the benefits of being a L'BRI Consultant, always end with saying, "I'd love to invite you to take a closer look at what L'BRI has to offer. I don't know if it would be a perfect fit for you, but in just 30 minutes, you will have the information you'll need to make a decision that will be right for you."

### Sponsoring Through your Shows

You have several times throughout your Shows to influence sponsoring: During Hostess coaching, before, during, at the close of your Show.



#### Sponsoring – During Hostess Coaching

Your Hostess is your #1 sponsoring candidate because she loves the product so much, she is sharing it with her friends, and she trusts you because she has invited you into her home. Her Show could be the launch of a business for her.

On one of your Hostess Coaching calls you could say, *"I'm really looking forward to your Show. As you may have seen in your Hostess Packet I gave you, L'BRI has so many exciting benefits to offer you and your family. I want to be sure to point out that your Show could be the launch of a L'BRI business for you. Have you given any thought to doing what I do?"*

If your Hostess seems a little interested in joining L'BRI, take the extra time to help her build a large guest list - 25-30 people, and personally call each guest that is expected to attend to help build attendance for her Show. (It is very helpful to review the Beauty Profile with each expected guest when you call. It builds a relationship with them and also builds attendance.) Having a very successful Show with high sales and future bookings can really encourage a Hostess to give L'BRI a try.

It's also important to set a date to get together as soon as possible. It's helpful to say, *"If you decide to get started before your Show and order your Showcase, you get all the bookings, sales and customers. If you join after your Show, I'd still like to give you the bookings and the customers from your Show... and I would get paid for doing the Show."*

If she is still not sure, during her Show when you're offering guests the opportunity to book, you could say, *"Amy is thinking about becoming a Consultant. How many of you would be excited to do a Show for her to help her get started? You'd be helping her and you'd receive the fantastic shopping spree and free products of your choice!"*

#### Sponsoring – Before the Show

By arriving at least 30 minutes before your Show starts, you'll have a chance to do some very important things to increase sponsoring opportunities.

Talk to your Hostess.

- \* Always invite your Hostess to consider becoming a Consultant. The best time to start is during Hostess Coaching, and always ask again before her Show starts.
- \* By arriving early, you can briefly share the benefits you enjoy as a Consultant and invite her to watch what you do and see if she thinks it might be something she would enjoy. Let her see how fun and easy it is to be a Consultant.

As guests arrive, listen and ask questions.

- \* Before the Show begins, you may overhear guests talking about something that would be a perfect reason for them to join L'BRI. (Refer to *Listening for Clues*.) You can respond then or simply tuck that information away and follow up with her while you take her order. You could say, *"I heard you mention that you need to get a new car. I'd love to share with you how L'BRI could help you do that."* Then set a date to get together.

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- \* As you know, it's important to build relationships at your Shows. Interacting and asking questions will help guests know that you are interested in them. Here are some examples: "How do you know our Hostess? Have you been to a L'BRI Show before? Do you work outside your home? What do you do? What do you like best about what you do?"

### Sponsoring – During the Show

When you have 8-10 guests at your Show, you have 8-10 potential new Consultants. They won't all be interested, but there are lots of things you can do to make sure some of them will be! Try the following ways to create interest in the L'BRI opportunity:

#### *Keep your Shows simple and fun*

Imagine that your Hostess and her guests are watching what you do and wondering if they could fit into your shoes. Why? Because they are! Lots of people would love to be invited into homes, share a wonderful skin care product, have fun, enjoy yummy desserts, and make money! YOU are the best "commercial" for the opportunity with L'BRI.

#### *Briefly share your "Share & Care Story"*

Your personal story can be a way of introducing yourself so guests can relate to you and hear about the benefits of being a Consultant.

Include the following key points:

- \* Share a little about your lifestyle (For example: at-home mom, work full-time, retired, volunteer)
- \* Why you became a Consultant
- \* What rewards you are experiencing (Key points: flexible time, great income, give yourself a raise or time off any time you want, love helping people, have lots of fun!)
- \* Ask guests to share what they would do with an extra \$500-\$1000 a month. Respond by saying you'd love to share with them how L'BRI can help them with that.
- \* Invite them to watch what you do to see how easy and fun it is to be a Consultant and then be sure to keep it simple!

#### *Plant "sponsoring seeds"*

Here are a few examples:

- \* "One thing I love about what I do is I'm able to shower my special Hostesses with an incredible shopping spree for having a Show! And, all of her free products are paid for by L'BRI."
- \* "L'BRI just introduced a trip to a tropical resort and anyone who is a Consultant can earn it for FREE! It's a great time to consider doing what I'm doing."

#### *Review key points in the L'BRI Opportunity flyer, Booklet or Flip Chart*

Briefly highlight some of the points that are especially important – effective, quality products based on Aloe Vera; attracts people from many lifestyles; freedom and flexibility; benefits of a home-based business; established, successful company. Let guests know you will be giving each of them an Opportunity flyer – for themselves or for someone they know.

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### Sponsoring – at the Close of the Show

#### Review the back of the Beauty Profile

Review the questions one by one. If your Hostess is thinking about joining L'BRI, when you get to question #2, let her friends know and ask them to support her by booking a Show with her.

**Question #4...** What would you do with an extra \$200, \$500, \$1000 or more a month?

This question gives guests a chance to dream about what they would do if they had more money each month and gives you a clue about why L'BRI could meet one of their needs or desires.

**Question #5...** Would you or someone you know like more information about earning additional income, luxurious trips, a FREE car and special rewards by becoming a L'BRI Consultant?

Ask them to indicate yes, maybe or not now. You can also add, "If you'd just like to get a little more information, put a happy face after the question and I'll send you home with a brochure that will tell you more about it."

#### Offer the opportunity personally and privately while taking guest orders

1. Thank her – "Thanks for coming, Jessica. I hope you enjoyed the Show. What did you like best?"
2. Give her a compliment – "It was such fun having you here. You're so enthusiastic and great with people!"
3. Refer to the key question: What would she do with an extra \$500? You can say, "I'd love to share with you how L'BRI can help you with that."
4. Invite her to take a closer look – "As I mentioned, there are so many ways you can benefit with L'BRI. I don't know if this would be a perfect fit for you, but you owe it to yourself to check it out. Who knows, you may discover that you want to give it a try. I'd love to stop by for about 30 minutes and share more information with you. I'm free on Thursday and Saturday. Which is best for you?"

If she's reluctant to meet, suggest she book a Show and give the opportunity some thought.

5. Offer an Opportunity flyer - If she is reluctant to book a Show, offer her the Opportunity flyer. "Here's a brochure you can read over that will give you more information. I can check back with you in a few days to answer any questions and see what you think. When is a good time for you?"

#### Invite your Hostess to become a Consultant once again

- \* Ask - "What did you see me do tonight that you'd enjoy the most?"
- \* Share with her how much she could have earned if she would have been the Consultant. You can say, "We booked two Shows today. I can do them, or, if you want to join L'BRI as a Consultant, these bookings could be the start of your business. What do you think?"

### Creating a “YES” Moment

Now that you have a *sponsoring prospect* – someone who wants to learn more about the L'BRI Consultant opportunity - what do you do next? These six steps have proven to be effective:

1. *Set a date to meet (or talk if she is long distant)*
2. *Be prepared*
3. *Build rapport*
4. *Go through the L'BRI Opportunity Flip Chart*
5. *Respond to her concerns*
6. *Get her started*



#### Step 1 - Set a Date to Meet

Schedule a follow up meeting with your potential Consultant. Try to meet within 24-48 hours. Remember, the longer you wait, the more time she has to decide on her own with only the little information she HAS, without you giving her the information she NEEDS to make an informed decision.

It is best to meet in person at her home, if possible, so you can continue to build rapport. If the appointment is at her home, you can get to know her even better, perhaps meet her spouse and get a feeling for her priorities. She may feel more relaxed and comfortable in a familiar environment. She may also be less likely to cancel the appointment.

If you must follow up by phone or through Skype, make sure you're energized and smiling – so they can feel your enthusiasm!

#### Step 2 - Be Prepared

The more you know about the person, the more you can personalize your follow up – which will give you more confidence and create more YESES! Before you meet with your prospect:

- \* List what you know about her on a sheet of paper: Married? Single? Working? At-home mom? What wants/needs did she mention at the Show? What did she say she'd do with an extra \$500 a month? Think of how a L'BRI business could help her.
- \* List qualities you saw in her or know about her that would help her succeed as a Consultant: Outgoing and friendly. Loves the product. Helpful. Fun to be around. Did a great job planning her Show. Knows lots of people.
- \* List key concerns she may have mentioned or you think she may have, and then think about how you can respond. Most people have the same concerns: time issues, don't know enough people, not a sales person, spouse may not be supportive. Always be prepared with a solution for these common obstacles ahead of time. Refer to the list of common concerns and solutions in this Training Guide.

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### Step 3 - Build rapport

Now that you are with your prospect, create a comfortable rapport. Be warm and friendly. Give her a sincere compliment.

### Step 4 - Go through the L'BRI Opportunity Flip Chart

The L'BRI Opportunity Flip Chart is designed to be reviewed with your prospect - page by page. The questions are particularly important. Be sure to pause to ask the questions and carefully listen to her answers.

The Opportunity Flip Chart begins with getting to know your prospect. Before SHE discovers the many benefits of the L'BRI opportunity, YOU will want to discover her needs, goals, dreams, and desires.

Listening to her answers is key to getting a YES! Remember this is a conversation, so each one will be a bit different based on the person. It's important for you to relax, be yourself, and be truly interested in learning how she can benefit by becoming a L'BRI Consultant.

As you go through *The L'BRI Opportunity Flip Chart*, personalize the benefits based on your conversation and her answers to the questions you asked while getting acquainted.

The Opportunity Flip Chart ends with some questions that will lead to inviting her to get started as a Consultant. Each question is very important and should be asked in the order presented.

After going through the Opportunity Flip Chart, if she is ready to start, simply turn to the last page of the Flip Chart and review the questions.

It is best to not overwhelm a new Consultant with too much information. Be a good listener and save training topics for the appropriate time.

If she has some concerns and isn't quite ready to say YES, continue to [Step 5](#)...



### Step 5 - Respond to her Concerns

Concerns and reservations show she may be looking for reassurance that everything is going to be okay. She needs to know that you are standing by to help in any way you can. The confidence you express in her, along with a reminder of her personal dreams and goals, can help her make that final decision.

#### *Find the REAL concern*

Sometimes an expressed concern may not be the REAL concern. To find the root of a concern, ask questions to try to reveal the real concern.

For example, if she says, *"It sounds good, but I'm going to think about it."* You can then reply,

*"Oh, I must not have answered all your questions. What is it that you want to think about? Is it how much money you can make?"* This will usually prompt her to share her real concern.

Maybe it's simply that she doesn't feel she can apply makeup well. Now you know the real concern and can respond to it.



#### *Offer a solution and your support*

In response, validate her concern by showing her that you understand. Then offer a solution and your support. Often it is helpful to use the "feel, felt, found" method to help guide your response and follow with an invitation to start.

You could say, *"Oh, I know how you **feel**. I **felt** the same way. However, once I started, I **found** that L'BRI is really all about skin care. There is great makeup training on the L'BRI website if you'd like to learn more, but it is not necessary. And remember, I'll always be available to help you with any questions or concerns. Aside from your concern about makeup, is there any other reason you have for not giving this a try?"*

Feel ~ Felt ~ Found

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Here are some often heard concerns and suggested responses.

Common Concerns	Your Response
I don't have the money for the Showcase.	"I understand how you <b>feel</b> . Some of the Consultants on our team <b>felt</b> the same way. We don't want that to stop you! We've <b>found</b> that it works out well to plan your Grand Opening and use the profits from it to help pay for your Showcase. We can work together to insure you have lots of people there and high sales. You can also qualify for the Showcase cash rebate from L'BRI."
I don't know if I have time.	"I understand completely. I know how you <b>feel</b> . I wasn't sure how I would find time in my busy schedule. I <b>felt</b> the same way. But I <b>found</b> I just had to plan a little more carefully. I enjoy L'BRI so much and it is so profitable, I'd much rather do a Show that watch a few TV shows. How much time do you think it would take to start with L'BRI? If we could find some time in your week, does it sound like something you'd like to try?"
I need to talk to my husband.	"I understand how you <b>feel</b> . I <b>felt</b> the same way and wanted to get my husband's support too. What I <b>found</b> was, once he knew how much I wanted to do this, he became my biggest cheerleader. And, when he saw how much I was earning, he really got excited. When would you be able to talk with him? Would you like me to meet with him to answer any questions? Assuming you'll get your husband's support, when would you like to start making some extra money?"
I'm not a good sales person.	"Actually that's great! I've <b>feel</b> most people don't like dealing with professional sales people. I've <b>felt</b> it's always best to share from your heart and be sincere. I've <b>found</b> that people love to hear about your personal experience with the product. With your enthusiasm, I think you will be great! Let's set a date for your Grand Opening."
I need to think about it.	<p>"Oh, I must not have answered all your questions. What is it that you want to think about? Is it how much money you can make? Are you not sure about the products? Are you concerned that you won't be successful at this?"</p> <p>Often this is a concern that really doesn't need more <i>thinking</i>, it needs more <i>believing</i> and nothing builds belief more than a successful Show with future bookings!</p> <p>You could say, "I understand how you <b>feel</b>. I had to give it some thought too. I <b>felt</b> just like you. I <b>found</b> that once I got going, it was easier than I thought and I had a great time! I'd like to suggest that you get some of your friends together and introduce them to L'BRI. You can take some time to think about it. I'll work with you to build your guest list. By the end of your Show, you should be able to decide if you'd like to give it a try. If you decide it's not for you, just enjoy all the Hostess Rewards! How does that sound?"</p>
I can't do what you do.	<p>"I know how you <b>feel</b>. I was a little nervous when I first started. I <b>felt</b> like you. But I <b>found</b> that I got so much help from my sponsor and we get such great training, I began to feel much more confident. So, you're not alone. I'll be with you, helping each step of the way. What part do you feel you can't do?"</p> <p>This usually prompts her to explain. Her real concern may be that she has no sales experience and isn't sure she can talk in front of people. Knowing this can help you offer the training and support she may need. "Let's get you started and we'll work together on the areas you'd like to improve."</p>

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### STEP 6: Get her Started

If your prospect says YES and decides to start, order her Showcase, set a date for her Grand Opening, complete her *Consultant Profile* (available in the Learning Center under Leader Academy), and contact your upline Leader to arrange her New Consultant training and Show observations.

If she hasn't decided to give it a try, acknowledge her interest and concerns, then offer her the opportunity to book a "Decider" Show.

You can say, *"I can see that you're interested, even though you have some reservations. Another amazing thing about L'BRI is that you can try it – which is really the best way to find out if it's a right fit for you."*

*"May I make a suggestion? Let's get some of your friends together. I'll help you build your guest list and identify possible Hostesses. At your Show, we can tell your guests that you're thinking of giving L'BRI a try. I think you'll be surprised how much support your friends and family will offer!"*

*"It will be great if you decide to go for it. If you decide that it's not for you, simply remain one of my favorite Hostesses. Either way, you have a lot to gain. The decision is truly up to you."*

If she says NO, ask if she means "No, not now" or "No, never". If she says "No - never", tell her you will love having her remain one of your favorite Hostesses. You can also say, *"I think you would be an amazing Consultant. If your circumstances or interests change, I'll be here."*

If she says, "No, not now", ask her permission to stay in touch. Lives are always changing and another time may work better for her.

## Sponsoring AWAY from Shows

While Shows are your #1 place to sponsor – *it's not the only place!* Sponsoring prospects can be found everywhere you go in any given week.

Where were you during the past week?

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Your job             | <input type="checkbox"/> Grocery store   | <input type="checkbox"/> Retail store        |
| <input type="checkbox"/> Child's school       | <input type="checkbox"/> Bank            | <input type="checkbox"/> Spa, exercise class |
| <input type="checkbox"/> Church               | <input type="checkbox"/> Pharmacy        | <input type="checkbox"/> Beauty, nail salon  |
| <input type="checkbox"/> Child's sports event | <input type="checkbox"/> Doctor, dentist | <input type="checkbox"/> Volunteer group     |
| <input type="checkbox"/> College course       | <input type="checkbox"/> Restaurant      | <input type="checkbox"/> Club meeting        |

How many people did you casually speak with at any of these places? Each person may have benefited by learning about the L'BRI income opportunity. Don't pass by these people because you're in a rush, don't have your makeup on, or may feel embarrassed. They may never have another chance to discover this exciting opportunity that could change their lives!

Here's a simple example:

### GIVE A COMPLIMENT

*"Wow, you must really like working here. You're so friendly and helpful."* If she says she doesn't enjoy her job, you can offer her an option to do something that is fun and rewarding... L'BRI.

### GIVE HER SOMETHING

Even if she says she does enjoy her job, you could say, *"You really have the qualities that could make you successful in my business. Let me give you a small gift – one of the L'BRI samples."*

### ASK IF SHE'S HEARD OF L'BRI

*"I'm with L'BRI PURE n' NATURAL skincare. Have you heard of us?"* Briefly tell her a few highlights about the product.

### EXCHANGE PHONE NUMBERS

You can say, *"Let's exchange phone numbers."* Give her your phone number or your business card - and ask for her number. Let her know that you'd like to call to see how she likes the sample. If she doesn't want to give you her phone number, invite her to check out your website and send you an email letting you know how she likes the samples.

### FOLLOW UP AS PROMISED

*Keep your business open, everywhere you go.*

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### Sponsoring is a Passion!

- \* Have an attracting *ATTITUDE* – be positive and optimistic about your business.
- \* Have a sponsoring *AWARENESS* – sponsoring opportunities are all around you.
- \* *ACQUIRE* information – ask questions and listen to the answers.
- \* *ASK* – invite people to take a closer look at the Consultant L'BRI opportunity.



Sponsoring is the most significant and rewarding activity in your L'BRI career. When you are passionate about sharing the many advantages of the L'BRI income opportunity and you believe that the opportunity is a wonderful GIFT that you are eager to give to others, your business grows and so do you because you're helping other people become successful, make money, and feel good about themselves. That can create an enormous sense of satisfaction for you!

*“All that you put into the lives of others comes back into your own.”*

Everyone deserves a chance to learn about our L'BRI opportunity. Offer everyone the opportunity to start a L'BRI business. Develop a habit of offering it to two people each day. At the end of the year you will have offered it to over 700 people! How many of them will say YES?

Who can you *INVITE* to take a closer look at the L'BRI opportunity? Begin your list right now and share L'BRI with the people in your world!

Name	What qualities do they have that will help them be successful?	How do you think they would benefit by becoming a Consultant?	Result of Contact? What is the next step?