

5 Key Steps to Sponsoring Success



Sponsoring is sharing from your heart! You have a gift to GIVE and you GET so many much in return.

Offering the opportunity is just like offering a piece of chocolate candy. Some will take it; some will not. But they will always thank you for offering it to them!

Sponsoring new Consultants is one of the most rewarding aspects of being a Consultant. YOU have the opportunity to offer the gift of a new and beautiful way to live... a life without the stress of debt; a life full of achievement and self-worth; a life where family can come first; a life that allows you to push the snooze button every day; that gives you the time for the most important things in your life!

The sponsoring process is very simple to learn. It's divided into 5 keys steps:

1. Identify

Look for prospective Consultants. People who want what L'BRI can offer are everywhere. Listen for clues. You'll hear people say they want something, they need something, they'd love to have something, or they'd love go somewhere. When you hear someone express their desires, ask them if they are serious about what they said they want or need. If they say yes, tell them that you'd love to share with them how L'BRI can help them get that. What other questions can you ask?

2. Interest

You need to create interest, a curiosity about the business. Genuine enthusiasm attracts people! With breathless excitement, share how much you love what you do. Share the amazing opportunity to make a lot of money. Many Consultants in L'BRI have exceeded what they were earning at a full-time job. Share what the opportunity can mean to them.

3. Initiate

YOU need to take the initiative and approach each person. They may be waiting for you to "pick them." At Shows during check-out time, ASK... "Did you enjoy the Show? What impressed you most? You seemed to really love the products and that impressed me because I'm looking for women just like you to help me get L'BRI on every face in this area. You mentioned that you'd love to remodel your kitchen. I'd love to share how L'BRI can help you with that. Have you ever thought about doing something like this? There are only a few ways to reply:

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“YES, I actually have thought about it.”	“Let's get together so you can take a closer look and see if it will be a fit for you.”
“YES, I have thought about it, but...”	“It's great that you've thought about it. I think L'BRI would be great for you! I don't know if this would be a fit for you, so let's get together so you can take a closer look. Who knows, you may find it's perfect!”
NO, I've never thought about it.	“You may want to give it some thought. I'd love to show you how L'BRI can give you that extra money for all they fun things you mentioned you would do with an extra \$1,000 a month. Who knows, when you see the benefits, you may decide it's for you.”

4. Information

Regardless of her reply, give her an opportunity flyer. Don't ask for a decision. Encourage her to take a closer look as soon as possible. Write the day and time you've arranged to get together on it. Ask her to read the flyer before you get together and jot down any questions.

5. Interview

Get together with her and guide her toward her decision. Be excited for the difference L'BRI can make in her life! Ask questions to get to know a little more about her. Review the Opportunity flip chart, Discover L'BRI brochure or the Sponsoring Folder so she will have more information about L'BRI. (For more details, refer to the Sponsoring Training Guide in the Learning Center.) **CLOSING QUESTION:** “Based on what we reviewed, does L'BRI sound like something you'd like to try?” *LISTEN.* You will usually hear one of three responses:

“YES”	“That's great. Let's get you started. Which Showcase would you like to order?”
“I'm not sure...” (She has some concerns.)	Address her concerns. (For more training on replying to her concerns, review pages 10 -11 in the Sponsoring Training Guide in the Learning Center. http://lbribiz.com/sponsoring/Sponsoring_Training_Guide.pdf)
“NO, I really don't think I want to do this right now.”	“I really think you'd be a wonderful L'BRI Consultant, so should your interest or circumstances change, please contact me.”

GIVE the gift of a L'BRI business - additional income, flexible time, pride of achievements!

GET all the exciting rewards of sponsoring – making a difference in others' lives, additional sponsoring bonuses, moving up in L'BRI!

YOU hold the key to unlocking an amazing, beautiful life!

