

Sponsoring Check-Up

When your sponsoring isn't as healthy as you'd like, consider giving yourself a "check-up". You can use this chart to diagnose where you may need to focus and then select some steps to take for optimum sponsoring health.

Question	Ways to Improve
<p>1 Do I have enough sponsoring leads?</p>	<ul style="list-style-type: none"> ❑ Ask for Referrals – Ask, “Who do you know who may want to make some extra money or needs more flexibility?” You can offer a referral gift. ❑ Use the Beauty Profile - Use the information you gather to make positive contacts. Take a look at how to do this in your <i>Sponsoring Training Guide</i> in the L'BRI Learning Center. ❑ Set a Goal - Set a goal to give 2 or more Show guests a “<i>Gift of Possibilities</i>” bag. (A colorful gift bag with sponsoring information, a handwritten note and also a few little treats - like a few L'BRI samples, bag herb tea, anything chocolate, etc.) Also set a goal to give these gift bags to 5 or more people a week while you're “out and about”. ❑ Use a Contact System - Create and use an organized system to keep track of people to call or call back about the income opportunity. ❑ Hold Shows and Events – Consistently meet new potential Consultants each week.
<p>2 Am I contacting my leads?</p>	<ul style="list-style-type: none"> ❑ Commit to your Contact System - Set a goal for the number of contacts you want to make and be consistent each business day. ❑ Use a Script - Personalize your contact with <u>because</u>. “I’m contacting you <u>because</u> you mentioned you wanted to get a new car. I'd love to share with you how L'BRI can help you with that.” Create a script that is exciting and is comfortable for you. Find examples in the L'BRI Learning Center. Ask your Leader for ideas. ❑ Include your Business in Conversations - When in a conversation with someone, refer to your business opportunity. “I just returned from an all-expenses paid vacation!” When people ask what you do, say you help people build the lifestyle of their dreams! ❑ Offer to Hostesses - Every Hostess deserves to know about becoming a Consultant during Hostess Coaching. Review words to say in the <i>Sponsoring Training Guide</i>.
<p>3 Am I enthusiastically sharing the benefits of being a Consultant?</p>	<ul style="list-style-type: none"> ❑ Learn from Others - Go on Show Observations with your Leader and other successful Consultants to get ideas on how to showcase the benefits and attract people to the business opportunity. Observe an Opportunity Presentation one-on-one. ❑ Match Needs with Benefits - Talk to people, ask questions, and listen for clues. You'll begin to discover their needs. Then match those needs with the benefits a L'BRI business can offer. Get some ideas on page 4 of the <i>Sponsoring Training Guide</i>.
<p>4 Am I closing?</p>	<ul style="list-style-type: none"> ❑ Role-play “Closes” for an Opportunity Appointment - Ask your Leader to role-play ways to close by complimenting people and inviting them to discover more about L'BRI. Also role-play closing on a sponsoring call so it leads to an Opportunity Appointment. ❑ Offer the Opportunity to All Guests at Shows – When taking orders, offer every guest an opportunity to start their own business with L'BRI. You never know who is waiting to be invited to join your team. ❑ Welcome “Concerns” - Review the list of the most common objections and practice responding to them. See the ideas in the <i>Sponsoring Training Guide</i> on pages 10 and 11.
<p>5 Am I following up?</p>	<ul style="list-style-type: none"> ❑ Suggest the Next Steps - Set up a specific time to contact people who took opportunity information or had an interest in learning more. ❑ Stay in Contact with People Who Said “No” - Keep in touch with those who said no or not right now. Most peoples' situations and interests change every 3 months. Timing is important.