

Why?..... Because



When you approach people because you genuinely believe they'll benefit by becoming a L'BRI Consultant and you sincerely feel they will succeed as a Consultant, people will respond to you in a positive, pleasant way. They may decide to take a closer look at the L'BRI business opportunity, or they may decide that it is not the right time for them. But... they will indeed feel complimented that you had an authentic reason for offering the business to THEM.

Using the word **BECAUSE** is a key. Here are a few examples.

"I called you BECAUSE your business experience would give you an amazing start in this business."

"I called you BECAUSE I know how much you love to travel, and the company just announced a trip to the Caribbean - I immediately thought how much you would love it."

"I called you BECAUSE you have such incredible people skills. I can see you doing really very well at this."

"I called you BECAUSE I appreciate you referring your friend to me. I can't help thinking you should benefit from the sales and commission yourself."

"I called you BECAUSE being a teacher gives you instant credibility, people respect teachers. Some of our most successful Consultants are teachers. You are such great communicators."

"I called you BECAUSE I love your energy and enthusiasm. Who wouldn't want to work with you?"

"I called you BECAUSE you did such a great job of being a Hostess, I think you're a natural."

People will appreciate your interest in THEM and their circumstances. They will also appreciate the fact that you have a genuine reason why you believe they will benefit and succeed as a Consultant ~ the **BECAUSE!**

There are so many factors that will influence their decision. You control how well you approach them, not how they respond. But one thing is guaranteed - approach prospects with a genuine desire to help them, and you'll dramatically increase your sponsoring success rate.