



BUSINESS BUILDING SEMINARS

During our 2022 National Convention, you will have an opportunity to attend four Business Building Seminars – one on Thursday at 5:00 PM CDT, one Friday afternoon, and two on Saturday morning.

We have selected Executive Managers and professionals to teach Seminars who are successful experts on their topic to lead these seminars.

Please select SIX topic choices in the order of your preference. Every effort will be made to assign your preferred topics to you. Seminars will be filled according to the date your Request Form is received. ***If you do not request specific Seminars, topics will be assigned for you.***

Complete the Request Form at https://lbri.formstack.com/forms/convention_bbs_registration_2022 as soon as possible to register for your favorites. Your requests are due no later than **Friday, July 1**. Your Seminar topics, dates, times and locations will be confirmed in the registration packet you will receive at Convention.

BUSINESS BUILDING SEMINAR TOPICS

RECOMMENDED FOR ALL CONSULTANTS

More New Customers = More Income & Growth

If you would like to boost your business by adding lots of new customers, then this seminar is for you. Learn how to quickly grow your business by getting the products onto faces and the opportunity into lives in effective and fun ways. Get tips on how to introduce L'BRI, how to reach your ideal customers and how to convert a contact into a customer.

Savvy Ways to Book More Parties!

Gathering small groups together – in person or virtually – to learn about L'BRI is not only rewarding for your hosts, it's very profitable for you. Learn how to create a desire to host a L'BRI party, tips on how to get 2–3 bookings at every party, and words to say to handle booking objections.

Share LIVE with Confidence

Unlock the power of interactive shopping by learning an exciting new way to go LIVE and share L'BRI virtually. Learn how to sell, schedule and sponsor effectively using a simple HERO formula that will make it easy and fun to party!

Easy Steps for an Effective Skin Care Party

Learn how to sell more, attract more guests to host their own get-together and also take a closer look at the L'BRI opportunity, all while having fun and building lasting relationships. Observe a skin care party focused on the skin care basics for beautiful skin and how to easily adapt it to a virtual experience.

Easy Steps for an Effective Makeup Party

This seminar will help you gain confidence treating hosts and guests to a simple L'BRI makeover. Learn easy tricks that anyone can do. With a focus on makeup, you can create higher sales, more bookings and attract new Consultants. It's a younger generation magnet and can happen virtually too.

Easy Steps for an Effective Anti-Aging Party

Observe a party from start to finish using L'BRI Anti-Aging products, including the unique benefits of each serum. Learn how to attract new hosts and customers, especially women age 40+ who have concerns about aging skin. You can also share what you learn virtually.

Easy Steps for an Effective Body Spa Party

Offer this relaxing, pampering experience to customers and newcomers to L'BRI. Learn how this party will help you introduce body and hair care products resulting in more repeat sales for these daily essential products. Learn how to book and sponsor by highlighting this party focus.

Host Coach Like a Rock Star

Partnering with your host means great rewards for them and high profits for you. In this seminar you will learn how to impact higher attendance, higher sales, multiple bookings, and more sponsoring leads at your parties, plus learn ways to reduce postponements and cancellations through effective host coaching.

Make the Most of Your Time

Build a successful L'BRI business by making smart choices and wisely prioritizing time for your business while still maintaining a happy personal life. Learn how to balance your time between your personal and team business building activities.

Stand Out with Super Customer Care

Learn all about providing the outstanding customer service that will set you apart in the eyes of your customers. This seminar will cover ways to not only provide service, but also how to elegantly book parties and attract customers to become L'BRI Consultants. Learn the why, when and how to give you a solid plan to achieve success.

Captions that Convert

—by Lynn Bardowski, Social Selling Expert

A well written caption should spark conversation, generate interest, and help your friends and followers take the next step. And it's easier than you think. Plus, you'll learn secret algorithm hacks to increase your reach.

Fix Your Instagram Bio

—by Lynn Bardowski, Social Selling Expert

Find out why an "About Me" bio is out and an "About You" bio is in. In this seminar you'll learn a simple formula to improve your bio and attract more leads. From a profile photo trick that helps you stand out to adding keywords to your name field, this training will help you make a great first impression.

Bonus: Everyone who registers will be in a drawing to win a bio makeover. You'll see the before and after result during the seminar!

Supercharge your Biz with L'BRI Connect

—by Shadee Wells, our Account Manager from Verb Technology

Learn how to use this powerful app to improve efficiency and effectiveness for your business. If you have not yet mastered the basics of our L'BRI Connect mobile app or would like a review and an opportunity to ask questions, this seminar is for you.

L'BRI Connect Desktop Tips & Tricks

—by Jake Haubner, Director of Customer Success from Verb Technology

Take a deep dive into the powerful desktop version of L'BRI Connect, designed specifically for communicating with customized groups of contacts. Learn how to create time-saving scripts that can be used multiple times, and much more.

L'BRI Connect App Strategies

—by Jake Haubner, Director of Customer Success from Verb Technology

Learn how to really “up” your social media game, increase engagement, effectively follow up with customers and save you lots of time with the L'BRI Connect app.

RECOMMENDED FOR SUPERVISORS & ABOVE

Top 5 Tips to Ignite Your Team

—by Laurie Langill, Vice President of Field Development

Have you ever wished you could inspire your Team Members to achieve more in their L'BRI businesses? In this session you will learn key leadership strategies to increase your influence resulting in greater team participation. Learn five key tips to ignite (or reignite) your Team for more sales, bookings, sponsoring and more fun!

Grow Your Mind, Grow Your Business: Key Traits of a Leadership Mindset

—by Laurie Langill, Vice President of Field Development

Your mindset directly influences the level of success you reach in your business, as well as your sense of accomplishment as a Leader. If you've ever felt stuck in your business, or discouraged by slow growth, this session is for you. You'll learn simple yet effective strategies to get unstuck and embrace a mindset to propel your business growth. Get ready to expand your mind and grow beyond limitations.

RECOMMENDED FOR CONSULTANT'S SUPPORT PEOPLE

Meet the “BRI” in L'BRI

—by Brian Kaminski, co-founder of L'BRI

This special session is open to any support person of the registered Consultant. We do ask that you provide the name(s) of those you wish to have attend this session in your BBS selection form so that we may properly prepare the meeting space.

Consultants appreciate the support given to them by the special people in their lives. Brian will review the facts, myths and incredible benefits of the direct sales industry. He'll share ways support people can help and encourage their Consultant as they build their L'BRI business. A casual and open question and answer time will be a highlight.