



L'BRI
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EXECUTIVE MANAGER MONTHLY CAR BONUS

This document provides you with information regarding the L'BRI monthly car bonus for Executive Managers. Learn how to qualify for the car and insurance bonuses, and how to select your L'BRI car and hold a successful car celebration with your team.

Car Bonus Opportunity

Earning a car bonus is a benefit of becoming an Executive Manager. L'BRI offers a monthly car bonus of \$400, \$600 or \$1,000 for qualified leaders, depending on title, plus \$75 per month for car insurance.

Earning Your Car Bonus

1. Promote to Executive Manager *which includes*:
 - \$150 in personal retail sales volume (PRSV)
 - 12 personally sponsored qualified Consultants
 - \$9,000 or more in group sales volume
2. Continue to build your business for consistency and stability, maintaining all of the qualifications of the Executive Manager position every month.
3. You are eligible to receive your car bonus any month that you achieve:
 - \$13,000 or more in monthly group sales volume
 - \$150 in personal retail sales volume (PRSV)
 - 12 personally sponsored qualified Consultants
4. Add an additional \$75 to your car bonus for car insurance with \$26,000 or more in monthly group volume, plus \$150 in PRSV with 12 or more personally sponsored (Gen 1) qualified Consultants.
5. Car Bonuses are paid to Executive Managers every month you qualify, regardless of whether or not you choose to drive a L'BRI car. If you do choose the L'BRI car, that car is a white Nissan, and is no more than two years old.

Why Nissan?

When L'BRI introduced the Car Bonus Program years ago, we set out to choose a vehicle that would align with the same priorities that go into all of our L'BRI products. Like our products, Nissan offers exceptional quality and value, in addition to a wide range of vehicles choices and features. Select something that's simply practical or, choose a car that's all about style; the choice is yours.

Clean and Bright Signature Color

L'BRI selected white as the signature color for the L'BRI Car Bonus Program. A white car is the perfect choice for a L'BRI Executive, as white depicts a feeling of clean and natural, and is also luxurious. In addition, white cars are always popular and this timeless color helps to maintain high resale values.





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EXECUTIVE MANAGER CHOOSING YOUR L'BRI NISSAN

Making the decision to drive a L'BRI Car

Congratulations on your promotion to Executive Manager. A perk of becoming an Executive Manager is the opportunity to earn a monthly car bonus and drive a L'BRI vehicle. Before you actually make the decision to purchase or lease a new Nissan, we recommend asking yourself a few questions and drive a L'BRI Nissan if you choose to purchase or lease one.

- *How's my business doing?*
- *Are you easily reaching 12 qualified Consultants well in advance of the end of the month?*
- *Are you confident you'll earn the car bonus each month?*
- *Do I need a car right now? Am I ready to make the commitment to a new car?*
- *What model car will suit me and my family's needs?*
- *Can I afford to pay for the car if I don't earn my bonus?*
- *What's my budget?*

Depending on your answers to these questions, you may be ready to go shopping, or you may decide to accumulate some savings before purchasing or leasing your new Nissan. For every month you earn a car bonus, L'BRI will pay you the bonus for that month.

If you would like to discuss your options and the timing of purchasing or leasing your new L'BRI car, we're here to help.

Shopping for Your Car

You are free to shop anywhere for your Nissan. If you are shopping in Wisconsin, we encourage you to consider shopping with a dealer who is familiar with the L'BRI car program.



Nissan Altima



Nissan Rogue



Nissan Murano





Your Guide to a Successful Event

Congratulations on earning a L'BRI car. Now that you are riding around town in style, it's time to celebrate and showcase your BIG success! Car celebrations commemorate your accomplishment and acknowledge the support of your leaders, teammates and family. Car celebrations are also the perfect opportunity to introduce your business to your family, friends and people who you can see joining your team.

In partnership with your Executive Manager, you'll plan an event where you and your team will be the stars. Remember it's your success that will inspire others and show future Consultants what's possible with L'BRI.

Steps to a Successful Car Celebration

Planning Checklist:

- Purchase/Lease your car
- Share your car news with your team and get them excited about your car celebration
- Choose a location, date & time for your event
- Share the date of your event with your team, encourage early RSVPs
- Promote your car celebration and send invitations
- Write your car celebration success story
- Plan your agenda (see example)
- Get ready to CELEBRATE!

Choose a location

We suggest having your celebration where you feel comfortable, and where it's convenient for your guests. L'BRI will contribute up to \$200 toward your event. This covers room rental and non-alcoholic beverages (coffee and tea). A car celebration event is open to other Consultants/guests to attend.

Possible locations

- Your monthly meeting location
- Hotel ballroom/meeting room
- A club house in an apartment or condominium neighborhood
- A community meeting room at your local library or bank
- Your local Nissan dealership

Please note: Because this is an official business event, car celebrations should not be held at restaurants, bars or private homes.

Once you've determined a location and date, please complete and return the Car Celebration form and a picture of you with your car (and your family if you choose) to the home office. We will create your invitation and help spread the word about your upcoming event.





Who to invite? Promote your celebration

It's time to start spreading the word and promote your event. Promoting your celebration will excite your team, family and friends. The strategy for your car presentation serves two purposes. First, you will have the chance to recognize your team and celebrate your success in earning a L'BRI car. Secondly, the car celebration is the perfect opportunity to showcase the L'BRI business opportunity and get guests excited about doing what you do.

Invite customers, hostesses, leads and people you'd like to be future Consultants to learn about your L'BRI business opportunity. Your goal should be to have 50-75 guests attending the car celebration. Submit a press release (using our approved template) to your local media contact, newspaper and local television stations.

Get ready to share your success story

Your team, family, friends and guests will want to hear from you so get ready to share your story. Bring your "WHY" story to life and how it feels to be a L'BRI Executive Manager and car earner. Here are a few ideas of things your guests will want to know:

1. Why did you join L'BRI? Why should others consider joining?
2. Why did you decide to become an Executive Manager?
3. What are you loving most about being an Executive Manager?
4. What impact has your business had on your family?
5. How have you grown as a person, or as a leader since joining L'BRI?
6. How did you feel shopping for a new car?
7. Why did you choose the car you purchased?
8. How does it feel driving around town?
9. Who else from your team would you like to see driving a L'BRI car?

Planning Your Celebration

This is an exciting event for your entire team, so get them involved. Your Consultants can be great resources for decorating and preparing for your celebration. Create a car celebration team; someone can be in charge of a Showcase display, registration, distribution of raffle tickets, taking pictures, etc. Don't take on the entire responsibility of every task for the car celebration yourself.

L'BRI will provide:

- Optional personalized event invitation
- Reimbursement for room rental (\$200), cake, and coffee
- L'BRI door prize products
- L'BRI product samples for all guests
- Balloons
- Personalized gold car bow

Your responsibilities:

- Connect with your Executive Manager to start planning your event
- Submit your car celebration form to L'BRI
- Choose location and time for your event
- Provide L'BRI with a picture for your invite
- Distribute invitations/Collect RSVPs
- Order cake/cupcakes and coffee





Create Your Car Celebration Agenda

The following agenda is a just an example. We suggest that you work with the L'BRI home office staff and your Executive Manager to create an agenda that fits your needs and business goals.

Example Agenda

Set up

- Delegate tasks among Consultants. *(Allow at least 1 hour before the event.)*

Greeters at the door

- Welcome, give small gift to guests. *(Prepared by Consultants.)*

Celebration Presentation *(Allow about 45 minutes.)*

- Your L'BRI success story
- Introduce and thank team members *(gifts are optional)*
- Possible comments by: Family, team members, special hostess or customer
- Congratulations message from your upline/sponsor
- Message from upline Executive Manager
- Opportunity presentation
- Invite guests to consider starting with L'BRI.
- Thank everyone for coming and invite them to have some refreshments.
- Thank Consultants for helping with the event.

Serve cake and a beverage. Enjoy mingling. Take photos of you with your new car!

Get Ready to Celebrate

Congratulations! Enjoy yourself – you deserve it. Take time during your celebration to reflect on all you've accomplished; cherish this milestone in your L'BRI journey. Be sure to thank your team for supporting you and making your event a success. Take lots of pictures and share them with L'BRI, so we can feature you in an upcoming newsletter.





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EXECUTIVE MANAGER CAR CELEBRATION EVENT GUIDE

L'BRI Car Celebration Event Form

My Executive Manager: _____

Date: _____ Time: _____

Where: _____

Location: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

Make/Model/Year of Vehicle Purchased: _____

RSVP to: _____ RSVP by: _____

Email: _____ Phone: _____

Additional information: _____

