



# SPONSORING TRAINING

## STARTING THE CONVERSATION

It's important to remember to be **yourself!** Sponsoring begins with a conversation. Don't try to sound like someone else. Be **you**, be **authentic**. Share your **passion** for your products and what this business has done for you! The difference between those who consistently sponsor 2-3 **new** Consultants every month is directly related to the number of times they share with others.

### CONVERSATION STARTERS - ASK THEM QUESTIONS LIKE:

- You had a fabulous party! What are your thoughts about doing what I do? Would you like to know more?
- I just earned over \$75 partying online with you and your friends. I would love to share more about what I do? How does that sound?
- I know you are enjoying being a stay-at-home mom. Have you considered ways of making additional income while staying home?
- How would you like to know more about how you can shop for the Holidays and get our JewelScent products at a discounted price?
- What would you think about becoming a consultant like ME and receive a discount of 20% - 35% off.
- How would you like a way to pay for your Holiday shopping needs earning commissions by sharing JewelScent products with your family and friends?
- How would you like to earn additional income to pay for additional family needs ie: sports activities, family vacations or a bill or two?

**JEWELSCENT can be the answer to each of these questions!**

### QUESTION TO ASK YOURSELF:

- What extra value can JewelScent add to others that I come into contact with?

### PUT YOUR LISTENING SKILLS TO WORK!

- Listen to their needs, concerns and possible goals. Be an active listener.
- Hear what they are saying. Cater the conversation to their specific needs.
- Take YOU out of it - Don't make it about YOU
- Everyone has different wants and needs. If you looked at ALL of our consultants, they have all joined JewelScent for a variety of different reasons.

## 4 SIMPLE WAYS TO THINK ABOUT SPONSORING

Sponsoring can take several conversations so it's important to remember it's a process. Yes, you may come across those that say yes in the first conversation and you may even find those that ask you first.

1. **CONNECT** with all of your prospects and people you know. Take a new look at your FRANKS List and review it on a regular basis. Start a new list every month taking notes so you know where you are in the Sponsoring conversation. This way you can pick up the conversation where you left off.
  - Always add new names to your working list. As you go through your day to day activities, you meet new people that could be a great prospect AND don't forget to Always ask for referrals - "who do you know who would love to stay home with their kids" OR "loves to make their home smell wonderful" OR "has been looking for ways of making some additional income," etc etc
2. **SPONSOR YOUR HOSTS** by always sharing the Opportunity with them Before, During & After their Virtual Party or Home Show.
  - **Begin** planting the SEEDS of "the Opportunity" first during your Host Coaching conversation.
    - It's when you start "Planting Seeds" in the beginning , that you'll begin to see "Sprouts" of interest.
    - Invite them to a Call. Either a Team call or one of our Company Training calls. "Join me and check it out and then we'll touch base."
    - Say something like "I think you'd love doing what I do and I know you would be great at it!"
  - **Share** your "Why" or "I" Story to inspire others. It can be very **inspiring** and **powerful!**
    - Why you joined and what JewelScent has done for you.
    - Share your personal success along with any achievements.
    - If you are new in your business then borrow someone else's achievements (sponsor, teammate or another Consultants) until you have your own.
  - **Share** with them the rewards of being a Consultant (all the extra perks)
  - **Share** the basics of our Compensation Plan, how Consultants get PAID
  - **Review** our Host Rewards Program, then share with them not only how they could earn as a host but also **how you** (a Consultant) earns.
  - **Show** them ALL the Training and Support materials that are available to them.
3. **SPONSOR GUESTS** that are attending your Virtual Parties, Home Shows and Events.
  - **Share** your excitement for our products and your business in your welcome message.
  - **Compliment** people to start a conversation that then builds a relationship.
    - Say something like: I love your enthusiasm about our products, you would be a great Host or a great Consultant.
    - "I think you'd really enjoy this! You're a natural!"
    - Have you ever thought about doing what I do?

#### 4. BE PREPARED. ALWAYS.

- **ALWAYS** have on hand our Product and Marketing Brochures
- **ALWAYS** have Sponsoring Packets with you. Never leave home without them!
- **ALWAYS** follow-up with every prospect the next day to answer any questions.

Give them the opportunity to ask Questions. If they don't, then you need to ask them, "What do you need to hear from me today in order to say **yes** to joining my **team**?"

When you make the decision that you are ready to share the JewelScent opportunity and build your team then it becomes a priority. Following these simple steps will build your confidence and your excitement will become contagious.

When they see that you are serious about your business, they will know that by choosing to join YOUR team, they will not only receive your help but also your ongoing support in their personal journey and growth.

It's **so very important** to remember **KISS**. **Keep It Simple and Significant!** Simple and Duplicatable! If it looks hard, time consuming and complicated, who then would want to join your team or the business?

---