



JEWELSCENT

SPONSORING TRAINING PROSPECTING

WHY SPONSOR?

- **Sponsoring is a gift - a gift that keeps on giving.** It gives others an opportunity to add another avenue of income to their family budget and an opportunity to develop their entrepreneurial skills.
- **Sponsoring is fun!** With each new Consultant you sponsor, you grow a team of people who share their own special skill set adding a variety of strengths and talents to your organization.
- **Sponsoring brings new friends and lasting friendships!** You're surrounded with help and support as they bring excitement and value to your team!
- **Sponsoring builds confidence!** Confidence to share the JewelScent/Gemstra income opportunity with everyone you meet.
- **Sponsoring means more Consultants** sharing our JewelScent products and our partner brands through gemstra, which builds brand recognition and contributes to everyone's success.
- **Sponsoring leads to rank advancement for you and your organization!** It allows you to develop your leadership skills and to mentor others that choose to become leaders.
- **Sponsoring leads to earning company incentives,** bonuses from \$150 - \$10,000 and the annual Dream Getaway trip to exotic destinations.
- Sponsoring provides a platform for you to discover and develop skills and talents you never knew you had!

WHO SHOULD YOU SPONSOR?

- Anyone and everyone!

WHO ARE YOUR BEST PROSPECTS?

- Your Party Hosts
- Your Party Guests
- Stay-at-home moms who can use extra \$\$
- Stay-at-home moms who need adult interaction
- Stay-at-home moms who want to Homeschool
- Someone who hates their job
- Someone who lives paycheck to paycheck
- Someone who just got hit with a big expense (car repair, medical bill, home repair)
- Someone looking for a second job
- Families who want to save for a vacation
- Families who would love to have their children attend private school
- Someone about to retire and would love extra income and something fun to stay busy
- Those who work seasonal jobs
- Teachers who are off for the summer
- People who want something to call their own
- People looking for some "me" time
- Someone who wants a discount on their purchases
- Someone wanting to feel accomplished and believing in themselves
- Military spouses whose partner is deployed
- Someone who wants extra \$\$ for Christmas and other holidays
- ANYONE you come in contact with!
- Basically, anywhere / everywhere you go!
- **The list goes on and on!**



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?



SPONSORING TRAINING

SPONSOR VS RECRUIT

AT JEWELSCENT IT'S IMPORTANT TO UNDERSTAND THAT WE **SPONSOR**.
WE DO NOT RECRUIT.

*Have you made **the shift** to Sponsoring?*

There is a significant difference in these two terms. **Sponsoring** builds a community of Consultants, as you empower, coach and mentor each individual.

- **Sponsoring** shows them how this business will meet their needs.
- **Recruiting** is pressuring them and talking them into signing up; twisting their arm.

SPONSORING BUILDS A TEAM.

If you are recruiting people, signing them up, then letting them figure it out on their own, they will never build a business for themselves or add any value to the Team and Organization.

You don't need ANY experience to be a successful Sponsor. Everything that you and your NEW Consultant will need is all located in the Backoffice. In addition, sponsoring someone as soon as you join, gives each of you someone to learn with!

A GREAT SPONSOR HAS PASSION for their business, the products and a love for offering the Opportunity as a GIFT. When you choose to share the opportunity and **sponsor**, you'll earn commissions on your **team** and Downline! If you are only recruiting them, you may not get paid, because they won't be doing the Business!

As you have more Virtual Parties, Home Shows, Share & Earns, and Events, you'll meet people who are interested in joining your team and becoming a Consultant and doing what you do. When you make the decision to Sponsor, that is when you start to Grow your business in a different bucket, or as we like to say, **using 1 of your 2 "OARS"**.

- **Oar/Bucket #1** - your Personal sales (PQV)
- **Oar/Bucket #2** - Sponsoring, your Team sales (TQV), earning commissions on your team levels.

As you continue to grow and "Advance" within our "Compensation Plan", your earning power grows too. When you begin Sponsoring and building a Team, that's when your efforts start being duplicated. Think of duplication as **You are Building another "YOU"**! Sponsoring allows you to increase the opportunities beyond just your personal efforts.

KNOW THE BASICS ABOUT SPONSORING

Keep the messaging simple on how the business works, don't explain how to become a "Diamond" when they are looking to be a Consultant. Never share more than what is needed. Yes, you can let them know that they're are additional ranks but you will share them as they grow their business.

"Direct Sales" is a business that BOOKS Virtual Parties, Home Shows, Share & Earn parties, Events and 1:1 sales. As a Consultant you will have a replicated website to share with your family, friends and acquaintances, in order for them to purchase directly from you allowing you to earn commissions..

Always be prepared for any 1:1 sale no matter where you are. It's an opportunity to work your business as you're living in your day to day life. It also allows for those you come in contact with to buy any last minute gifts that they might need. This is referred to as "Spontaneous Selling".

FIVE STEPS TO ALWAYS REMINDER

1. **SERVE.** Don't Sell
 2. **LISTEN MORE.** Talk Less
 3. **HAVE NOTHING TO HIDE.** Be authentic
 4. **TAKE THE PRESSURE OFF.** Let go of the outcome
 5. **BE WILLING TO NOT SPONSOR PEOPLE**
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SPONSORING IS NOT ABOUT YOU AND WHAT YOU NEED.

It's about **those** that have a want or need that **you can help!**

SPONSORING IS A GIFT TO SHARE.

You'll never know their need, unless you **ask!**

REMEMBER. IF YOU DON'T ASK, THE ANSWER IS ALWAYS NO!

Sponsoring is an opportunity to help **others!**



JEWELSCENT

SPONSORING TRAINING

ADDITIONAL TIPS TO HELP YOU SPONSOR

- **Always share what you do.** If someone asks, “So what do you do?” It’s the opening for you to talk about JewelScent!
- **Share your “I” Story!** Share why you love JewelScent and what becoming a Consultant has done for you. This is the best way to inspire others to join your team.
- **Don’t prejudge anyone.** You don’t know their needs. What about the busy mother of 4 children. You may think she is too busy and all she is looking for is a little independence, and some girl/adult time.
- **Surround yourself with talent.** If someone strikes you as good at what they do, they’re fun, smart or well-connected, then they could very well make a great addition to your team.
- **Understanding timing is everything, so always** follow-up with every prospect.
- **If they are not ready, don’t push!** Timing is important to their success.
- **Be straightforward in your approach and intentions.** Honesty and Integrity will get you where you want to be.

OFFER THE OPPORTUNITY TO EVERYONE.

People don’t wear a sign on their head saying they are broke, in a mountain of debt and need additional income. If you assume that someone does not want to learn about JewelScent, you may be discounting the person for all the wrong reasons. Your next leader could be walking away from you and into another consultants business. That is why it is so important to offer the opportunity to EVERYONE.

BUILD A FRANKS LIST with the help from these categories just for sponsoring:

- Stay-at-home moms who can use extra \$\$
- Stay-at-home moms who need adult interaction
- Stay-at-home moms who want to Homeschool
- Someone who hates their job
- Someone who lives paycheck to paycheck
- Someone who just got hit with a big expense (car repair, medical bill, home repairs etc.)
- Someone looking for a second job
- Families who want to save for a vacation
- Families who would love to have their children attend private school
- Someone about to retire and would love extra income and something fun to stay busy
- Those who work seasonal jobs
- Teachers who are off for the summer
- People who want something to call their own
- People looking for some “me” time
- Someone who wants a discount on their own product
- Someone wanting to feel accomplished & believing in themselves!
- Military spouses whose partner is deployed!

I'll bet as you were reading this list you already had people coming to mind! There's no fancy words. there's no "catch phrase." You are just honest, genuine, yourself, and you share.

You might say something like this:

"You came to mind today. I was thinking about the fact that you're home with your children. Many moms who are home would love to make some extra money for extra things with the kids or even have an outlet away from your kids. I don't know if I've ever really shared with you what I'm doing but I would love to share more with you."

Then pause. Wait for the response!

When you pause and listen to their response, it allows you to know how to present the opportunity so you don't overwhelm them with too much information. If they're interested in some extra money, you're not going to focus on the Dream Getaway Trip. If they're interested in adult interaction to have some time away from kid interaction, you're not going to focus on the extra money they can earn.

KISS - KEEP IT SIMPLE AND SIGNIFICANT.

Plant seeds. Some may sprout right away, others you'll water and fertilize with your follow up. In your follow up you may say something like,

"You mentioned you could be interested. What are your thoughts?"

"You mentioned you wanted to speak with your husband. How did that go?"

THE FORTUNE IS IN THE FOLLOW-UP!

Remember, the difference between those consultants that regularly sponsor 1-3 new consultants every month is directly related to the number of times they share. When you set a goal to sponsor a minimum of 1 new consultant every month, you will see your rank and your team continue to grow and move forward.
