

PATH TO LEADERSHIP

BOOK 3

PATH TO LEADERSHIP

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INTRODUCTION TO LEADERSHIP

The road to leadership is an exciting journey and one never traveled alone.

The Rank Advancement worksheets found in this section will serve as a vital tool to map out your journey to leadership and to plan the celebrations along the way.

1.1

INTRODUCTION TO LEADERSHIP

A Message from our VP of Consultant Development

I personally want to welcome you into Leadership and congratulate you on achieving the title of Jade Team Leader, Sapphire Team Manager and above. You are now a part of the company's foundation and future. **gemstra** believes in investing in their Leadership team. It is, after all, the Leaders who carry out the implementation of the company's compensation plan, product line and culture. It is the feedback a company receives from their Leadership team that can influence the company's direction and advancement. **gemstra** Leaders are a vital part of the company's success. Therefore, Leader Promotions play a very important part of our company's strategic plans. Our goal is to build a large leadership team, and we are so excited that you have chosen to be a part of it. As a Team Leader, Team Manager and Team Director, I look forward to working closely with you in order to help you to achieve your personal goals and dreams with **gemstra**.

I am so excited to be a part of celebrating your many successes as we embark on your journey through Leadership.

Amie Larson
VP of Consultant Development

1.2

LEADERSHIP

Leadership by example sets the activity pattern for others to follow.

Leadership is one of the most exciting aspects of being an entrepreneur. Not only are you your own boss, you now have the opportunity to influence and direct others to experience your same success.

Leaders possess certain attributes which help them be successful and that sets themselves apart from everyone else:

Leaders see the world for what it could be, not for what it currently is.

Leaders are not stopped by their circumstances.

Leaders are visionaries.

Leaders think out of the box.

Leaders do what others won't.

1.3

WHAT DOES IT TAKE TO BE A LEADER?

Think of one of your favorite Leaders ...today or from history.

Abe Lincoln

Thomas Jefferson

Harriet Tubman

John Maxwell

George Washington

Steve Jobs

Mother Teresa

Coco Chanel

Bill Gates

Sandra Day O'Connor

John F. Kennedy

Oprah

Martin Luther King Jr.

Hellen Keller

Alexander the Great

Mahatma Gandhi

Eleanor Roosevelt

Queen Elizabeth I

What are some of the characteristics that would describe your favorite Leader(s)?

Caring

Optimistic

Intelligent

Honest

Tenacious

Fearless

Bold

Responsible

Creative

Dependable

Charming

Successful

Engaging

Organized

Driven

Loyal

Do you realize that one of the reasons you have identified specific leadership characteristics in your favorite Leader(s), is because you personally value these characteristics and they are also characteristics that others would use to describe you?

In addition to these fine characteristics, integrity and commitment are essential to a Leader who wants to grow a team, make a difference in other's lives and create a desire for others to follow in their footsteps.

INTEGRITY

Integrity is the one thing that is unfortunately becoming noticeably missing in our ever-changing world. When you run across it, observe it in action or benefit from it on the receiving end, it is truly refreshing!

Integrity is the strongest foundation a Leader can build upon. Leaders are often someone others want to become. Leaders are often driven by the mantra- "I owe you my very best and I'm going to do everything I can to give it to you."

Commitment is another virtue that seems to have a shorter and shorter life span in our world today. The commitment to see things through during the toughest storm, added costs and sometimes humbling situations is truly a sign of a highly effective Leader. By their commitment to see things through to the end, a Leader will often earn the respect of their peers, their team and even their adversaries.

Top Performing Leaders make commitments to themselves, to their business and to others. Commitments such as...

Growing a strong personal business

Never leaving money or opportunity on the table

Consistently leading and promoting others into Leadership

To build, mentor and nurture their team

Being a calendar "Master"

Embracing the "New"

Achieving their goals

Walking the Talk

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1.4

WHAT RESPONSIBILITIES DO LEADERS HAVE?

When you choose to execute the responsibilities of being a **gemstra** Leader, you will reap the priceless rewards of personal development and enjoy the Perks and Commissions Payouts of each Leadership Rank you achieve. Let's take a look at each of these aspects of leadership, one at a time:

Responsibilities

Leaders do what others won't, they welcome opportunities to grow and make a difference in other people's lives. Leaders actually want to do more because they can!

Leader responsibilities can be fun and rewarding. Nothing feels better than seeing the fruit of your labor! Watching the personal development and success of someone you personally mentored is one of the richest rewards a Leader can experience. True leadership is helping somebody for their benefit. Leader responsibilities are simple and focused:

Lead by Example

"I'll never ask you to do anything I haven't done or am not willing to do myself."

Start Them Out Right

Get your New Consultants off to a great start with the **gemstra** Onboarding process.

Know the status of your organization

Sales, Sponsoring and Virtual Parties-at all times.

Lead the Way

Consistently provide training, support and encouragement to your Team.

Make yourself available to your Team

Post your contact information and set office hours.

Communication

Establish a pattern of "When" and 'How' you will communicate with your Team.

At the Welcome and Closing of a Team Conference Call

Opening:

Welcome to our Team Conference Call! I have an exciting agenda for the Team who is known at **gemstra** for holding the most Virtual Parties in a month - YAY!"

Closing:

"Lastly, I want to thank you for every Virtual Party you will hold between now and our next Team Conference Call. After all, we are known companywide for holding the most Virtual Parties in a month!"

When you send them a Team email

Hello Team!

I have exciting news to share! We have already held more Virtual Parties this month than last month! Congratulations and thank you for keeping our reputation alive and well! We continue to be known for holding the most VPs in a month! Go Team!"

At the end of a personal congratulations note etc.

Michelle,

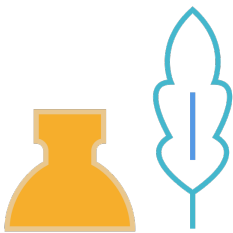
"Congratulations on your \$460 Virtual Party last night! I can't wait to see how your week will end! Enjoying our journey together on the Road to Success!"

Amie

Amie's **gemstra** Gems

The Team known for holding the MOST Virtual Parties in a month!

**Be the guardian of your Team's reputation.
Keep it front and center at all times.**



Put it at the bottom of your signature



As letterhead in all correspondence



In your outgoing recorded voicemail message

When you keep your Team's reputation alive, your Team will join you in doing the same.

Every time you welcome a New Consultant who joins your team, share the reputation your Team has built! For example:

"Welcome to the (your Team name), Mary! You are now part of a Team that is known companywide for its High Sales! We can't wait to share all of our Success Tips with you, so you, too, can experience great sales numbers!"

Lastly, ENJOY your Team!

The relationships you build with your team will grow into some of the best friendships you will ever have... and whenever you stop to evaluate the journey of leading your Team, you will quickly realize that they are also your best teachers.

1.5

WHAT PERKS DO LEADERS ENJOY?

Leaders do certainly have responsibilities, but they also have Leadership Perks! Here are just some of the Perks that **gemstra** Leaders enjoy:

Product and Tech Sneak Peeks Pilot test support programs

Monthly Leader Conference Training call with Amie Special Leadership training at all Gem conferences

Title recognition name tags etc. at all Gem conferences 1:1 Jade and above calls with Amie Sapphire/ Ruby Team Manager Facebook page

Emerald/Diamond Team Director Facebook page

1.6

WHAT ARE THE COMMISSION PAYOUTS FOR GEMSTRA LEADERS?

A Leader earns their Commissions and Bonuses for working with their team every week and every month. A Leader does this by supporting, training and encouraging every Team member.

As a Leader, it is important for you to remember that you are responsible "TO your Team" not "FOR your Team". Responsible to inform them, to involve them, to train them and to show them 'the way' by role modeling a strong personal business. What they DO with all of these things you offer them, is their choice. Again, you are responsible TO them... Not FOR them.

The reward for your consistent leadership is a monthly Team level percentage commission payout. A Leader earns this payout based on what they influence their team to generate in: Personal Volume, Team Level Volumes, and Group Volumes each month. A Leader's percentage commission payouts increase up to 5 levels, through their various rank advancements.

JEWELSCENT
COMPENSATION PLAN

	Consultant	Gemset Team Leader	Emerald Team Leader	Quartz Team Leader	Jade Team Leader	Sapphire Team Manager	Ruby Team Manager	Emerald Director	Diamond Director
MONTHLY PAY RANK									
Personal Qualifying Volume (PQV) Qualification	\$300	\$400	\$600	\$800	\$1,200	\$1,500	\$1,000	\$1,000	
Level 1 Qualified Consultants (1000-PQV)	1	2	4	6	10	14	20	24	
New Personal Sponsored Consultants (Ranking 1-50000)	1	2	2	2	2	3	3	3	
Team Qualifying Volume (TQV)	\$500	\$1,000	\$2,300	\$5,000	\$12,500	\$20,000	\$27,500	\$35,000	
Group Qualifying Volume (GQV)					\$40,000	\$60,000	\$90,000	\$120,000	
Level 1 Team Structure			1 Gemset	1 Jade	2 Jade	2 Sapphires	1 Ruby & 1 Sapphire	1 Emerald & 1 Ruby	
COMMISSIONS									
Personal Sales Commission	20%	20%	20%	20%	20%	20%	20%	20%	
Personal Volume Bonus 1 (2000+ PQV)	5%	5%	5%	5%	5%	5%	5%	5%	
Personal Volume Bonus 2 (10000+ PQV)	5%	5%	5%	5%	5%	5%	5%	5%	
Personal Volume Bonus 3 (20000+ PQV)	5%	5%	5%	5%	5%	5%	5%	5%	
Team Level Commissions									
Level 1	7%	7%	8%	8%	8%	9%	9%	10%	
Level 2		5%	5%	6%	6%	6%	6%	6%	
Level 3			2%	3%	3%	4%	4%	4%	
Level 4					2%	3%	3%	3%	
Level 5							1%	2%	
LEADERSHIP BONUSES									
1st Generation Bonus					2%	2%	3%	3%	
2nd Generation Bonus						1%	1%	1%	
Rank Advancement Bonus	\$100	\$250	\$500	\$750	\$1,500	\$3,000	\$4,000	\$10,000	

1.7

RANK ADVANCEMENT

How to promote to the next Leadership Level

Leader promotions are the path to Comp Plan advancement and major growth.

The following are eight (8) worksheets you can complete with each of your Consultants as they aspire to reach their next Rank Advancement Title.



RANK ADVANCEMENT
HOW TO PROMOTE TO GARNET TEAM BUILDER

Personal Sales (300 PQV)

Requirement met \$ _____ Date _____

(1) Level 1 Qualified Consultants (100+ PQV)

Consultant _____ \$ _____ Date _____

Team Qualifying Volume (500 TQV)

Requirement met \$ _____ Date _____



RANK ADVANCEMENT
HOW TO PROMOTE TO AMETHYST TEAM BUILDER

Personal Sales (400 PQV)

Requirement met \$ _____ Date _____

(2) Level 1 Qualified Consultants (100+ PQV)

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Team Qualifying Volume (1,000 TQV)

Requirement met \$ _____ Date _____



RANK ADVANCEMENT
HOW TO PROMOTE TO QUARTZ TEAM LEADER

Personal Sales (600 PQV)

Requirement met \$ _____ Date _____

(4) Level 1 Qualified Consultants (100+ PQV)

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

1 New Level 1 Team (Rolling 3 Months)

New Consultant _____ Qualified Date _____

Team Qualifying Volume (2,500 TQV)

Requirement met _____ Date _____

Level 1 Team Structure Requirement (1 Garnet or Higher Rank)

New leader _____ Date _____

Garnet Qualifications

300 PQV (1) Level 1 Consultants 500 TQV



RANK ADVANCEMENT
HOW TO PROMOTE TO JADE TEAM LEADER

Personal Sales (800 PQV)

Requirement met \$ _____ Date _____

(6) Level 1 Qualified Consultants (100+ PQV)

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

2 New Level 1 Team (Rolling 3 Months)

New Consultant _____ Qualified Date _____

New Consultant _____ Qualified Date _____

Team Qualifying Volume (5,000 TQV)

Requirement met _____ Date _____

Level 1 Team Structure Requirement (1 Amethyst or Higher Rank)

New leader _____ Date _____

Amethyst Qualifications

400 PQV (2) Level 1 Consultants 1,000 TQV



RANK ADVANCEMENT

HOW TO PROMOTE TO SAPPHIRE TEAM MANAGER

Personal Sales (1200 PQV)

Requirement met \$ _____ Date _____

(10) Level 1 Qualified Consultants (100+ PQV)

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

(2) New Level 1 Team (Rolling 3 Months)

New Consultant _____ Qualified Date _____

New Consultant _____ Qualified Date _____

Team Qualifying Volume (12,500 TQV)

Requirement met _____ Date _____

Level 1 Team Structure Requirement (2 Jade or Higher Rank)

New leader _____ Date _____

New leader _____ Date _____

Jade Qualifications

800 PQV (6) Level 1 Consultants 12,500 TQV



RANK ADVANCEMENT HOW TO PROMOTE TO RUBY TEAM MANAGER

Personal Sales (1200 PQV)

Requirement met \$ _____ Date _____

(14) Level 1 Qualified Consultants (100+ PQV)

Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____
Consultant _____	\$ _____	Date _____

(3) New Level 1 Team (Rolling 3 Months)

New Consultant _____	Qualified Date _____
New Consultant _____	Qualified Date _____
New Consultant _____	Qualified Date _____

Team Qualifying Volume (20,000 TQV)

Requirement met _____ Date _____

Group Qualifying Volume (60,000 GQV)

Requirement met _____ Date _____

Level 1 Team Structure Requirement (2 Sapphire or Higher Rank)

New leader _____ Date _____

New leader _____ Date _____

Sapphire Qualifications

1200 PQV (10) Level 1 Consultants 12,500 TQV 2 Jade or Higher Rank



RANK ADVANCEMENT
HOW TO PROMOTE TO EMERALD DIRECTOR

Personal Sales (1000 PQV)

Requirement met \$ _____ Date _____

(20) Level 1 Qualified Consultants (100+ PQV)

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

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Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Requirements continue on next page.



RANK ADVANCEMENT
HOW TO PROMOTE TO EMERALD DIRECTOR

(3) New Level 1 Team (Rolling 3 Months)

New Consultant _____ Qualified Date _____
New Consultant _____ Qualified Date _____
New Consultant _____ Qualified Date _____

Team Qualifying Volume (27,500 TQV)

Requirement met _____ Date _____

Group Qualifying Volume (90,000 GQV)

Requirement met _____ Date _____

Level 1 Team Structure Requirement (1 Ruby & 2 Sapphire or Higher Rank)

New leader _____ Date _____

New leader _____ Date _____

New leader _____ Date _____

Sapphire Qualifications

1200 PQV (10) Level 1 Consultants 12,500 TQV 2 Jade or Higher Rank

Ruby Qualifications

1200 PQV (14) Level 1 Consultants 20,000 TQV 60,000 GQV 2 Sapphire or Higher Rank



RANK ADVANCEMENT
HOW TO PROMOTE TO DIAMOND DIRECTOR

Personal Sales (1000 PQV)

Requirement met \$ _____ Date _____

(24) Level 1 Qualified Consultants (100+ PQV)

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

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Consultant _____ \$ _____ Date _____

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Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Requirements continue on next page.

RANK ADVANCEMENT HOW TO PROMOTE TO DIAMOND DIRECTOR

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

Consultant _____ \$ _____ Date _____

(3) New Level 1 Team (Rolling 3 Months)

New Consultant _____ Qualified Date _____

New Consultant _____ Qualified Date _____

New Consultant _____ Qualified Date _____

Team Qualifying Volume (35,000 TQV)

Requirement met _____ Date _____

Group Qualifying Volume (120,000 GQV)

Requirement met _____ Date _____

Level 1 Team Structure Requirement (1 Emerald & 2 Ruby or Higher Rank)

New leader _____ Date _____

New leader _____ Date _____

New leader _____ Date _____

Ruby Qualifications

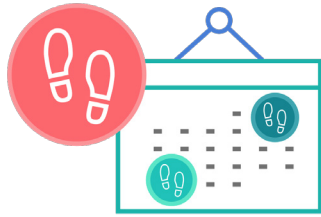
1200 PQV (14) Level 1 Consultants 20,000 TQV 60,000 GQV 2 Sapphire or Higher Rank

Emerald Qualifications

1000 PQV (20) Level 1 Consultants 27,500 TQV 90,000 GQV 1 Ruby & 2 Sapphire or Higher Rank

NEXT STEPS

COMPLETE THE FOLLOWING BEFORE PROCEEDING TO SECTION 2



STEP 1

Identify three success tips or practices that you will apply to your business with in the next 3 days.



STEP 2

Share your three (3) action steps with your up line and/or Pacing Partner, Karen Braas-Johnson, your Field Development Manager or Amie Larson, your VP of Consultant Development.

LEAD BY EXAMPLE

EXPECTATIONS AND INFLUENCE

This section will review what is expected of a Leader, and the influence you have over your Team.

2.1

EXPECTATIONS-(EK' SPEK TA' SHENS)

The degree of probability that something will occur

Setting expectations is a vital part of a Leader's success. A Leader's expectations and **gemstra's** expectations for a Leader will determine several things:

1. The rate in which a Leader will grow their income and Team.
2. The Leader characteristics and business habits that the Leader will establish.

It is essential to a Leader's long term success that expectations are established while they are building to the first level of leadership and throughout their first year of leadership.

Successful gemstra Leaders: Grow and maintain a strong Personal Business

Dump "up" to the corporate office...not to other Leaders and certainly not "down" to your Team

Learning how and when to set expectations for yourself and your Team takes experience. Network with other Leaders, and seek the wisdom of your peers and the people you have chosen to mentor you... but choose them wisely!

Mentors and colleagues...

You can't soar with the eagles if you're hanging out with the turkeys! Mentors and colleagues have the power to influence your mindset and business strategy. Their influence will be reflected in your daily practices and your monthly income. Choose your mentors and colleagues carefully. Here are some things to consider when choosing who you will allow to speak into your business:

Seek people who are always positive... Stay away from "Negative Nellies"!

Seek people who are result oriented... Stay away from procrastinators

Seek people with your same work ethic...

Stay away from 'going through the motions' Seek people who want to advance...

Stay away from people who are complacent Seek people who have integrity...

Stay away from people who bend the rules Seek people who edify the company...

Stay away from naysayers

Seek people who want to help others...

Stay away from self centered people

Seek people who want a pacing partner...

Stay away from people who make excuses

Every man is your superior, in that he will teach you what to do or what not to do. A lot can be told about a man... when you meet his friends.

2.2

INFLUENCE - (IN' FLOO ENS)

The power of a person or thing to produce an effect upon others, often indirectly or intangibly; a person or thing that has or exerts influence.

You're leading...but is anyone following?

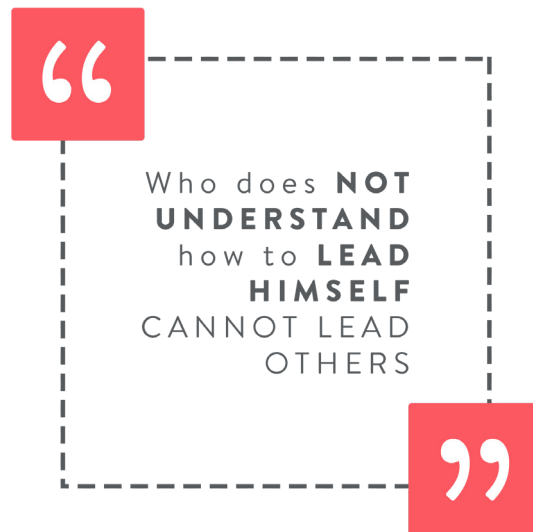
As a Leader, it is important to understand the power of your influence with your Team. Leaders are constantly "on parade" by their observing Team. What you say...what you endorse... and what you do... will always influence those who are watching your lead. At the same time, what your Team DOES NOT hear you say will also influence their business practices.

Be accountable for your own personal business

When your Team does not hear you talk about your next Host, or prospective New Consultant, or the personal sales record you just broke. They will understand that your expectations for them are without integrity.....that you are not 'walking the talk' you are giving them.

Never underestimate the fact that you can influence someone's income both positively and negatively simply by what you say or do, OR don't say or don't do.

Leaders lead by example and with integrity.



Integrity: A moral compass that does not waver. Doing the right thing...especially when nobody is watching.

As a Leader, we may train “leadership” to our Team...but we only, truly, produce who we are. When it comes to influencing your Team, a Leader often feels helpless. They ask “How can I motivate my team to perform?” The truth is none of us can ‘motivate’ anyone to do anything. Motivation comes from within. However, a Leader can influence the team. And a Leader can inspire their team by their own personal performance and casting a vision for what could be. When a Leader focuses on the three (3) most income producing and skill transferring activities that will build the team, the return on that investment of time will not only show itself quickly, it will be measurable.

Here are the THREE AREAS OF INFLUENCE a Leader must focus on to build a team and grow their income.

1. Consultant Count - Sponsoring

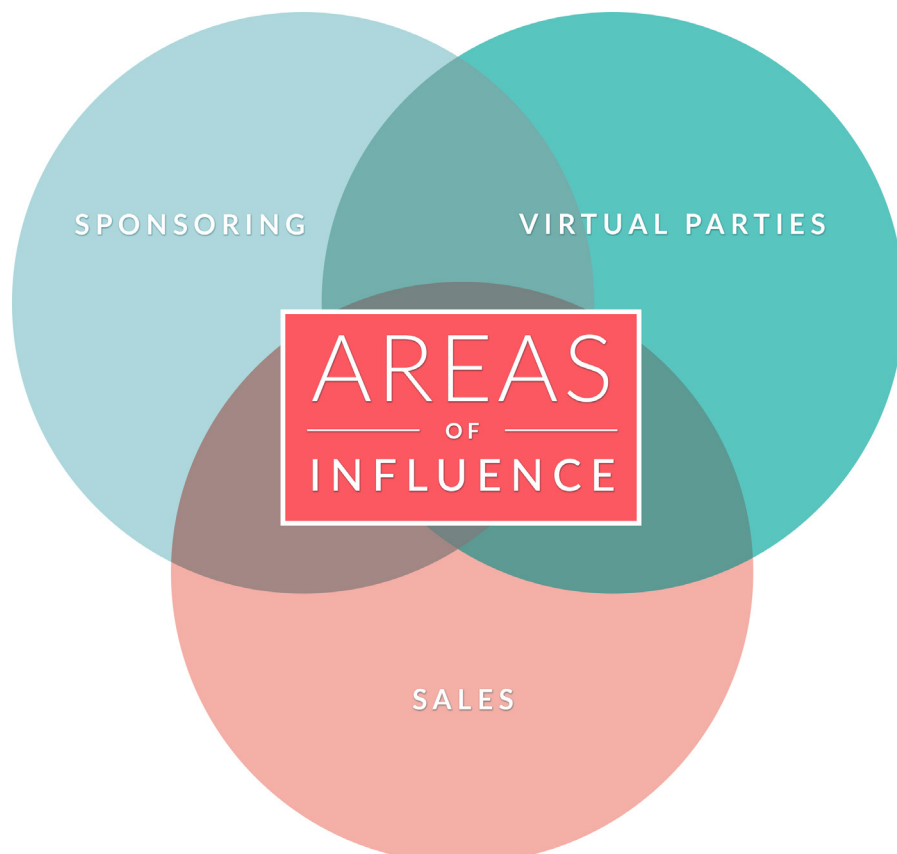
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2. Consultant Activity - Virtual Parties

When your Team does not hear you talk about your next Host, or prospective New Consultant, or the personal sales record you just broke.. They will understand that your expectations for them are without integrity.....that you are not ‘walking the talk’ you are giving them.

3. Consultant Productivity - Sales

Using the standard formula to calculate potential earnings for you and your organization: 1. The number of Virtual Parties needed and 2. Your Monthly Sales goal. Teach your team how to set a goal for High Virtual Party Sales, for instance...



If you want to earn:

\$805 /mo

Here's how to achieve it:

8 Virtual Parties
(min \$250 in sales)

2000 PQV
(from your VP's)

300 PQV
(Personal purchases and/or
1:1 sales)

**= 15% PV Bonus
Level 3 (PVB of
2000+ PQV)**

If you want to earn:

\$1225 /mo

Here's how to achieve it:

8 Virtual Parties
(min \$400 in sales)

3200 PQV
(min \$250 in sales)

300 PQV
(Personal purchases and/or
1:1 sales)

**= 15% PV Bonus
Level 3 (PVB of
2000+ PQV)**

If you want to earn:

\$1785 /mo

Here's how to achieve it:

8 Virtual Parties
(min \$600 in sales)

4800 PQV
(min \$250 in sales)

300 PQV
(Personal purchases and/or
1:1 sales)

**= 15% PV Bonus
Level 3 (PVB of
2000+ PQV)**

Know which Consultants are earning their Power Seller Bonuses each month.

Focus on Increasing both the number of earners and the sales each Consultant is generating.

Consistently train your Team on HOW to increase their Virtual Party Sales average:

A Leader who role models and trains their team to hold onto the reins of every Virtual Party they hold will have a Team who's Virtual Parties are high in sales and bookings. A Consultant is always in control of the outcome of their Virtual Parties. They should never accept or hope 'things will happen' in their Virtual Parties, they must MAKE SURE that every aspect of the Virtual party will result in high sales and lots of bookings. Some of the aspects of a Virtual Party that a Consultant can take the reins on are: In other words, making sure EVERY guest is offered the opportunity to add to or 'complement' their product selections. For instance, when a guest orders an item and there is another item that compliments it, the Consultant would recommend to the guest and additional items that maybe they did not see or have added to their cart. Guests often appreciate the invitation to add to their order when they are in love with a specific item.

Another aspect of making sure the Virtual Party generates high sales, is for the Consultant to offer any Products that have been bundled. This again, will increase a Consultant's Virtual Party's sales, but equally important is the fact that each guest will be given the opportunity to purchase all of their favorite items at a savings.

Lastly, Suggestive Selling is a standard selling technique in sales and is a comfortable and friendly way to wrap up each guest's order. It can be as simple as saying something like:

“Mary, do you have any gift giving occasions coming up that I can help you with? You will see that a lot of our partner brands have products with items that have unique gifts to give and are sure to stand out in the recipient’s memory when they think about your thoughtfulness.”

Teaching your Team to ‘take hold of the reins’ for every opportunity to increase sales before and during the Virtual Party will build their confidence, their income and their reputation for being a fun and interactive **gemstra** Consultant.

Recognition

Recognition of successful business activities builds confidence and stimulates growth.

In addition to training your team to ‘take hold of the reins’ of their Virtual Party sales, be sure to also recognize your Team for the high sales they generate. This is another way of increasing your Team’s overall productivity. Everyone likes to be recognized for their hard work and top performing achievements.

Here are some fun and creative Team incentives you can offer, reward and post to increase your Team’s productivity-Sales.

Success Tip: When a Record is broken, Bold or Highlight the Name and Record Breaking Sales for all to see.

HINT: You will grow your team twice as fast when you also recognize your Team for their “Record Breaking” Sponsoring!

“WHO HOLDS OUR TEAM’S RECORD FOR SALES?”

THE HIGHEST VIRTUAL PARTY SALES

Mary Diamond - \$2,309

THE HIGHEST SINGLE CUSTOMER ORDER

Jewel Smith - \$135

THE HIGHEST MONTHLY PERSONAL SALES (PQV)

Sandra Topaz - \$2,357

“PERSONAL BEST” IN SALES

Martha Gem - \$414

PERSONAL BEST-SINGLE CUSTOMER ORDER

Andrea Gold - \$325

Brenda Emerald - \$143

Susan Silver - \$116

Your Consultants will appreciate your reminder that it only takes one cent more to beat any Sales Record! These incentives are sure to create excitement on your Team and will prove to be one of the most effective ways to increase your Team’s Productivity-Sales!

A wise Leader will invest their time and talents in keeping these three (3) AREAS OF INFLUENCE front of mind:

CONSULTANT COUNT

SPONSORING

CONSULTANT ACTIVITY

VIRTUAL PARTIES

CONSULTANT PRODUCTIVITY

SALES

Finally, in your overall approach to influence your Team, raise your Consultants to be consistent in their personal business by training them to faithfully offer the three (3) **gemstra** opportunities everywhere they go and to everyone they meet. The opportunity: To Buy, To Host and To Join.

When your Team consistently hears and follows this direction and they watch you role model the benefits of being a Leader, you will create a desire for your role, and soon your Aspiring Leaders will begin to emerge.

AS A LEADER, YOU ARE IN CONTROL OF YOUR INCOME AND TEAM PRODUCTIVITY!

**SOME LEADERS MAKE THINGS HAPPEN
SOME LEADERS WATCH THINGS HAPPEN AND
SOME LEADERS ASK "WHAT HAPPENED?!"**

For Example: Your Virtual Party is not going well. Sales are slowly coming in and guests attendance is minimal. Do you MAKE it happen by getting involved with the Host and the guests or WATCH to see if anything will improve or ask "WHAT happened? This Virtual Party had so much potential!?"

The outcome of your Virtual Parties and the way you lead your Team will ALWAYS be up to you. WHAT TYPE OF LEADER WILL YOU CHOOSE TO BE?

As an Effective, Influential Leader...

"IS WHAT I AM ABOUT TO DO"...

PROFITABLE?

DUPLICATABLE?

SOMETHING I COULD 'TEACH'
A CONSULTANT WHILE I DO IT?

WILL WHAT I'M ABOUT TO DO

BOOK A VIRTUAL PARTY?

SPONSOR A NEW CONSULTANT?

PROMOTE A LEADER?

...IF NOT, WHY AM I DOING IT?

Asking and answering these questions before you undertake a task will help you to identify what is an “income producing activity” (something that will bring measurable results) vs. “busy work.” Once that is established...ask yourself one more question before starting something on your “TO DO” list. That question is...

“If it needs to be done-does it have to be done by me?”

When it comes to doing the things that will build your team and build your income-live by this fast and hard rule:

EITHER



DO IT!



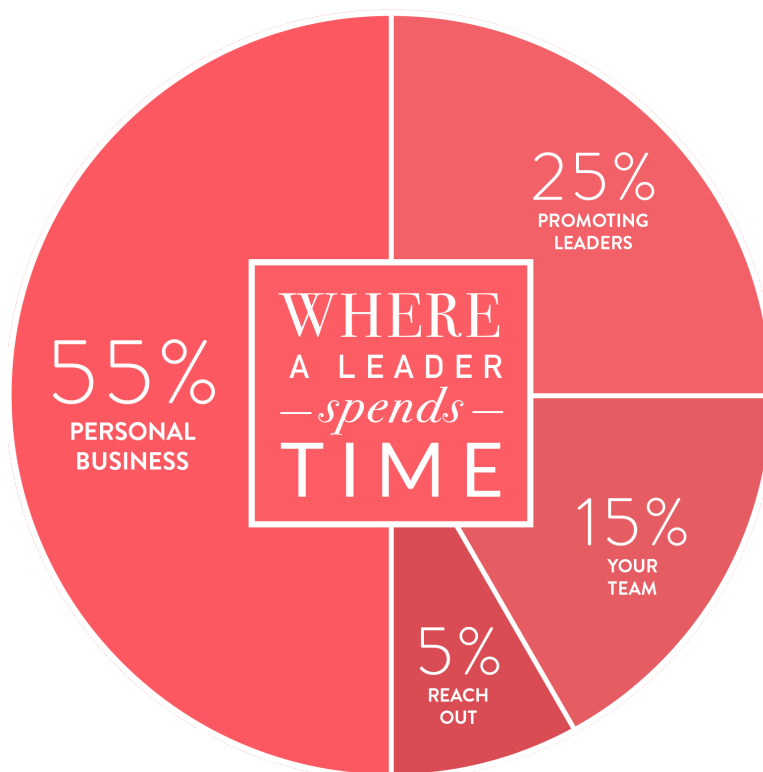
DELEGATE IT!



DUMP IT!

Here are some further insights to “Where a Leader should spend their time”:

The chart below illustrates the divisions of time and effort a Leader can follow when they want to maximize their influence while working their personal business, leading their Team and identifying and promoting new Leaders.



*55% of your time should be spent on your Personal Business.

The strength and consistency of your personal business is in direct proportion to your income growth.

Live out the following statement to your Team: "I will never ask you to do something I have not done or something I am not doing myself".

A Leader's personal business is vital to role model for their aspiring and promoted Leaders. When a Leader's consistent and profitable personal business is married to the statement below, a Leader will promote New Leaders who will experience income growth year after year.

"No matter what title is next to my name, you are always, ultimately, a Consultant and Consultants consistently hold Virtual Parties. You decide when and you decide how many, but every week a Leader must role model how Virtual Parties are the #1 way to grow your personal gemstra business and your organization."

Virtual Parties are after all, the best place to provide on-the-job training, and it's where you are most likely to meet your next two New Consultants!

As they run and grow a personal business, Leaders who truly want to lead with excellence will seek: mentors, industry knowledge, knowledge of their competition, office and home help, self rewards, support tools, conferences, leadership books, CDs and so on. Leaders should then measure the value of these investments by holding them next to the vision of the company. Do they align? Will they make them an even more effective Leader? Every year, top performing Leaders set aside time and money to invest in their personal and business development. In order to effectively invest in your Team, you must invest in yourself.

"INTERNAL VICTORIES PRECEDE EXTERNAL VICTORIES"

The second half of the "Where a Leader should spend their time" chart illustrates how a Leader's remaining time should be spent.



*25% of your time should be spent on Promoting Leaders:

Create a desire for your role.

Listen to what your Team is saying. Is your team telling you that they want to join you on the leadership team? Or are they saying "I could never do what you're doing, you're always working!" To create a desire for your role, you must make it attractive, attainable and manageable. Set boundaries, such as office hours. Consistently role model to your Team the priority you give your personal business and the balance you keep between personal business, family and team support. It's easy to attract future

leaders from your Team when your influence and leadership is simple and duplicatable. Use these three (3) simple guidelines to encourage and lead your Team to their own leadership promotion:

A wise Leader will invest their time and talents in keeping these three (3) AREAS OF INFLUENCE front of mind:

CATCH THEM BEING GOOD

Recognition is priceless when developing future Leaders!

"You are so consistent in your business! You have Virtual Parties every week!"

PROVIDE OPPORTUNITIES FOR THEM TO GROW

Groom them for leadership!

"Mary, would you please share your Success Tips on our next conference call?"

REWARD THE BEHAVIOR YOU WANT REPEATED

SHOW them what activities build longevity.

"Here are the Top Performing Consultants in Sales, Sponsoring and Virtual Parties!"

Multiply your influence! Train your team through your business not instead of your business! Before approaching a business task, ask yourself: "Who could be observing me as I work my personal business today?" The concept... "I EARN" - "THEY LEARN"

Whenever possible, offer and schedule Virtual Party observations, Team Conference Calls and Sponsoring interview observations. This approach is a great investment of time and will increase your Team's productivity.



*15% of your time should be spent on your Team:

Investing precious time optimizes growth.

"Invest time...don't spend it."

Nick Saban Head football coach-University of Alabama



*5% of your time should be spent on touching base with the Consultants who have not yet engaged with you, the Team or their personal business.

When connecting with this group of Consultants who are not active in their personal business, treat them like they are one of your best customers. Help them to fall back in love with the **gemstra** product line and holding Virtual Parties.

Ask them if they have ordered product for themselves this month? It will feel like a holiday celebration when a box of **gemstra** products lands on their front porch!

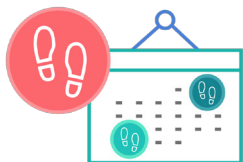
Ask them when they could hold a “Mystery Host” Virtual party this month? It’s a great way to restart their business again!

Lastly, direct them to the **gemstra** Backoffice for the latest happenings and business tools.

Let them know that you appreciate them because they are important to the Team, and everything they do in their personal business helps grow the Team!

NEXT STEPS

COMPLETE THE FOLLOWING BEFORE PROCEEDING TO SECTION 3



STEP 1

Identify three success tips or practices that you will apply to your business with in the next 3 days.



STEP 2

Share your three (3) action steps with your upline and/or Pacing Partner or Amie Larson, your VP of Consultant Development.

LEADING YOUR TEAM

Focus on the journey, not the destination

In this section, you will learn how to identify the “Cycle of a Consultant”, and how to support your Team members through each stage. You will learn where and how to further focus your time spent on supporting your Team.

3.1

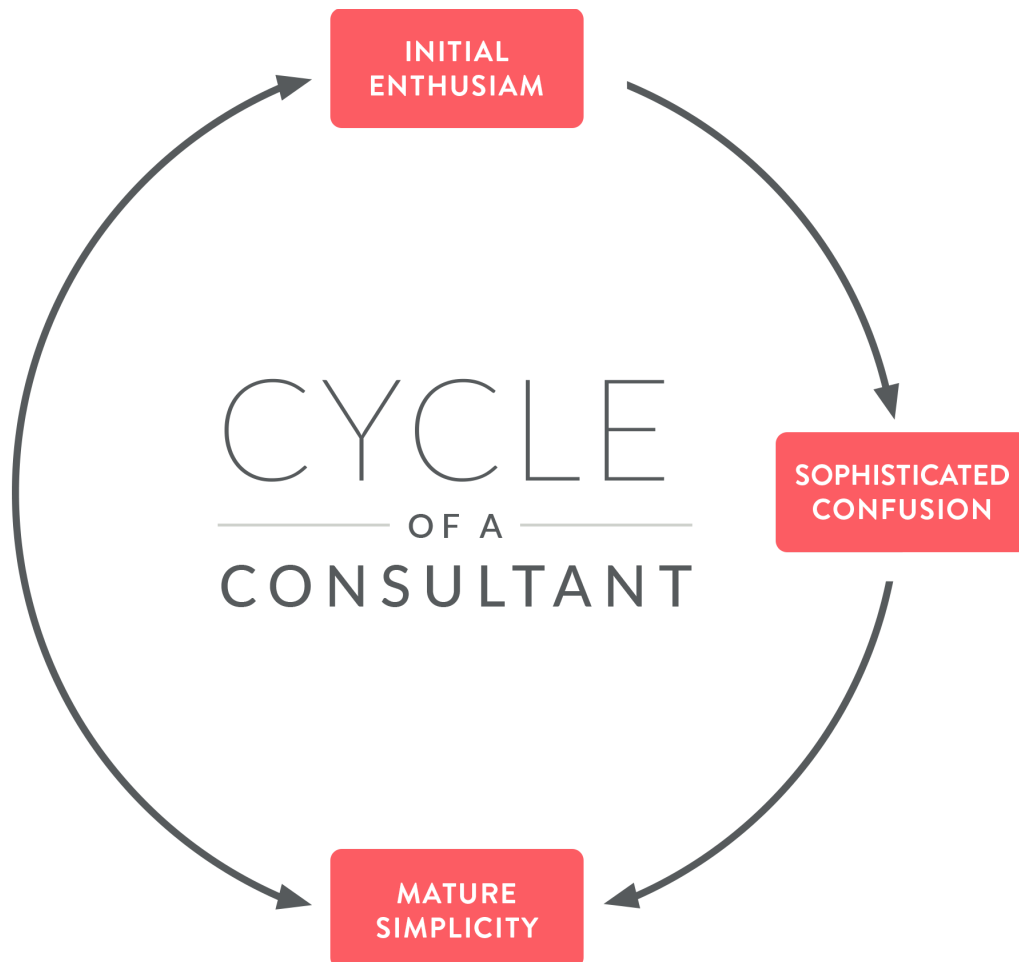
LEADING (LEE’ DING)

Providing direction or guidance

80% of all New Consultants have more hopes for their new business than presented to them by their Sponsor at sign up. No matter their choice of engagement, a New Consultant needs to understand the basics of the business and how to keep their business growing.

An established Consultant will run into peaks and valleys in their business and it’s important for these Consultants to learn how to identify where they are in their business and how to navigate to the next level of productivity.

As a Leader, it is important to understand the “Cycle of a Consultant”. That is, the various stages and rhythms a Consultant goes through in their business at any given time.



3.2

CYCLE (SI'K EL)

The cycle of a Consultant

THE FIRST STAGE

Initial Enthusiasm

This is when a Consultant is brand NEW! They're excited about starting their own business and making money! They are very teachable and open to direction. They are willing to do whatever is needed to get their new business off to a good start! Initial Enthusiasm is also any time you try a new idea!

THE SECOND STAGE

Sophisticated Confusion!

Sophisticated Confusion is when a Consultant has taken the simple basics of the business and added...more steps...more details to them. So now the simplest business practices are taking longer to accomplish. Details are added where they are not needed and the cost of doing business is out weighing the income they are making. Sophisticated Confusion is when a Consultant becomes distracted from income producing activities and starts doing 'busy' work.

There are symptoms of the Sophisticated Confusion stage. For instance, you may hear a Consultant say things like: "I'm not making any money!" "It's the company's fault!" "My Team isn't doing anything!" "I can't book any Virtual parties!" As soon as a Leader recognizes these Sophisticated Confusion 'symptoms', they can begin helping that Consultant get back to the 'basics' and the income producing simplicity they practiced when they first started their **gemstra** business.

THE THIRD STAGE

Mature Simplicity

Mature Simplicity is when a Consultant knows the business like the back of their hand. They have learned and mastered the basic fundamentals of booking Virtual Parties, Selling Product and Sponsoring New Consultants. They have consistently executed these business practices in a very simple way. Although a Consultant has extensive knowledge of the business, they know the value of keeping these income producing activities simple and duplicatable for their team to follow. Mature Simplicity has nothing to do with how long you've been in business, but rather how productive you are in earning a consistent and growing income.

The Productivity and Harmony of a well run business runs between Mature Simplicity and Initial Enthusiasm

This means that a Consultant is consistently setting goals to: Book Virtual Parties, Sell Product and Sponsor New Consultants in a simple and methodical approach. And...they look for and try new ideas that will keep their business fresh and fun for both them and their customers.

Consistently running between Mature Simplicity and Initial Enthusiasm is the winning combination for the Consultant that wants a long lasting, income producing business.

3.3

CHARACTERISTICS (KER'AK TE 'RIS TI KS)

A special quality or trait that make a person different from others

In addition to understanding the Cycle of a Consultant, it's equally important for a Leader to understand that Consultants fall into two (2) categories:

The "I don't know how" Consultants are not always easy to identify. They may "go through the motions" of working their business, but they are not getting the results they desire. They may also be too embarrassed or shy to ask for help. They may not be able to put their finger on what's not working. A Leader's expertise is what is needed.

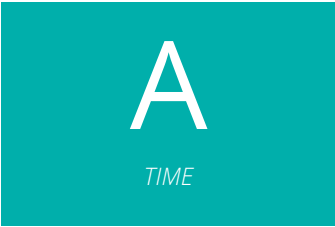
When a Leader does not train and lead the Consultants who "don't know how"...they join the Consultants who "don't want to".

The Consultants who 'don't want to' may have become frustrated in their business and given up on their ability to run a successful business. A Leader can identify these Consultants by their lack of participation, non-responsive behavior or their absence from Team activities.

Time is a precious commodity to a business owner who wants to balance their personal business, family and team support. Deciding who gets your time and when can be easily determined by categorizing both your investment in time and a Consultant's commitment to their business.



One of the most effective ways to meet all these needs, is to decide who gets your:



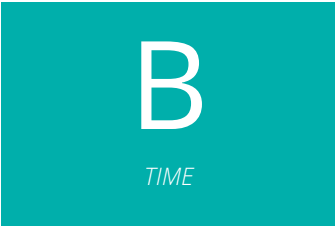
These Consultants are your top priority. Always call them first to respond to their requests or needs, to brainstorm building ideas and to problem solve or to strategic plan.

New Consultants-during their Onboarding orientation and 90 day SEED program

Consultants who are setting business goals to hold Virtual parties every week

Aspiring Leaders

Promoted Leaders



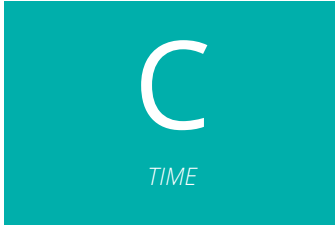
Call/respond to these Consultants after assisting the A's. Prioritize time to connect with this group of Consultants. Some will turn into A's, others will remain consistent when they know they will get the attention they need to be consistent in their business.

Consultants who are not as goal oriented as your A's-occasionally hold Virtual Parties

Consultants who order every month

Consultants who are 'Steady Sally's'=performing at their own personal consistent level

Seasonal Consultants-high performance with NEW releases and gift giving seasons



Connect with these Consultants on a monthly basis through your Team Conference Calls and emails. Schedule time to reach out to this group of Consultants, when you see a sign of 'life' or activity. Connecting with them when they are ready to do 'more' could result in them joining your "B" Consultants.

Personal Shoppers/Hobbyist

Maybe holds Virtual Parties occasionally

Has stated: "I'll call you if I have any questions."

3.4

SUPPORT (SUP' PORT)

To give help or assistance

Now that we have determined what category of time your Consultants fall in and how and when you will connect with each group, let's look at some very effective communication support tools.

1. Training

One of the easiest formats to use when preparing a training topic is the: What, Why, Who, When, How, Where method. ANY topic can be thoroughly trained in the most simplistic way using these six (6) simple words. For example: If your training topic was on Sponsoring, your training outline would look like this:

When you "open" with your Personal Sponsoring Testimony and "close" with a Call to Action (CTA) you will have just presented a highly effective (yet simple way) for your team to Sponsor New Consultants every month.

2. Vocabulary

"It's not what you say...but how you say it".

Below are some word choices for you to consider when communicating with your team.

WHEN VS IF...

"When" is consequential and denotes a result. "If" implies a decision needs to be made.

VIRTUAL PARTY VS PARTY

"Virtual Party" tells people HOW we do business, "party" can be interpreted several ways that may not reflect a business practice.

REMEMBER VS DON'T FORGET

Adults have a lot on their mind, they will "remember" because it is a positive action. "Don't forget" works with children because they don't want to get in trouble.

SPONSORING VS RECRUITING

"Recruiting" can imply a mandatory theme and a less than personal approach.

3. Communication Goals and Tips:

When connecting with your team in the various avenues of communication, make it your goal to:

- Open and end every communication with a focus on Virtual Parties
- Open your communication with excitement
- Give your Team clear direction and sell Leadership in every communication
- Eeference where to find: Support Tools, Company News and New Product Launches

- Think about what you want to say...and then say half
- When you want to get your Team's attention..use Headlines!
- Avoid using "I" in your communications...there is no "I" in TEAM
- Always end with an inspirational quote/story and a Call To Action

4. The Top 10 Forms of Communication

When connecting with your team in the various avenues of communication, make it your goal to:

10. Text message
9. Team Conference Calls
8. FB Posts
7. Monday Morning Motivations
6. Wednesday Email-"You're halfway to the finish line!"
5. Friday Email- "Let's Wrap up the week!"
4. Week-end Email Blast! "Business is all around you!"
3. Text message
2. In Person

AND THE #1 WAY TO COMMUNICATE?

Over the phone!...because NOTHING replaces the sound of your voice!

MONTHLY TEAM CALLS

Conference Call Etiquette

Planning your Team Conference Call

Find a vendor: One suggestion- Free conference call.com

Create and post your Team Conference Call Schedule.

Example:

First Monday of every month from 10am-11am PST

Choose a Theme for each month's call- Example: "Planning for a Successful Summer Business"

Before the Call

Gather all your Conference call notes: Agenda, Recognition sheet, new product sheets, etc.

Dial in to the Conference Call line 5-10 minutes before the call begins. Remain silent as Consultants join the call. Avoid engaging in conversations prior to the call, this allows for them to talk and share amongst themselves.

2 minutes before the conference call begins state: "We will begin our call in 2 minutes." Announce that the call will be recorded for future reference.

When you're ready to begin the call, announce "All participants will be muted and if you're joining me during our training today please un-mute when I

introduce you and mute yourself when you're finished. By having all callers muted, they will be able to hear you but not each other."

During the call

Open with excitement as you Welcome and Introduce yourself and any callers that are joining you on the call. State again:

"This call is being recorded for those who were unable to attend our call today." "You have all been 'muted'"

(If you are using Free Conference Call)

"To unmute your line, please hit *6, to mute yourself hit *5

"When sharing on the call please start with your name and where you're from."

"At the end of our call, I will be opening up the line so we can hear from you, I'd like for you to share some of your Success Tips from last month."

When asking your callers to respond on the call, don't be afraid of the 'dead air' when the callers are quiet. Count to "10" silently and before you get to "7", someone will share an idea or answer your question to the group.

After the call

Post your recorded call

Notify your team that the call is now posted

Follow through with any requests or promises made on the call

Congratulations! You have just multiplied your influence as you continue to build your team spirit!

LEADERSHIP

MONTHLY TEAM CALLS

Objective

One of the most effective ways a Leader can multiply their influence is to connect with their team all at the same time. Establishing a monthly Team Conference Call is one of the best ways to accomplish this connection. The goal here, is to provide information, inspiration and interaction.

Frequency

Set a standard date and time for your Team Call. For instance...the first Monday of every month from 10am-11am. Be consistent with your call date/time/training. Once you have selected this standard date and time, post your Team Conference Call schedule where your team can easily access it and 'save the dates' as a 'don't miss' business practice.

Template

Use the Before, During and After following format when planning your monthly

Team Conference Call. Stay consistent, so your team can plan to attend and anticipate the value of the call.

BEFORE / PREPARATION:

1. Review your stats

Identify the team's training needs: Sales/Sponsoring/Booking

2. Product knowledge

New Releases/Seasonal products/Gift giving seasons

BOOKING

Consultant Name Highlights of their Testimony

SPONSORING

Consultant Name Highlights of their Testimony

SELLING

Consultant Name Highlights of their Testimony

DURING / AGENDA:

1. Welcome and Introductions-Self/Newest Consultants/Team members/Guest Speaker(s)
2. Overview of the call: "Today on our call, we will" (List each topic on the conference call agenda)
3. Recognition! Sales, Sponsoring, Booking:
4. Product Knowledge: New Product Release information
5. Company updates/reminders
6. Testimonies: "We have some exciting testimonies today!"

BOOKING

For Example: "Mary booked 3 VPs from her Tuesday VP! Mary, please tell us how you did that!"

SELLING

For Example: "Susan had a customer who placed a \$200 order! Susan, tell us how that came about!"

SPONSORING

For Example: "Barbara sponsored her FIRST Consultant this month! "Barbara, tell us who she is and what you did that helped her say "YES" To [gemstra!](#)"

After/Follow-Up

Send Team Email with Highlights of the call Congrats again to all who were recognized Thank you for the testimonies (list names) Save the dates

Let me know when you have achieved your CTA

Our Next Team Conference Call will be: (Date) and (Time) (Dial in information)

3.5

RESOLUTION (REZ'UH LOO' SHUH N)

The action of solving a problem, dispute, or contentious matter

Conflict Resolution

Although it's one of the least-liked responsibilities of a Leader, conflict resolution is a must when your goal is to grow a thriving, happy team of Consultants. We're all human, and will all make mistakes, say things we later regret and may innocently step on someone's toes. These things are inevitable and will pop up in a Leader's organization now and then. Some of the most common conflicts in a business or on a Team are:

- Negative Facebook chatter...Someones' unhappy with their customer, peer or Leader
- Conflict between Consultants...A Consultant feels offended or wronged by a peer
- Unhappy customers...Want to want everyone to know they received poor customer service
- Consultants who are upset with you...Feel like their Leader is not doing her job well
- Consultants who are upset with the company...Uses social media to air their complaints
- Policy and Procedure Violations...Reports of Consultants breaking company rules

Here are a few success tips and guidelines to remember when addressing a conflict in your business or within your Team:

1. Never address conflict of any kind in social media.
2. Always address conflict one on one and/or with a mentor present.
3. Address conflict either in person or over the phone. It is important to hear one's voice and tone when addressing touchy situations.
4. The sooner, the better...DO NOT procrastinate when addressing conflict.
5. Know that as their Leader, your team is counting on you to act quickly.
6. Make it your goal to build a reputation for being firm, fair and consistent.

Do your homework! Do not attempt a conflict resolution without:

Gathering information from both sides... do not assume anything

Know the facts of the situation. It will help minimize the emotions that are looming and/or may already be running high.

Homework Card

Use the following "Homework Card" when preparing to address a conflict situation. It will most often guarantee a fair and productive discussion for everyone involved. It will also help guide everyone to a resolution that everyone can agree upon.

WRITE OUT TWO (2) POSSIBLE “CLOSES” TO THE CONVERSATION:

It goes well

The Consultant wants to make things 'right'.

It DOES NOT go well

The Consultant does not take responsibility for their actions or shifts the blame elsewhere; they do not agree with the company policy etc.

After the conflict resolution discussion:

After the Conflict resolution conversation has been held, circle back and check in with each Consultant involved.

Email everyone involved to recap the decisions and the 'next steps' that were agreed upon. When applicable, reference company policy. Let your email reflect community, appreciation for everyone involved and an onward and upward direction.

Caution: Avoid being drawn into a conversation that will find you "hashing out" the situation again. Make your 'check-in' and email short and sweet and presented as an effort to show respect and concern for everyone involved.

Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen.

WINSTON CHURCHILL

3.6 DUPLICATION - (DU' PLI CA'TION) *Made or done exactly like an original*

Promoting Leaders

Leader promotions are the path to Comp Plan advancement and major growth.

It doesn't matter how successful you are in your personal business, you can never do the work of a team.

The 'life insurance' of any Direct Sales business is the consistent and rhythmic promotion of NEW Leaders.

Leaders who want to generate a full time income working part time hours, will learn that the fastest way to that end result is to consistently identify and promote new Leaders.

How to identify future Leader promotions

Sometimes a Consultant will self-identify themselves as a future Leader. They may say...:

"I'm interested in building a team and making more money..how do I go about doing that?"

Other Consultants will identify themselves as a future Leader by their performance:

-Holding 6-10 VPs in a month

Increasing their PQV each month in a three (3) month period

Sharing the **gemstra** opportunity and sponsoring on a regular basis Promoting each new product launch with consistent high sales

Be on the constant look out for future Leaders. Promote the benefits, perks and bonuses associated with being a **gemstra** Leader, and role model with excellence the responsibilities of being a successful Leader.

2 Steps to promoting New Leaders:

1. Each month, schedule time to call your aspiring Leaders- the Consultants who are self identified and the Consultants who are top performers.
2. Multiply your influence by inviting these Consultants to an Aspiring Leader Conference Call where you will talk about the Leadership opportunity at **gemstra**.



ASPIRING LEADER CALL AGENDA

WORKSHEET

"Welcome to the call!"

Before we get started, let's do a quick roll call. Please tell me your name, how long you've been with **gemstra** and where you live) After roll call.....

"I am so excited to have all of you on the call today/tonight. In the next 45 minutes, I want to talk to you about the responsibilities, bonuses and perks of being a **gemstra** Leader.

Some of you on the call have personally expressed to me your desire to build a team and become a Leader with **gemstra**.

Others of you may have not yet expressed a desire for rank advancement, but you have joined us on the call to learn more about the requirements and advantages of being a Leader with **gemstra**.

At this time, please pull out the Rank Advancement sheets I sent you in your invitation to this call. We will be going over these two sheets in just a few minutes.

I also wanted to share with you a goal I have set for our Team. This year it is my goal to promote Six (6) Garnet and three (3) Amethyst Leaders every three months. I have invited you to this call, because I think you have what it takes to be one of those NEW **gemstra** Leaders!

As I go through our agenda today/tonight, I'd like you to take notes and write down any questions you may have about a leadership role with **gemstra**, and we will have a Q&A segment towards the end of our call.

1. Cast the vision for Leadership:

"Let's begin talking about what it takes to qualify as a Garnet and an Amethyst. Please choose the Rank Advancement sheet that best reflects your desire for leadership at this point. Please fill in the worksheet as we go along.

1. Review the Rank Advancement qualifications for Garnet.
2. Review the Rank Advancement qualifications for Amethyst.
3. Poll your attendees:

On a scale of 1-10:

1= "I'm not sure I want to be a Leader, but I'm willing to listen to the information."

10= "I want to be one of the Leaders you promote in the next three (3) months.

4. Please tell me where you are on the scale and if you're not at 10, what would you need to be at 10?

1. Cast the vision for Leadership:

You may wondering what additional responsibilities you will have as a Leader.

gemstra

As a Consultant, You:

- Hold Virtual Parties
- Host Coach
- Sell Product
- Promote New Product Launches
- Sponsor New Consultants

As a **gemstra** Leader, You:

Would continue doing the above Consultant responsibilities and add the following fun aspects of being a Leader:

- Review and follow the Introduction to Leadership Training found in the **gemstra** Backoffice
- Create and maintain a Team Facebook Page
- Hold a Monthly Team Conference Call
- Attend the **gemstra** Leader call with Amie
- Contribute ideas and feedback to the company as requested

As you can see, you are already doing what it takes to be a successful Leader... that is, having a strong and consistent personal business.

3. A Change in Perspective: Leaders book and hold Virtual Parties for different reasons:

A Consultant holds Virtual Parties to book, sell and sponsor.

A Leader holds Virtual Parties to train their team, find their next New Consultant and their next New Leader. Leaders will still hold and book Virtual Parties and continue to have high VP sales because they have developed these skills as a Consultant.

4. Let's talk about the Support and Partnership Leaders receive:

Leaders lead teams and Leaders are part of a team. Within each team, it is important to have a circle of peers you can partner with, network and fellowship with...We call this circle of support "Pacing Partners".

What to consider when choosing a Pacing Partner:

Your Pacing Partner should mirror your work ethic, scale from 1-10 desire to be a Leader and perhaps have different business strengths than yours so you can learn from one another.

Pacing Partners Objectives:

- Hold each other accountable
- Encourage, brainstorm and problem solve
- Celebrate and course correct each other

Schedule three (3)-15 minute "Touch Base" calls on:

MONDAYS

Personal Business Goals:

How many VPs do you have this week?

Who are you working on Sponsoring this week?

Team Business Goals:

gemstra

What do your Top Performers have up this week?
How are your Aspiring Leaders doing?
(VPs, Sales, Sponsoring, Rank Advancement)

WEDNESDAYS

Are you and your Team on track to your weekly goals?

FRIDAYS

Did you reach your personal business goals? Your Team goals?
What can you do this weekend to reach your goals?

Now it's time to 'partner up!'

I'd like each of you to pick a Pacing Partner from someone on the call today/tonight
and if you need help finding a pacing partner, I'll be happy to help you find one.

(Leader: Write down the "Pacing Partners as they ask each other to 'Pace' with them.
Find Pacing Partners for those who may need help doing so.

"In addition to your Pacing Partner, I would like to set up a weekly call with each of you to support your goals and help monitor your progress to Leadership. I will set those weekly calls with each of you who send me your Rank Advancement worksheet.

5. I'd like to now open our call for Q&A.

Please state your name and your question.....

(Leader: Do not panic if there is no immediate response to this direction...they are thinking or may be shy. Count to 10 (to yourself) and by 7...someone will speak up.)

6. I want to congratulate you

I want to congratulate you on investing the time to be on this call and exploring the leadership possibilities with **gemstra**. I DO believe that each and everyone of you can promote to leadership within the next three months! And I will be there to support your every step!

7. Here's your Call to Action for your 'Next 3 Steps' towards leadership:

1. Send me your Rank Advancement Worksheets by tomorrow at (Time).
2. Connect with your Pacing Partner sometime tomorrow to:
Schedule your three 15 minute calls
Share your plan of action for this week with each other
3. Email or text me your preferred day of the week for our Weekly "Touch Base" call.

8. Lastly, here's a little inspiration for all of us as we close our call:

"A goal is a dream with a due date" ..so set your date to promote to Garnet or Amethyst!

And did you know...

gemstra

“That 80% of all goals stated publically are achieved and realized”...So go tell everyone you have decided to become a Leader with **gemstra!**

Bye- Bye!” “A goal is a dream with a due date” ..so set your date to promote to Garnet or Amethyst!

And did you know...

“That 80% of all goals stated publically are achieved and realized”...So go tell everyone you have decided to become a Leader with **gemstra!**

Bye- Bye!”

Aspiring Leader Conference Call Follow Up

After the Call, schedule time to reach out and call everyone who attended the Aspiring Leader Conference Call.

Ask them:

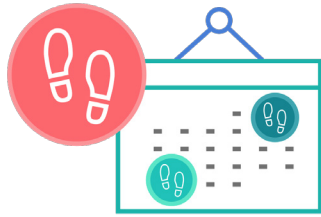
- What they heard about Leadership that they liked?

- Where they are about promoting to Garnet or Amethyst in the next three months?

- How you can support them in that goal?

NEXT STEPS

COMPLETE THE FOLLOWING BEFORE PROCEEDING TO SECTION 4



STEP 1

Identify three success tips or practices that you will apply to your business with in the next 3 days.



STEP 2

Share your three (3) action steps with your upline, your Accountability Partner and/or Pacing Partner or Karen Brass-Johnson , your (FDM) Field Development Manager.