



SOLID START

SEMINAR OUTLINE

Welcome!

We acknowledge your decision to attend a Lifeline Coaching and Education, Inc. event. Implementing this proven formula for starting new representatives will transform your business.

Your outline is designed to contain all the pertinent information from the seminar and to facilitate your own notations as you deem valuable.



SOLID START
The 90-day Program for
Successfully Starting Your New Representatives

Your Intentions Around Leadership

What brings you passion about leading others?

How do you want to impact those whom you lead?



Where will you be in your business one year from today?

Conducting a Successful Mini-Interview

I. Prepare.

- A.** Know what dates you'll offer for an Introduction Party. Invite everyone you interview to attend an upcoming party.
- B.** Bring product that comes in your company's starter kit, and samples of new products. (Meeting in a public place will bring comments from others about your product.)
- C.** Consider creating a Share Book. (Make it personal. Express what your company is all about, and what you're about.)
- D.** Prepare a packet of Opportunity Information that shares the basics of your company (basic recruiting brochure, compensation plan, how to get started). Don't overwhelm them.
- E.** Prepare to share with them the process of getting started. Clarify what you'll do for them if they decide to start.



II. Connect.

- A. Before the appointment consider sending a card sharing that you're looking forward to your time together.
- B. Begin with casual conversation. Make the connection by being interested in them. Stay curious. (examples: How's life? Tell me about yourself.)
- C. Ask intentional questions.
 - 1. What have you enjoyed most about your experience with company name?
 - 2. I'm curious...what piqued your interest in company name?
 - 3. If you were to accept a position with company name, how many parties do you suppose you'd hold in a week?
 - 4. (Calculate what that amount would be.) What would you do with the extra calculated amount a month (or year)?
 - 5. What would you enjoy the most? Least?

III. Information to cover.

- A. Consider making Question cards to keep it light and fun.
 - 1. What benefits can I offer my customers?
 - 2. What benefits can I offer my new hostesses?
 - 3. What are the most common reasons guests decide to schedule parties?
 - 4. How can I earn product and receive discounts on merchandise?
 - 5. Is there a minimum sales quota?
 - 6. What kind of support will you give me?



III. Information to cover.

7. How do I receive my initial products to show at my parties?
8. How much income can I expect to earn on an average party?
9. Is there ongoing training?
10. What happens if I decide this business isn't for me?
11. What are the benefits of being an independent contractor?
12. Tell me about your advancement program.

IV. Close.

- A.** Tell your story. As you share your story, show your product.
- B.** Ask, "So when do you want to get your first paycheck?"
- C.** Follow with inviting them to attend a future party with you.



The Initial Training

What is the Initial Training?

It's a 45-minute session during which you train your new representatives on the basics.

What will you train?

- Hostess Coaching
- Support in designing their 30-day schedule
- How to host an extraordinary Introduction Party
- Host benefits
- Customer benefits

When?

- Immediately after they say YES
- Usually before their Introduction Party unless they begin the business after their party

Where?

- Before their training party
- Coffee shop
- Invite them over for dinner prior to one of your parties—have them ride with you
- Connect, connect, and connect!

How?

- Utilize your company's training manual.



Supplies:

Consider selling them a starter packet. It is in your and their best interest for them to have material immediately, and often they don't receive enough literature in their original kit supplies.

- 6 books
- Host packets
- Date cards
- At-a-glance calendar (2 months)
- Training schedule
- A few training documents

Schedule 45 Minutes

Step 1:

- Connect.
- Acknowledge.
- Give them an agenda.

Step 2:

- Top 10 list
- Discovery question: Who would you absolutely love to host a party with if you knew they'd say yes? (Make a list)

Step 3:

- Call and invite your guests to your party.
- Focus on the theme.
- Focus on inviting your guest to your party instead of asking for the booking.



Step 4:

Visit in person the guests who cannot attend.

- Have fun
- Show samples
- Catalog
- Invite them to host/place an order
- Teach how to conduct a personal showing

Step 5:

Decide what dates you'll offer your new hostesses (6 – 8).

Step 6:

Hostess Coaching:
Coach your new representatives and then have them coach you.
(25 minutes)

Step 7:

Schedule next appointment to connect.

On-the-Job Training

- Schedule a party upon their agreement to get started
- Involve your representatives in your demonstration.
 - (What do you want to teach them?)
- Design their ideal demonstration.
 - Have them do a mock demo for you.



The Introduction Party

The focus of this game is to challenge your representative to host an extraordinary party for their guests and hosts.

1. Coach them like a hostess (Turn the volume up)
 - Read *Partnering with your Hostess*
2. Theme Party (5 senses)
3. 20-Minute Guest Connection
4. Invitation List and Postage
5. Calling the Guests
 - Promote the theme.
 - Stay away from asking them to schedule a party. Wait until the main event.
 - If a guest cannot attend, meet them in person.
 - Connection.
 - Show samples
 - Bring them a gift or card
6. Involve your new rep in the demo.
 - Check out their comfort level (Where is your new representative in the process?)
 - Introduction
 - Show a few items
 - Booking commercial



7. Reminder Calls

- 2 days in advance
- Prepare for the answer
- If yes—"Who's a friend that's fun? Invite them to join us!"
- If no—"Let's get together!"

8. Pre-Party Set-up

- Set up early
- Ask your new rep to introduce her guests to you
- Make it about them, not your product
- Attributes—curiosity, listening
- Serve the guests

9. Begin your demonstration by acknowledging your new rep.

- Card and/or gift
- Your acknowledgement could be your greatest recruiting seed.

10. Reward guests who schedule a party for your new representative.

- Drawing for #___ bookings

11. Coach your representative on how to follow up.

- Coach future hostesses person-to-person.
- Check in with guests who expressed interest.
- Check in with guests who couldn't attend.
- Set up a time to attend a party or connect by phone.

12. Always set up next time NOW!

- Utilize effective time management systems.