

### Developing our Friends and Family Consultants:

No doubt, the most productive use of our time is to hold spas, mentor your “A” team of consultants to leadership and have personal and unit recruiting every month.

However, the truth is:

- About 75 – 85% of our consultants are F & F
- We have been taught in years past to offer the “deal”
- Example – workshops are taught at our National Conventions to sign up our consultants because of the value of the kit; promote the F & F qualifying order. Many times I have heard to let those consultants just put those products on their dining room table, invite some of their F & F over and let them shop
- This has also been taught as a “Pop the Box” party.

**Here is the truth:**

This is not productive leadership. It is short term thinking. I have been guilty of the above crimes and so have you. The good news is that we have this wonderful group of consultants to nurture and develop.

Steps to take with our Friends and Family consultants:

- 1. First and best step is to ask her to host her own spa**
- 2. Set up one on one success chats – to determine:**
  - Is she a potential spa consultant
  - Take a journey through the product catalog
  - Show her which products are best for her
  - Ask for referrals
  - Invite her to your Unit events and even ask her to participate
  - Teach her how to order on-line. Etc
  - Treat her like a client – consistent follow-up
- 3. Develop a monthly “club” just for your F& F**
- 4. Throw a Celebration spa in your home and ask them to come – make it a big deal!**
- 5. Add this special group of F & F to your monthly newsletters and Unit meetings**
- 6. Run contests just for this group**
- 7. Spotlight them with their personal testimonies**
- 8. Always look for those who might transition to spa consultants**

**FIRST THINGS FIRST!**

**Make sure you have your 8 spas, take consultant(s) with you, and recruit every month! Develop your Power Team. The nurturing on F & F is very important and should be implemented in with your monthly activity!**