



JumpStart Training

SPONSORING: SHARING THE GIFT OF YOUR OPPORTUNITY

New consultants often think sponsoring is something only experienced people should do; that they should become skilled at selling and booking before sharing the opportunity with others. Nothing could be further from the truth!

Why? Because brand new consultants are the most excited people! You have just found a great way to earn extra money and you're getting free products and having fun. Why wouldn't you want to share that enthusiasm and excitement with everyone you meet?

Sponsoring is merely having a positive attitude and expectancy. Sharing our opportunity and sponsoring new team members is the most rewarding part of the business, both personally and financially. When we truly believe that we have the best product, the most fantastic host program and the most lucrative income-earning opportunity in the industry, we can't help but share it with others!

Always Share Your Story

So, how do you find leads at your first few Spa Bars? It's easy! Just share your story. Keep it simple, relatable and short – no more than a couple minutes in length. Tell your guests a little bit about yourself and how you became involved with Jordan Essentials.

Never skip sharing your story or doing a sponsoring talk. And never prejudge your guests. Talking about the business opportunity is not optional. Ask yourself: Would you ever think of doing a Spa Bar and not taking your products? Your catalogs? Your order forms? Of course not! So why would you do a Spa Bar and not offer your business opportunity? It's the same thing.

Your business opportunity is one of your most valuable "products." But, no one can consider what you have to offer, much less take advantage of it, until you offer it to them personally. We never know who is at our Spa Bar and who needs our opportunity the most, so it's important to take the time to share.

Many new direct sellers feel that they are being pushy or imposing on people by talking about the opportunity. However, when you think about how Jordan Essentials enhances and enriches the lives of others through extra income, self-confidence, personal growth, recognition, friendships, and flexibility of time, you realize that your opportunity is a valuable gift.

Statistics show that when you talk to 10 people, at least one of them is going to join. Even if you're a new consultant doing your first few parties, when you talk to 10, at least one will join.



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Your goal is not necessarily to find people who want to join, but people who want information. You can do this by creating sponsoring packets to hand out to leads. Sponsoring packets should include a current catalog, Opportunity/ Host Brochure, and a paper application. Use cute themed envelopes and be sure to include your contact information.

At the end of the day, your main job is to create interest. And you create interest by planting points of interest throughout your party. The more interest you create, the more leads you will receive. And the good news is that the more packets you hand out, the more people that will eventually join your team.

You can find one, two, or more new team members at your first Spa Bars. Generate interest in your business by creating a fun experience for your guests, relating to them, sharing some reasons why they may want to get started, and extending a personal invitation to learn more.

One tool you can use to share the benefits of our opportunity is the Book/Join Tool. This is a laminated accordion-style flip chart that shares the benefits of hosting on one side and the benefits of being a consultant on the other side. It's a great visual, especially when you quickly extend it out in front of them at a Spa Bar.

Some guests may decide right away that they'd like to get started. Others will require a follow-up conversation. Setting up a time to follow-up with guests who took home information or who express an interest is important. It's a time where you can ask them questions about their life and their needs to see how Jordan Essentials could be a good fit for them.

There are prospective leads everywhere. But, will you commit to sharing and offering them the same opportunity you've been given? Put on your "sponsoring hat," tell your story, plant seeds, extend personal invitations to learn more, hand out at least three packets at every Spa Bar, and follow up promptly! Add these things to your enthusiasm and passion and you'll not only build a team, but you'll have a positive impact on the lives of others.

Remember, it's not up to us to decide for others. It's up to us to share all of the opportunities that we offer so they can make the decision that is best for them.