SPONSORING | COMMUNICATION | SPEAKING AND LISTENING | PROFESSIONAL DEVELOPMENT

10 Tips for Successful Sponsoring

How having fun and asking the right question combine to build a successful business

by Louise Adrian

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1. *Fun! Fun! Fun!* Are you having fun at what you are doing? Everyone wants to work with someone if they are fun! Make sure your face tells people you like what you do – SMILE! People are attracted to happy people!

2. *Be professional!* Would you want to work with you? Be on time, organized, and do what you say you'll do. Don't over dress – no one wears a suit anymore for day to day business. Look current and trendy with your appearance and clothes. If you are selling home décor looking trendy is important. If you are selling a health product you should look healthy. If you are selling make-up you better be wearing some. If you are selling jewelry make sure you look current and trendy.

3. *Listen!*

Women are amazing listeners be a GREAT eavesdropper. If you are doing a home party stay in the room where the people are.

That is where you will hear who doesn't like their job, needs income, kids in lots of activities. When you meet with someone that is interested in starting ask there "Why". Without knowing their why how can you get them to achieve what they want? Is their why their family, a better lifestyle, paying off debt, a holiday, home renovation. How much income would make it worth it to open an account. Most women will say $500 a month. I like to show them how working 6 hours a week can make them

$1000 a month. $1000 a month can make a HUGE difference in a families budget.

4. *Talk about "Opening up your own Account"* Why *wouldn't* you give it a try? Women love to open accounts. It is a no pressure way of presenting starting the business. Make that approach casual. Don't overwhelm people with details. Even if they want to be a casual consultant selling to friends and family once they open an account and see the benefits of your company they will see the income opportunity. The training can come later and should not be done at the interview.

5. *Show ME the money!* Share that the average Consultant earns about $ for 3 hours of fun. With my company it is about $53 per hour. In Party Plan that is 2 shows a week should make you over $300 a week x 4 weeks = over $1200 that is part-time. Where can you get a part-time job that pays you $53 an hour and you get to choose your own hours?

6. *Why did you start your business? What is your testimonial?* - Example, "I decided to try (your company) to pay off Holiday debt. It took me only 3 months and now I'm working toward…" People do want to know why you started – why you chose your company. What it has done for you. What are the benefits and how much $$ they can make. Share what you do with your income to enhance your lifestyle.

7. *Are you asking?*

***You must ask them to join (Your company)*. You can do the perfect Show/Presentation but if you don't personally ask, "Would you be interested in opening up your own account and making some extra income?" you are missing out on many, sponsoring opportunities. Remember if you**

don’t ask them someone else will!

8. *Offer everyone* at your show/party the opportunity to open an account. You can make great money as a consultant but the big money in this industry is sponsoring – building a team!

9. *Don’t give too much information*. Don’t be pushy! Just ask! Simply ask, “Have you ever thought about doing something like this?” I would love to help you open up your own account. Keep the rest of the info for later. Just get the interest and then set up a time to meet or speak with them. Usually within 48 hours. When you meet with them give the info they need to start (don’t train them), once they have started then start the training. If you overwhelm women they may run – women are amazing multi taskers but if you overwhelm them you may lose the sponsor.

10. *Don’t prejudge*. Some people join for the love of the product, some join for the social aspect of the business, some join for part-time income and some people are looking for a NEW Career, it takes all kinds of people to make you a great business. Invite everyone to join you in your business. You never know who will be amazing unless you give them the opportunity!

Mommy Guilt

Don’t let your children be your excuse let them be your reason! We all have the same hours on the clock everyone decides how to use them. Juggling is just part of what a mom does. It isn’t always easy but it is really worth it. Sometimes people make excuses to me why they didn’t achieve something. Most of the time they use their kids as their excuse. What if they were your reason for success? To be home more, not miss out on firsts – firsts aren’t always in the first couple of years. Kids continue to have firsts all through their childhood. Do you really want to miss those?

You can have it all – yes juggling isn’t easy but be the role model for your kids – strong successful role models that don’t make

excuses. Train your kids by leading by example.

You can have it all in this business – God has hardwired women to multi task!

Go and be amazing!

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