

## **“How to sponsor” training with Gayle Foster 4-23-12**

Reasons you’re not sponsoring: You are not talking to enough people, its that simple!!!! You are talking to to same people, over and over again holding them like a China egg. Move onto NEW people.

Things to do:

1. **You must fill your datebook** because you must see results and cash flow to cause you to believe that premier works! If you don’t see income, you will not want to share it with anyone else.
2. **Premier must be on your mind daily!** Wherever you go and whatever you do. Always be prepared to tell someone about your opportunity. Have a “commercial” ready and waiting to share.
3. **Hostess Coaching is #1 place to start:**
  - \* you must connect with the hostess as you enter her door. Compliment her, find something in common, décor, pets, kids, etc... Be charming!
  - \* after you’ve explained how to get all the free jewelry and gone through benefits & catalogue, start to gather your things up again and say...  
***“We’re done here” but Suzy, I’d like to take a few more min with you to tell you a little about Premier just in case you may know of someone”. Suzy, have you ever sold anything before? If she says “yes” ... then say, “I’m so glad because you will catch on very quickly. We make 50% and we have no deliveries & no inventory. I know that doesn’t mean anything to you, but let me just show you what that looks like”... (then turn your paper over and show her your last 10 shows, could use “6 min to win it” sheet with 6 shows at the bottom). “See this was my highest show and I made \_\_\_\_\_ but then look at my lowest show. I still made \_\_\_\_\_. The average time a show takes is about 3 hours plus an extra to put your show in the computer. That means I averaged \_\_\_\_\_ per hour!!!! Do you know anyone that makes that kind of money on a part time or even full time basis? Can you think of anyone that could use this kind of money”????????? If she says “me”, then proceed with the full marketing plan and close with offering to turn her show into her training show!!!! If she says a friend of hers, ask for her name and number and tell her, “would you mind if I called her gave her some of the info just over the phone. I certainly want you to invite her to your show as well. Get the name right then, before she forgets or gets distracted.***
4. After your show and all orders are turned in...say, ***“Ladies, you all come on over here while I calculate how much free jewelry Suzy is getting free tonight”***. Show them the amount and cheer for hostess... then say, ***“Now I’m going to show you something even***

***better. Suzy, do you remember when I told you how much money you'd make selling premier? What time did I get here? What time is it now? (6:00 or 6:30 -9:00) Then calculate what you made divided by 2.5 or 3 for your hourly wage. "Do you all realize you can make \_\_\_\_\_ per hour showing premier jewelry"? I'd love to tell you more.***

Then schedule appointment, phone o.p. , or whatever to give them the marketing plan within 24 hours. You must talk to people within 24 hours of showing interest.

5. **Become an expert name collector!!!!** Stop recycling the same old prospects. I challenge you to get 5 new contacts each day, wherever you may be that day. Write down each place you go, dry cleaners, post office, grocery, stores, etc...Say..."***Have you ever thought about doing some type of home based business along with your other job***"? This takes their barrier down because you are just asking a question and you just told her, that it can fit into her busy life. Try it.