

Share the Sparkle part 2 Leadership Night - Nashville Rally, Kaycie Woodward

Bio : Kaycie and her husband Chris live in Spring Hill, Tennessee with their 3 boys Derek, Russ and Caleb. The boys are active in sports, church and community events. Chris works midnights as a sergeant for the police department; things are always hectic at their house. Kaycie has been in Premier for 7 years. Kaycie says "Premier is a gift that God brought into my life even though I didn't want it and tried not to take it. When I look at all that has happened to bring me to this place, I know that God put me here. I am awe struck and forever grateful for His planning and His provision. I grew up a Tom boy who could hang drywall, shingle a roof and out shoot all the boys in a dove field. I broke my mother's heart because I never wore a single piece of the jewelry she purchased me. Today, I have jewelry from one end of our house to the other (and in all the cars too on most days) and my office wall is painted in gold glitter. I never would have dreamed of or chosen this life but I am thankful for it every day."

Tandy asked me to speak to you about what made the difference in my sponsoring, what I have been doing that has produced the growth in our team and what our jewelers are doing that is working. I don't think it will be anything magical that you haven't heard before but I think that's the beauty of our business! I also think that sometimes, we have to be in the right place for the information to stick through the haze. I'm not going to share one magic thing that changed our business but rather several small things put together that have created change and momentum in our Premier family.

It is important to remember that we cannot be responsible for what a person does with the information we give them; our responsibility is to share. The dictionary says that to share means "to tell someone about something." You'll notice it never mentions the reaction or response that person has to the information, it only discusses the action of the person with the information. You are the person with the information and thus, in sharing, you are only responsible to tell. To tell is to communicate information and that is our responsibility, our job. To relay the information we have, to educate the person we are speaking to about the opportunity available to them. We are responsible to share.

Now I know some of you are thinking "my business isn't exciting right now and I'm not excited about it. I'm not even positive I still have a business." Girls, we have all been there and all walk through that. You have to know that at this exact moment, someone else is having their best Premier moment ever and they are thanking God for the blessings Premier has brought them. You don't know what God has in store to the lady you're talking with. She might be the next rock star on your team.

Almost 2 years ago I was driving one and half hours one way three and four times a week for \$200 jewelry shows because I couldn't book a show anywhere else. I remember calling Vickie Hopkins multiple times saying "is this worth it?" and "This isn't working." About 6-8 weeks in, I met a girl at a show that I basically bribed to have a show for me. As part of my hostess coaching I sent her the video to watch. Friends, that girl is a ROCKSTAR. She not only qualified for Designer in her first year but won the trip for FREE for herself and her husband. I didn't feel like my business was working but I knew I was responsible to share. What if I hadn't shared with Mandy Brown because I wasn't feeling it? Mandy just told me last week "I don't know where we would be if it wasn't for Premier." You see, her full time job was only paying her \$33 a day because of a paperwork issue that was having to be resolved. She said "honestly, we haven't missed my paycheck because of Premier." Girls...you share because we don't know what blessing God has in store for the ladies He brings into your life, not because we feel like it.

So...let's talk about that word, share, one letter at a time. Think of them not just as letters, but as steps. Each of these steps my team members and I have taken have been what changed the direction of our entire team.

S stands for state of mind. You've got to have the right state of mind and the right state of mind is that "it's not about you." So look at the person next to you and tell her "it's not about you." Premier has this almost oxymoron set up; you might have noticed. You can't grow your business without other people joining you in the business and yet your purpose in Premier is to enrich their life, not your own. Please tell me that at least some of you felt the same confusion in the beginning of your businesses. I clearly remember my first rally and trying to figure out how I was blessing others by them doing a show for me or by them joining my team. I could not wrap my head around it, but it kept being repeated by each speaker. If I had a penny for every time I've heard Andy say it, I could have done a few less jewelry shows by now. The truth is, though, sharing is always for the benefit of someone else. It is to educate them on the opportunity that is available, how it can benefit them or maybe even someone they know. You might have a few ladies join you while you're hunting them down for that next promotion, but more than likely, they won't last because it wasn't about them, it was about you. Your lasting jewelers are going to come from the prospects you spent time with, you got to know and you related to. It's got to be about her. Letting it be about her and not about you allows you to emotionally detach from the outcome of your interaction with her. Focusing on educating her and understanding where she is gets you in the right state of mind to share.

H - Have confidence! You have the best marketing plan in the industry to offer. Is there anyone in this room that doesn't believe that? You are offering her 50% and 10-10-10 - from day one. It's simply unheard of in the industry and in corporate America. So, first and foremost, if you have any doubt in the opportunity of Premier, sit down with your upline and talk through your reservations, compare the other opportunities in the industry, remind yourself of why Premier is

the best of the best - NOTHING compares with what we have. Know the marketing plan, have confidence in your ability to talk about the marketing plan. Your posture, your words and even your actions during your time with her will give her comfort when considering joining or raise flags of doubt. Megan Morgan on my team scripted out the marketing plan from one of the 7 minute videos and has practiced it until she is comfortable talking through the opportunity and with any question that might come up. Record your upline presenting the marketing plan and practice until you're confident delivering the information. You are offering a game changer - the average American family is short \$500 a month to make ends meet. You have an answer to their need. Don't be bashful or apologetic about it; have a bold confidence because you know that Premier works when you work. Lori Stone said to me several years ago "if you had the cure for cancer and your friend was dying from it wouldn't you be bold in telling her about it?" "Broke" and "worried" are killing so many of our friends and the families we come in contact with - you have what they need to make that better. Confidently share the information with them.

A - Ask lots of questions. Sharing the opportunity shouldn't be you doing all the talking. You want to ask questions, let her talk and give you information about her situation. Ask why she agreed to hear about the opportunity - people are busier than they've ever been; they won't give you their time if they aren't interested. Ask her what she would use the money she would make in Premier for. Ask her to tell you what her business would look like 6 months from now in order for her to feel like it was worth it. Ask her what a successful jewelry business would look like to her. Ask her what makes her consider trying Premier. What makes her nervous about considering it. What does she like best? The question asking time is relationship building time; it is key to sharing. Pay close attention to her answers. They tell you what parts of the business and opportunity to focus on. When she shares with you that her son is playing travel baseball, you know what need Premier needs to meet in her life and you can walk her through what it would look like to earn the extra funds for baseball and how that would fit into her schedule. When she says her husband just lost his job, you know where she is coming from. You know that she needs to be able to make quick money to supplement his missing income and relieve stress from his plate while he finds another position. You can help her see that and how it would work. Say to her "if you could make approximately \$200 every time you show the jewelry, how many times a month would you be able to do so?" She is telling you how much money she needs from Premier and she is committing her time to it.

When she tells you that she really likes the jewelry and just wanted to hear more; you know that she is looking at a way to have her guilt free jewelry collection or she may really really love the girl time and has a need for friends. Ladies, I have a jeweler on my team who joined 4 years ago because she loves the jewelry and didn't want to take additional money out of her budget. She does a handful of shows each year so she can purchase as much as she wants and not feel guilty. I think she owns more jewelry than I do. When she tells you she is looking for a hobby that brings her joy because her job is extremely stressful you know to talk about the fun and the simplicity of Premier. Talk about the laughter and the relationships. I have a lady on my team that joined Premier for this exact reason. She made very close to a six figure income. The money she could make in Premier didn't interest her. The fun; the joy and hope she could bring and the simplicity of the business are what brought her to the business. Of course, she happily spends the

money she makes but the money doesn't keep her here, the fun and the friendships do. You have to know what is important to her; what it is that is attracting her. Focus on that and use that area to paint a picture for what Premier can be for her.

Ask where she is today, what keeps her from just trying it? I like to ask "on a scale of 1-10 where are you today?" When she says 6, ask "what keeps you from being a 10?" Or "how can I help you be a 10?" Ask her who her biggest supporter would be. This lets you know what to expect when she gets back home or with her friends and family. The goal is to get to know her, what she is looking for and how Premier can benefit her and/or her family. From there, you are able to use specific stories and specific details to help paint a picture for her or how Premier could fit into her life and make a difference for her. Asking questions gives you the blue print for sharing.

R - resources. Use the resources available to you. We are abundantly blessed with the best materials in the industry. I was talking to Jorge Serrano in October and he said that contacts with other companies in the industry are blown away by our materials because we offer so many more options than they have. Not only do we have materials from the home office, but we have our upline. If you're not using your upline for sharing and following up; you are missing out. Not only does this give you additional ears for hearing what your prospect says, it gives your prospect confidence that she doesn't have to know everything when she decides to try Premier. If you bring someone else along, she will know she can too. It's much less scary that way - She doesn't have to do everything by herself.

At our shows, we have lots of resources to use. The first is a cheat sheet of some form. Now I know you're thinking, "what does that have to do with sharing the business" but we are planting seeds all the time ladies. Everything is part of sharing and our jewelry shows are our biggest resource.

I personally use a flip chart to do my shows and I make a big deal about how thankful I am for it because I can just read it or find out where I'm supposed to be when I get lost during my presentation. Sometimes I even pretend to get lost so I can refer to the pages and keep going. Now, I'm sure most of you are like me and you don't need a script for your show; you could do your show from memory with a baby screaming, dogs running through the living room and the smoke detector going off. However, because I use my flip chart, the ladies at my shows know they will have a script to use if they decide to try Premier. This little change in my show doubled my sharing opportunities when I implemented it.

Laurie Re introduced me to her sponsoring flip chart about 3 years ago. I had been using big money at my shows until then. Her flip chart resonated with me; it is so practical and easy that I immediately started using it. I found that switching from a hypothetical sponsoring activity to a literal one with actual numbers changed the game completely for me. I had many more ladies at

my show interested in hearing more about the business and my team numbers climbed quickly and steadily.

The activity you do at your show is not the end of your sponsoring activities, but it is vital so that you can create interest in the opportunity. What speaks louder than "I put \$1,000 in my bank account in 16 hours last month?"

Your surveys are also a vital resource to sharing. Most ladies will not jump up and say "oh me! Oh me! Please tell me more about joining your team." But they might circle a 3 on their survey. I send anyone who circles a 2 or higher a text message within 48 hours thanking them for coming and letting them know I noticed they were interested in hearing more about the Premier opportunity. I include the link to one of the premier videos. Your upline might offer one and we now have an incredible professional video from Premier available on our websites. I affectionately call it "Mandy's video". In my text I offer them a free bracelet for texting me back what they liked best about the video. When she sends that back to me, I ask her (here we go asking more questions) if she's ever considered trying something like Premier before and walk through whatever she responds with. It is important to remember that when a prospect offers you a reason or excuse, she is actually asking for more information and for your help to work through it. If she's not interested, she will make sure you know she's not. So, unless she tells me a flat out "I am not interested" or signs up that night, I invite her to jump on the next Facebook OP, follow up and stay in touch.

Facebook OPs are a very vital part of my sharing and my teams. We've been using them for about an year now. They are fast paced with zero pressure. Ladies jump on at the assigned time and follow the 10 numbered posts. The event lasts about 30 minutes. They go through the video op, get testimonies from several jewelers who have different whys and had different objections to trying Premier. Guests comment on each post earn tickets to win a free necklace. There is time for them to ask questions as well as to hear about the jeweler rewards card. Several leaders are on hand to respond to comments and answers questions. The interaction is great and ladies love the ease of participating from wherever they are at that time. We've had great success with ladies signing up after the events and even a few during the event. There's no fear factor in the Facebook event so we've had great response to them.

After the Event I go through the same questions we did from the video or our conversations and address them. Recently, I had a lady participated in the Facebook event. Afterwards we were talking and I asked her if she ever thought she would consider trying Premier. She said she didn't know so I asked her what made her hesitant to try it. She stated she had been in two other companies and started out very strong but it fizzled. I discussed that many of us in Premier have

had similar experiences but that the jewelry and the hostess plan help to perpetuate our business and we have found continued success in Premier. So I asked her what her business would need to look like for her to feel that it is worth it. She said "I'd need to have my calendar booked up and be booking shows from my parties." So I asked her what number of shows she would need have on her calendar to feel that she was booked up. She said 3-4. I said great! And asked her 3-4 a month? She said no, a week!! (Whhhhaaatttt????). So I asked her what days she had available to work that many shows and she said Thursday - Sunday. I told her I love those days and asked her if her family would be okay with her being gone those nights each week. She said no they wouldn't. So I asked her "if I could give you Verbiage to get shows on your calendar and teach you systems to replace those shows would it be worth trying?" She didn't say anything for a few minutes and then said "let me talk to you tomorrow about it." So I set the appointment to follow up with her the next night and discuss how I can help her work the details out. The key is that you must ask one question to lead to the next question and let her answers guide you.

If after the Facebook event, there are still questions or she is still wavering, I invite her to come to training or I jump on a 3 way call with my upline with her. The key is to keep moving to the next encounter with her until she has a jeweler number or says she is not interested. It's important to ask her each time if she's ready to try Premier it's great to keep telling but you have to invite her! Networking Marketing Pro, Eric Worre says it usually takes a person 4-6 times of being exposed to the opportunity before they decide to join. This doesn't mean you don't ask them to join you after each interaction and it doesn't mean you don't continue to invite them to try Premier; it means you keep sharing and keep inviting. But it is vital to ask them to try it. Say "I'd love to help you get started. Could we do that?" Or ask her "are you ready to just see if it works for you and your family?" One of my favorites is "you don't have to marry us, maybe just date us a little while and see if you like us." You can invite her to every event but you also have to ask her to join. Otherwise you will be busy building a relationship with her and someone else will sponsor her because they asked her to try it. We have lots of resources at our disposal, be sure you use them!

E - excitement and enthusiasm. Bring the passion girls! Excitement is contagious and it draws people to you. You have so much to be excited about in Premier; use it and let it speak. I like to think that I am so excited about how Premier can change your life that it will splash out all over you if you get close to me. When you believe that you are offering an opportunity that can change her life, the fire in your eyes will be burn bright - she won't be able to miss it. If you're not there yet, keep practicing and borrow someone else's story and use it. When you're new and getting started, It's okay to say "my friend in Premier has seen her life change and give the example." Use the Facebook OP events to help with excitement and energy. The number one feedback is that ladies love the stories from the jewelers in Premier. They love hearing their passions and successes. They are drawn in by the excitement related in the testimonials. Excitement breeds excitement. Facts tell ladies but stories sell; use your story and the stories around you. The important part is to be sold out and passionate about what you are sharing.

You hold a key in your hand ladies. It's one that can unlock the future, answer a prayer, dry the tears and open a door. You are responsible to share this information with the ladies you come in contact with. Get the right state of mind; have confidence, ask lots of question, use your resources and be excited to share in 2017!

