



SPONSORING: THE LIFE LINE OF YOUR BUSINESS

New consultants often think sponsoring is something only experienced people are good at; that they should become really good 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 in the world 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 hostess 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 parties? 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 prejudice your guests. Talking about the business opportunity is not optional. Ask yourself: Would you ever think of doing a party and not taking your products? Your catalogs? Your order forms? Of course not! So why would you do a party and never offer your business opportunity? It's the same thing.

Your business opportunity is one of your most valuable "products." But, nobody can consider what you have to offer, much less take advantage of it, unless and until you offer it to them personally. We never know who is at our parties and who needs our opportunity the most, so it's important to never cut corners in this area.

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.

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/ Hostess Brochure, and a paper application. Use cute themed envelopes and be sure and put your name on the info.



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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 parties. So be sure to just have fun! Encouraging sponsoring is merely creating a fun experience for your guests, relating to them and making your job look easy.

Remember, it's been said that there are prospective leads at every single party, but there isn't always a sponsor there! So put on your "sponsoring hat," tell your story, plant your seeds to harvest later, sell the try idea, hand out at least three packets at every party, and follow up promptly! If you do that, you will soon begin to build a team.