

Jordan Essentials Sponsoring and Interview Guide

Interview Guide

Sponsoring is the most fulfilling part of being a JE Consultant. Imagine the powerful feeling of having shared something you love with another person with whom you've 'connected' - and having that person's life change for the better because of it! The good news is that Sponsoring is simple. It's sharing. Not very different than sharing your excitement about a great movie with a friend. Think of it as 'finding a need and filling it.' This simple approach to a Sponsoring Interview is based on just that - discovering the needs of the person you're meeting with and showing them how a career - either part-time or full-time - might fill those needs. You can set up the interview by inviting the VIP (Vaguely Interested Person) to spend a half hour with you to learn more. When possible, you'll also want to give her the 'Open Heart, Open House, Opportunity Call' audio so she can listen to it before you meet.

There are 4 steps to the Sponsoring Interview:

- 1) Establish rapport
- 2) Gather information
- 3) Tell the story
- 4) Ask for a decision

Always take a Smart Start Guide with you to a Sponsoring Interview. That way, when your prospect says 'yes' you'll be ready to help her get off to a Smart Start right away! (Note: Ask your sponsor if you can sit in on an interview with her before you do your first one on your own.)

Build Rapport

Comment about their home (if that's where you're meeting), their children/family, the weather, the Show where you met her - anything of interest to your prospect. The objective is to create a relaxed environment.

You may find it helpful to tell her again why you invited her to meet with you. Saying something (as long as it's true!) like, 'Suzanne, I couldn't help but notice at the Show last night how interested you seemed to be in what I was doing. And, as I observed your interaction with the other guests, I couldn't help but think what a wonderful Jordan Essentials Consultant you'd make! So I wanted to give you the opportunity to learn more, did you get a chance to listen to the audio?' Even if she has not listened that is ok just move forward through the interview.

Gather Information

Using the following questions, find out as much as you can about your prospect so you can tailor the opportunity to meet her needs:

- ★ I'd love to hear your thoughts after listening to the audio I gave you.
- ★ I'm curious - why did you agree to meet with me today?
- ★ What intrigues you about Jordan essentials?
- ★ What kinds of things do you like to do for relaxation and fun?
- ★ Have you ever done anything like this before?

- ★ How would your family feel if you were to tell them you've decided to join the Jordan Essentials Team?
- ★ If you were to consider doing this, how much time could you spend each week?
- ★ How much money would you want to make?
- ★ What would be your number one challenge in making a decision to do this?

You may want to make notes as she talks, so you'll remember what she says. Be a good listener, and give her your full attention.

Tell Your Story

In 5 minutes (or less), Share with her the following:

What drew you to JE in the first place

The 2-3 things you like the most about being a JE Consultant

The easy steps to getting started (complete an application, order the Kit, start sharing with others her excitement)

Assurance of ongoing support from you and your upline leader

A simple explanation of how much she would likely make from each Show, leading into the number of shows she'll want to hold per month to achieve the income she said she would want to make

An expression of your confidence in *her*

It's important to keep this part relatively brief. Remember that through the New Consultant Experience of receiving her Smart Start Guide and a variety of communications from you, your upline leader and the company, she will learn things a step at a time. That keeps her from being overwhelmed, by learning things as she needs to know them.

This works well when it's interactive, so encourage her to ask questions. Check in with her as you go to be sure she's 'with you.' You might say things like, 'How does it sound so far?' or 'What questions do you have about this part?'

Ask for a Decision

By asking the questions that keep her engaged, when you get to the part where you ask for a decision, you're less likely to be surprised. You will usually already have an indication of her thinking. Here are 3 approaches you might choose from, depending on what she has said so far:

If the prospect is positive - Assumed Close:

*'From everything you've told me, it sounds like Jordan Essentials would be a good fit for you. I think you'd do very well and have lots of fun! Let's go ahead and get you started, ok?'
Go online and help her fill out the application right there.*

If prospect offers an objection - Trial Close:

'I do understand how you FEEL. I FELT that way myself when I first considered joining. What I've FOUND is that _____. Let's set a date for you to observe a Spa Show, and you can make a decision then. It will give you a chance to watch what I do with your questions and concerns in mind.'

If prospect wants to think more about it or talk to her spouse first:

'Here's something we could do that I've found works well. Let's go ahead and plan a Premier Show for you. After it's over, you can decide whether you want to take the Hostess Gifts or become a new Consultant. You can make the choice that's best for you. I have _____ and _____ open in my schedule. Which is better for you?'

Just as practice helped you do your first Spa Show comfortably, the same is true with doing interviews. Every time you do one, you'll learn and get better. So hand out the 'Open Heart, Open House' video every chance you get. Then keep these cards in your purse, always be prepared to do Host Coaching, put on a Spa Show or do a Sponsoring Interview!