FAST TRACK TO LEADERSHIP – SESSION I

I. POWER OF POSITIVE ATTITUDE –

A. Biggest factor to your success (Stay up to move up!)

__________________________________________________________
__________________________________________________________
__________________________________________________________

B. Surround yourself with positive people

__________________________________________________________

C. Utilize your leader or upline for support

__________________________________________________________
__________________________________________________________

D. Keep your goals in sight – WHY do you want this?

__________________________________________________________
__________________________________________________________
__________________________________________________________

E. Read or listen to motivational books or CDs –

__________________________________________________________

II. GOALS –

A. Importance of goals –

What is your personal income goal (monthly)? _____________

What is your personal show goal (monthly/weekly)? _____________
B. What do you want your organization to look like in 6 TO 10 weeks? (Draw a diagram below, using circles or squares. You are at the top, your new consultants on the next level . . .)

C. Break down goals into small pieces (Inch by inch, everything’s a cinch!)

__________________________________________________________

__________________________________________________________

__________________________________________________________

D. Whatever goal you have, it can be achieved by holding MORE SHOWS!

__________________________________________________________

__________________________________________________________

III. WE ARE IN SHOW BUSINESS

A. The importance of doing shows – there is no substitute (catalog shows don’t count).

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________
B. You must commit to doing shows during this program.

C. “8 will make you great!” You need to be in front of people 8 times a month!

D. It’s up to you! Think about the great results you will achieve by doing 8 shows a month. First, income:

How much money would you make by doing 8 shows/ mo. (Formula: Multiply your show average X 8 X your income percentage + any bonuses = total income.)

Is that in line with the income goal figure you wrote above in the goal section under “Personal income goal?”

What could happen in the next 6 weeks during this Fast Track program if you held 8 shows?

To your income: 

To your future bookings: 

To your booking/recruit leads:

IV. BE PREPARED TO DO BUSINESS

A. Don’t lose business because you’re not prepared. Always be ready!

B. Have catalogs, literature, etc. on hand.

C. Make 8-10 hostess packets up now!

D. Pack your briefcase and carry it with you at all times.
E. Always be ready to do business. (Have plenty of hostess/recruiting brochures)

F. Always know your next two available dates.

G. Make up recruiting packets ahead of time. (What goes into a recruiting packet)

V. THE REASON WE DO SHOWS IS TO GET MORE SHOWS – BOOKINGS!

A. Getting bookings from shows – (The difference between getting 1 booking per show versus 2 bookings per show)

<table>
<thead>
<tr>
<th>New Consultant</th>
<th>Shows on Calendar</th>
<th>Postponements/ Cancellations</th>
<th>Shows Left</th>
<th>Shows Booked (1 for each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Month 1</td>
<td>6</td>
<td>1</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Month 2</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Month 3</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>3 shows left</td>
</tr>
</tbody>
</table>

Now, look at the second chart to see a drastically different outcome when booking TWO shows for each one held!
4-Week Calendar | Shows on Calendar | Postponements/Cancellations | Shows Left | Shows Booked (2 for each)
---|---|---|---|---
Month 1 | 6 | 1 | 5 | 10
Month 2 | 10 | 2 | 8 | 16
Month 3 | 16 | 3 | 13 | 26 shows left

**WOW! 3 shows left in the first example versus 26 in the second.**

B. Decide NOW when you want to work – get your calendars out and mark what days of the week you are going to do shows.

C. Explain date cards – make up date cards NOW with the dates you marked in your calendar.

**HOMEWORK:**

1. Make an organizational chart for yourself. Please e-mail HO with your existing organization.

2. Book 2 or more shows within the next 48 hours. Your goal is to get 8 shows on your calendar, to be held within the next 3 to 4 weeks.

3. Pack your briefcase with hostess packets, recruit packets, etc.

4. Set a goal for what level you would like to be at when this class concludes? Send it to HO.
FAST TRACK TO LEADERSHIP – SECTION II

I. BE PREPARED TO DO BUSINESS

   A. Don’t lose business because you’re not prepared. Always be ready!

   B. Have catalogs, literature, etc. on hand.

   C. Make 8-10 hostess packets up now!

   D. Pack your briefcase and carry it with you at all times.

   E. Always be ready to do business. (Have plenty of hostess/recruiting brochures)

   F. Always know your next two available dates.

   G. Make up recruiting packets ahead of time. (What goes into a recruiting packet)

II. THE REASON WE DO SHOWS IS TO GET MORE SHOWS – BOOKINGS!

   A. Getting bookings from shows – (The difference between getting 1 booking per show versus 2 bookings per show)
Booking ONE Show from each Show Held:

<table>
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<tr>
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<th>Shows on Calendar</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Month 1</td>
<td>6</td>
<td>2</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Month 2</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Month 3</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>3 shows left</td>
</tr>
</tbody>
</table>

Now, look at the second chart to see a drastically different outcome when booking TWO shows for each one held!

<table>
<thead>
<tr>
<th>3 Month Calendar</th>
<th>Shows on Calendar</th>
<th>Postponements/ Cancellations</th>
<th>Shows Left</th>
<th>Shows Booked (2 for each)</th>
</tr>
</thead>
<tbody>
<tr>
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<td>6</td>
<td>1</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Month 2</td>
<td>10</td>
<td>2</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Month 3</td>
<td>16</td>
<td>3</td>
<td>13</td>
<td>26 shows left</td>
</tr>
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</table>

WOW! 3 shows left in the first example versus 26 in the second.

B. Decide NOW when you want to work – get your calendars out and mark what days of the week you are going to do shows.

C. Explain date cards – make up date cards NOW with the dates you marked in your calendar.
III. CREATING A POWERFUL PRESENTATION

A. Make your presentation fun and informative.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

B. Booking talk – how to write an effective booking talk.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

C. Booking seeds – examples of seeds

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

D. Overcoming objections (practice, practice, practice!)

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

HOMEWORK:

1. List three (3) things you do to make your presentation fun; email to your upline or HO.

2. Write a booking talk and email to your upline or HO.

3. Pack your briefcase with hostess packets, recruit packets, etc.

4. Set a goal for what level you would like to be at when this class concludes? E-mail it to your upline or HO.
FAST TRACK TO LEADERSHIP – SECTION III

I. IMPORTANCE OF HOLDING SHOWS (FROM A TRAINING STANDPOINT)

A. Lead by example.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

B. Shows provide income, leads, arena for training new people, group volume (Be a “show generator”).

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

II. YOU OFFER THREE (3) SERVICES: BUY, BOOK or JOIN –

A. Offer your 3 services to everyone!

B. Assume the guests are there to take advantage of at least one of your services.

________________________________________________________________________

C. They are EXPECTING you to ask. Always DO YOUR JOB.

________________________________________________________________________
________________________________________________________________________

D. Mention your 3 SERVICES at least three times during the show in different ways:

- Did I answer all your questions tonight?
- Were you able to get everything you wanted this evening?
- Can I put you on my customer list to contact in the future?
III. MEETING YOUR LEADERSHIP GOAL – RECRUIT!

A. Handing out three packets at each show.

________________________________________________________________________

________________________________________________________________________

B. Possibilitize! What could happen in your business if you handed out THREE PACKETS, when doing EIGHT shows a month.

Exercise: (Using the ratio of 10:1, handing out 3 pkts. x 8 shows = 24 packets:

________________________________________________________________________

________________________________________________________________________

IV. LEADERSHIP GOALS –

A. Recruit at least 3 people during this FAST TRACK TO LEADERSHIP

________________________________________________________________________

B. 12 team parties a month (including your 8 and starters, if applicable)

________________________________________________________________________

________________________________________________________________________

C. Possibilitize what would happen if you met these goals.

How many would you add to your team? ____________________________

How many leaders would you promote? ____________________________

________________________________________________________________________

HOMEWORK:

1. Write a recruiting talk and email to HO.

2. Make a list of all leads.
FAST TRACK TO LEADERSHIP – SECTION IV

I. THE IMPORTANCE OF CUSTOMER CARE

A. Change the way you think about customer care.

________________________________________________________________________

________________________________________________________________________

B. You DO have the TIME!

________________________________________________________________________

C. We want them to be ADVOCATES for our businesses!

________________________________________________________________________

________________________________________________________________________

D. Do you think that everyone was able to get everything they wanted the night of the show?

________________________________________________________________________

________________________________________________________________________

E. Use the POWER HOUR for making customer care calls.

________________________________________________________________________

F. The ONE CALL you should NEVER SKIP.

________________________________________________________________________

________________________________________________________________________

G. More can happen AFTER the show than BEFORE or DURING the show – with proper FOLLOW UP and customer care calls.

Sales:____________________________________________________________________
Bookings:_______________________________________________________________

Recruit Leads:__________________________________________________________

H. Build STRONG relationships.

People do business with people they know –
People do business with people they like –
People do business with people they trust –
People do business with people friends have referred them to –

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

II. TAKE CONTROL OF YOUR BUSINESS (If it is to be, it is up to me!)

THE POWER OF HOSTESS COACHING – WHY DO WE COACH?

BENEFITS OF HOME HOSTESS COACHING

A. Offer the Business OPPORTUNITY – your hostess is your best recruit lead.
   - Find out when you book her if there is a spark of interest in the business.

B. Set goals with the hostess. Help her visualize everything she wants. Get her excited
   about her show.

C. Encourage PERSONAL INVITATIONS.

D. Ask the hostess if she is interested in the business or knows of anyone who would be.
   Have a referral program to offer for recruited leads.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
HOMEWORK –

1. Personalize, write down and practice the THREE QUESTIONS to offer your services.

2. Call back 5 hostesses who previously did shows for you but who are not on your calendar. Follow up. Ask how they’re enjoying their products, if they are interested in doing another show, who they know, etc.

3. Call 5 guests who attended a show, loved the products but didn’t book a show, for whatever reason.
FAST TRACK TO LEADERSHIP – SECTION V

I. ALWAYS DO IT BY THE BOOK!

A. The most important show you’ll ever coach is a new consultant’s STARTER SHOW.

B. They are WATCHING everything you do!

C. They will DUPLICATE with THEIR hostesses what you do with THEM.

D. Be sure you’re establishing what you want DUPLICATED.

II. HOW TO GET A NEW START OFF TO A GREAT START

A. Will dramatically increase their chances of success.

III. PRESENTING THE “FIVE I” PROGRAM

A. The importance of having a system in place for recruiting

B. Duplicable

C. Consistency in training
FIRST I – INTEREST

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

SECOND I – INTERVIEW or INFORMATION

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

HOMEWORK:

1. Make a list of questions you would ask during an interview; and email them to HO or your leader.
FAST TRACK TO LEADERSHIP – SECTION VI

I. THIRD I – INTRODUCTORY or STARTER SHOW

A. Set date immediately.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

B. Opening Talk for Starter Show (please see below).

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

C. Main three objectives at Starter Show:

1. Sales
________________________________________________________________________
________________________________________________________________________

2. Bookings
________________________________________________________________________
________________________________________________________________________

3. A recruit
________________________________________________________________________
________________________________________________________________________

D. Long-distance starter shows.

________________________________________________________________________
OPENING TALK FOR INTRO SHOW OR STARTER SHOW

“Good evening, Ladies. My name is Carol (recruiter), and I’m here tonight to share Norwex with you. How many of you have never been to a Norwex show before? (show of hands). Great!

“Ladies, tonight is a very special night because this is what we call a Starter Show. Suzanne (recruit) has decided to join our Norwex team (or Suzanne has decided to join us at Norwex), and we couldn’t be more thrilled and delighted for her. It is my job here tonight to introduce this wonderful company and products to her friends and family – because it really is your friends and family that help you get off to a fabulous start.

“Tonight you’re really in for a treat! We’re going to show you how to save time and money cleaning your home. We are going to help you create a healthy home for your family as well as a safer environment.

“Ladies, you’re going to fall in love with so many of our wonderful items this evening, that your biggest challenge will be where to start. When you find yourself in that situation, the best way to take care of that is by hosting your own show and walking away with over a $200 shopping spree – and have the chance to select some of your favorite items at 50% off!

“And ladies, I won’t be the one doing your show – Suzanne will be doing that show for you – so not only are you going to give yourself a great opportunity to introduce this wonderful company and amazing products to your friends, but you’re also going to be helping Suzanne get her business off to a great start!

“Ladies, many of you may have considered doing something like this before but have thought, ‘Gosh, I’ve never sold anything before;’ or ‘I’m not sure if I could do that.’ But ladies, honestly, the best time to join a business like this is with a friend. It is so much more fun to begin a business like this with someone to share ideas and successes with. On an average, we make between $150 and $200 an evening. Think about what $600 to $800 a month could do for your family, working one night a week. And I’m sure Suzanne would be thrilled to have any one of you do this with her. So if you would just like to take an information packet home with you this evening, please let me know and I’ll be happy to send you home with one.”
FAST TRACK TO LEADERSHIP – SECTION VII

I. FOURTH I – INITIAL TRAINING

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

II. FIFTH I – INCOME!

________________________________________________________________________

________________________________________________________________________

III. DIFFERENT FORMS OF COMMUNICATION/TRAINING

A. EMAIL

________________________________________________________________________

________________________________________________________________________

B. REGULAR MAIL

________________________________________________________________________

________________________________________________________________________

C. PERSONAL PHONE CALLS/TELECONFERENCEING

________________________________________________________________________

________________________________________________________________________

D. LIVE MEETINGS

1. HOW TO RUN AN EFFECTIVE MEETING

________________________________________________________________________
2. STRENGTH IN NUMBERS

IV. COACHING – KEEPING IN TOUCH WITH TEAM

HOMEWORK:

1. Create a list of questions that you may use in coaching calls.

2. Set times for your team to begin coaching calls.
FAST TRACK TO LEADERSHIP – SECTION VIII

I. MEETINGS

A. Planning Meetings

1. They should be upbeat and informative.
2. They should be short and to the point – 1½ hours is about the maximum.
3. Start and end on time.

B. Cover These Elements

1. Education________________________________________________________
   ________________________________________________________________
   ________________________________________________________________

2. Information_____________________________________________________
   ________________________________________________________________
   ________________________________________________________________

3. Recognition_____________________________________________________
   ________________________________________________________________
   ________________________________________________________________

4. Motivation/Inspiration___________________________________________
   ________________________________________________________________
   ________________________________________________________________

II. QUALITIES AND CHARACTERISTICS OF A GOOD LEADER

A. A good LEADER is someone who INSTRUCTS, TEACHES, GUIDES, SUPPORTS and LEADS – A good leader leads BY EXAMPLE! (She is not the BOSS, but CAPTAIN of the TEAM). Train, mentor, coach.
B. A good leader is a GOOD LISTENER and GENUINELY CARES ABOUT PEOPLE:

1. Be TRUSTWORTHY with information you hear and have INTEGRITY (no gossip).

__________________________________________________________________
__________________________________________________________________

2. Be careful about the advice you give (if you choose to give it).

__________________________________________________________________
__________________________________________________________________

C. A good leader ALWAYS STAYS POSITIVE and OFFERS SOLUTIONS. They SEE the OPPORTUNITY in any SITUATION.

__________________________________________________________________
__________________________________________________________________

D. A good leader ADDRESSES SITUATIONS as soon as THEY ARISE.

__________________________________________________________________
__________________________________________________________________

E. A good leader is HONEST. They MEAN WHAT THEY SAYS and SAY WHAT THEY MEAN.

__________________________________________________________________
__________________________________________________________________

F. A good leader CREATEES WINNERS in her organization. She does this by being a PICTURE PAINTER/DREAM BUILDER/VISIONARY. A good leader also EMPOWERS PEOPLE.
G. A good leader ONLY GOES UP! (Not ACROSS, and definitely NOT DOWN!)

________________________________________________________________________

________________________________________________________________________

H. A good leader ADAPTS – and RESPONDS – WELL TO CHANGE.

________________________________________________________________________

________________________________________________________________________

I. A good leader is not GREEDY – or SELFISH!

________________________________________________________________________

When you are all of the above, you will become a GREAT LEADER!

Thank you for participating in this Fast Track to Leadership!