

5 STEPS TO SPONSORING & PROSPECTING WITH INTEGRITY

1. RELATE: Spend only 5% in this step

In this step you are getting to know someone. Make connections in an authentic heartfelt way. Find things that you may have in common- kids, church, sports, music, etc. You must set the stage so people feel comfortable about your business and products.

2. DISCOVERY: Spend 80% in this step

It is all about them. Ask questions to uncover what's important to them (WITT). What is their WHY? Bring to surface the pain/problem they may be experiencing and help them discover the pleasure/solution they are seeking through your business and/or products.

3. ADVOCATE: Spend only 5% in this step

An advocate is someone who can build a strong case for the value of something. You are an advocate for your business. You can provide information on the value of the products and opportunity. You can advocate by sharing your story, your WHY. You want to link Arbonne to their WITT. This is when you present based on their needs.

4. SUPPORT A DECISION: Spend only 5% in this step

There may be questions or concerns they need handled before they can make the decision. All decisions are based on emotions followed by logic to justify their decision. You are there to provide enough information to move them forward in the decision they would like to make- even if it is NO. It needs to be a good fit for the both of you.

5. TAKE ACTION: Spend 5% in this step

Influence occurs when people take action. It's your job to make requests and help people take the next best step forward. ASK them to do something and have a clear next step, or everybody loses.