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## Ready to Ramp-up Your Sponsoring? Here's the 5 Biggest Mistakes Consultants Make that Slows Down Sponsoring

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By now you know my mantra: “*You’re NOT in the business of ‘selling stuff,’ you’re in the networking and sponsoring business.*”

If you’re ready to take your business to the next level – meaning building a bigger down-line – then it’s important to take a look at the five biggest mistakes consultants often make when sponsoring (or trying to sponsor!) new team members.

### **Mistake #1**

Consultants don’t use enough sponsoring bids during their presentation.

If you’ve taken my [“Is Your Business Stuck.”](#) training, you’ve learned why bids are so important, and that most consultants don’t use enough of them, whether for higher sales, more bookings, or – and this is **important** – (because this is another mistake) *to get people interested in hearing more **about your business plan.***

You see – your goal from a presentation or class should be to have people excited to *learn more* about your business.

Sure, we all hear those stories about the consultant who had a person walk up to them in the mall and ask if they can start in the business.

Those stories are the exception – not the rule – when it comes to sponsoring.

It will be critically important (and you'll learn why as you continue reading) to structure your bids to dangle carrots. Explain why you started, explain why you continue, tell a fun story about your trip to convention, talk about how much you appreciate the tax write-offs, equate (and you have to be careful on this one so you don't violate any company rules) how much you earn at presentations to the number of hours you'd have to work a full-time job.

Bids should be simple statements about the benefits of the business.

**You're not trying to get them to sign at this point in the sponsoring process.** Your goal here is to get them "panting like puppies" to want more information about your business.

There's a big difference.

### **Mistake #2**

Your thinking is wrong.

This held me back for a long time. But once I figured it out, I started sponsoring new consultants (who had to invest anywhere from \$700 to \$1500 to get started) consistently.

Here's what throws you off track.

You set a goal to become a team leader, or you set a goal to earn a company incentive that requires you to sponsor.

As you start working to make that happen, there's a little voice in your head saying, "I need one more person to be a team leader," or "I need to sponsor one more to win that trip," or "I need to sponsor her to maintain my leadership level."

I've even seen consultants take this to the extreme of saying, "I'd like to ask you to start to help me..."

Here's the problem. **The intention is wrong.**

The process of sponsoring needs to be totally focused on the prospect. You literally have to silence any of those thoughts in your head about why it's good for you, and stay completely focused on whether or not becoming a consultant is good for the prospect.

This completely changes your energy when you talk to the prospect on the phone, when you meet with the prospect, and when you sponsor the prospect. She'll *feel* that you have her best interests at heart, and you'll sponsor more consultants as a result.

### **Mistake #3**

You hold on tightly to the same (few) people.

I wish I had learned this earlier in my career. I would have made even more money!

Here's how it happened.

I had a consultant on my team in California who expressed a strong desire to build to the management level in our company. We would connect regularly, and in our discussions, she would tell me that she had several hot prospects.

At the start of each season (a season was every six months), I would travel to areas of the country where I had large groups of consultants to do a launch event – and fortunately for me, California was one of those locations.

I was so pleased when “California consultant” brought four prospects to our launch event. But both at the event, and in the weeks that followed the event, she wasn't able to get those prospects converted into consultants.

For whatever reason, it just wasn't the right time for those four to start.

Our discussions focused on the importance of networking continuously – especially if you want to build to management – and “California consultant” assured me she was participating in several networking activities.

Six months later, when we had another launch event in California. Guess what? “California consultant” brought four guests again...**the same four guests.**

And at the launch six months after that, “California consultant” once again brought...**the same four guests.**

I'm not saying you shouldn't continue to connect with prospects on a regular basis.

What I am saying is you need to continually add *new prospects* to your list.

And sometimes, you need to cross a name *off* your prospect list.

One of my mentors, a guy named George (he was a co-owner of my network marketing company), had a great analogy. He talked about “filling your ferris wheel.”

When you're at the local amusement park and you choose to take a ride on the ferris wheel, every once in a while, the operator stops the ferris wheel to let people get off.

He immediately puts new people in the seat – and the wheel starts to spin again.

In our “sponsoring Ferris wheel” – you want to keep the seats filled all the time. Some people “get off” because you sponsor them; others “get off” because they've made a decision that it's not the right business for them.

And the rest will spend various amounts of time “on the ride.”

Keep filling your Ferris wheel with new prospects, and never “hold on tightly” to any!

#### **Mistake #4**

Consultants bombard their prospects with too much information, rather than providing strictly the amount of information the prospect needs to make a good decision.

Let me tell you about the shortest interview I ever did with a prospect named Jane (who, by the way, became one of my off-spring managers).

Jane had been a wonderful customer for about two years. Throughout that time, she heard my “sponsoring bids” at several presentations, but she was busy building her own business at the time (a non-direct sales business).

We had also become friends.

Jane called me one afternoon and said, “Susie, I'd like to take a closer look at your company – could we meet for dinner tomorrow evening?”

I cleared my calendar to make that happen...

We met at a local restaurant, and after we placed our orders and dinner arrived, Jane said, “I just have one question. Does your company operate with integrity – because a few years ago I was with (XYZ) company, and I didn't feel that company did.”

I explained that I wouldn't be affiliated with any company that didn't have the utmost integrity. I told Jane that our company wasn't perfect – but they were honest and always listened to my concerns.

Then I said, “Jane – what other information do you need to make a decision about joining our company?”

Jane said, "That's it!"

I pulled out the paperwork, and Jane filled it out as soon as we finished dinner.

Jane only needed the answer to just that one question in order to make her decision.

Before I give you a different example, I want to clarify a couple things from this story – because I don't want to leave you with the wrong impression.

I don't recommend that you run around meeting prospects for dinner. Coffee – sure – but not breakfast, lunch or dinner. This worked because we had become friends. Plus, Jane is allergic to cats (and I had two of those fluffy critters), so meeting at my home was not possible.

Also – if you choose to meet with a prospect at a coffee shop, do not feel obligated to buy them a cup of coffee! You can choose to – but you're not obligated. There is a difference.

OK – on to the next story. It's the story of Becka (who also went on to become one of my off-spring managers).

I met Becka while doing a county fair booth, and fortunately for me, she chose to attend the open house we did a couple days later.

Becka had not attended a presentation yet. (Note: that meant she had not purchased any product yet!)

She tried on every single piece of clothing in the collection, she looked at seams, she looked at color matches. After spending a couple hours evaluating the collection, I asked her what she was thinking.

Becka said she was very interested in learning more about our business. I pulled out one of my prospect packets, and we spent another hour going through every single detail of the business (and she had some really great questions).

The plot thickens.

I had applied to go into qualification for management on September 1<sup>st</sup> of that year. (In my company, qualification was a 3-month period where, with the help of your team, you had to build to an organization of at least 20 consultants and they had to produce wholesale volume of \$7000 during qualification.)

I needed to sponsor one more consultant before September 1st to meet the requirement of “12 active team members” in order to go into qualification, and it was now August 25<sup>th</sup>.

The clock was ticking in my head so loudly that it hurt.

Here’s what I *didn’t* do:

- I didn’t tell Becka that I needed just one more consultant to get into qualification.
- I didn’t ask Becka to help ME out by signing.

Instead, I looked Becka in the eye, as I had learned to do, and said, “Is there any additional information you need today in order to make a decision.”

Becka’s response: “I’d like to schedule a party so I can see how that goes.”

My response: “Sounds like a great plan.”

We opened our calendars and scheduled a date – for the first week in September (after my qualification start-date).

Here’s what I *did* do:

(I’d highlight this one if I were you!!)

I said to Becka, “I want you to make the very best decision for you. What I do want to let you know is, should you choose to start in the business within two days following your party, I will turn that party over to you – meaning you’ll get credit for the sales, you’ll get the profits, and all of the bookings will be yours, too.”

Becka had additional questions before the party – so we met for coffee to go through her list.

The party was a huge success – around \$1400 in sales, and 3 bookings.

Two days later, Becka signed as a consultant (she was the first one to sign *during* my qualification period!!).

I am confident – especially since I now know Becka so well – that if I had pressured her in any way to sign before September 1<sup>st</sup>, she would never have become a consultant. That would have been pushing my agenda, rather than staying focused on her needs.

She was a great addition to my business – and worth the wait (and effort)!

## **Mistake #5**

### Consultants don't close the deal.

It's one thing to learn how to present your business information well. These days, most companies offer videos or regular webinars to help you out – so you don't even have to do the presenting (although I'd recommend that you practice this and get good at it!).

Write out and practice a couple closing phrases that are comfortable for you.

You already read a couple that I used.

For example:

“Is there any reason we can't go ahead and get you started today?”

Or

“Do you have any additional questions I need to answer in order for you to make a decision?”

Here are some pointers:

- 1) Look the prospect square in the eyes when you ask these questions. It will show your sincerity, it will show that your interest is focused on her, and her reaction will give you more clues.
- 2) Once you ask the question – *wait for an answer*. I know, those of us who love to talk have a hard time being quiet and waiting for an answer. But that's what you need to do.
- 3) If she has additional questions – answer them – and close again!

“Should we go ahead with your paperwork?”

(And important note here: since most companies use systems online to start consultants – I strongly encourage you to bring a laptop to the meeting – or meet where you can access a computer, or whatever device you can use to access the website.)

- 4) If she has “reasons” that she can't get started today – come up with a solution.

In my example of working with Becka – her “reason” was that she hadn’t seen a presentation. That’s a valid reason. I dangled an incentive by offering to turn over the party to her if she signed within 2 business days.

### **Final thoughts from Susie**

Your sponsoring will really take off when you are completely focused on the needs of your prospect.

The sponsoring process is all about getting people excited to learn more about your business, giving them the information they need so they can determine if your business matches their interests and their life, and if it does, sponsoring them!

## **Alert! Alert! Alert! Alert!**

Today’s your lucky day!! Ready to **save \$500** on some Kick Butt Training?

I can tell you have a strong desire to build a big business! You wouldn’t be looking for additional training and information if you didn’t!

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