

Sponsoring with Integrity

How to Attract and Recruit Serious Business Builders in Your Network Marketing Team

A Special Report by:

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Introduction

Wow, here you are, smack dab in the middle of a network marketing business. You love the products and believe the business is a fabulous opportunity for just about anybody. You see people around you making great money and at the same time making a huge difference in the lives of others. You love the idea of creating substantial income for your family, and you believe you can also be very successful, except for one small thing - you realize this is one business you can't do alone. Your success is going to depend on building a team!

Where do you start? You need to find other people who share your enthusiasm and vision. You will also need to develop sponsoring skills and the know-how to recruit and coach your fellow business builders. But when you think of approaching people and telling them about your great opportunity, you break into a cold sweat and want to run for the hills. What if they say "NO"? What if they judge you and think you are crazy? What if you stand there like a teen-aged boy on prom night, stammering and red-faced, searching for words and feeling more awkward by the minute?

Don't despair and definitely don't give up. If you feel intimidated when it comes to recruiting new business partners, you are definitely not alone. Sponsoring people can be a real challenge when you are building your network marketing business. Rest assured, however, that it is a skill set that you can learn, master, teach to others and believe it or not, actually come to love!

How do I know this? Firstly, through the incredible breakthroughs I experienced by using these skills in my own business. Growing up, I was the last person anyone would expect to be good at influencing others. I was a shy, artsy kid who didn't have a business bone in my body. However, since 1995 I have been completely, 100% self-employed, and over the years have built a thriving and extremely profitable coaching and speaking business.

I also had the great opportunity to be mentored by and work with renowned speaker and "influence expert" Tony Robbins. As a National Sales Trainer, I conducted hundreds of training seminars for major companies across Canada and the United States, sharing the cutting edge in behavioral and influencing techniques to top executives and sales professionals.

Every dime I have earned in my career is a direct result of using the exact same influencing skills you are about to learn. Since I have never felt like I had to "sell"

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anyone, I am a huge fan of this approach. From being an extremely shy kid who developed into a successful entrepreneur, I feel strongly that if I can succeed using these skills, anyone can.

I have also coached hundreds of network marketers, people just like you, who previously either struggled with sponsoring or had a tough time teaching their teams to recruit. As they have learned and adapted the Sponsoring with Integrity ideas to their own approach, their results (and how they feel about sponsoring) have changed quite significantly.

Hearing their positive feedback, accolades and desire to pass on these skills to their groups has cemented my belief that this 5-step sponsoring process can truly make a difference for anyone in the network marketing or direct sales professions. Here are a few success stories from my clients:



"My team volume has grown over 1000% since starting this program and my nation has been #1 in sponsoring (in the entire company) for the last four months.

Using your 'Sponsoring with Integrity' approach has allowed me to train my team and make a huge difference in our duplication. I am using the skills from your program every day. I appreciate you!"

Lynn Hagedorn
ENVP, Top 10 Income Earner, Arbonne
Blair, Nebraska

"I can unequivocally say that participating in program was the best decision I made for my business and my life in 2005!

I am one of 37 leaders in the company who earned a 10 day trip with my husband to Italy and Switzerland. **I increased my income by 55% this year**, but more importantly, the lifestyle changes she has helped me make have resulted in peace and joy that money can't buy!"

Jodi Whitemore
ENVP, Arbonne
Phoenix, AZ





"The 'Sponsoring with Integrity' approach has revolutionized my team and the way we do business. Using these skills have given my leaders so much confidence and they now know what to say to show prospects exactly how our business could meet their needs, without a 'spiel' or turning them off with too much information.

This approach has been very successful -- thank you for everything you do."

Julie Newcomb
ENVP, Top 10 Income Earner, Arbonne
Scottsdale, AZ

Nothing has brought me more satisfaction than having a completely connected, heartfelt conversation with someone. **The 'Sponsoring with Integrity' approach has changed my business and my personal life - this program is truly priceless."**

Emilie Quisenberry
ERVP, Arbonne
Rockwall, TX



"I have been around doing this for over 3 years and when I learned the Sponsoring with Integrity approach, I thought this makes so much sense and it felt so right to me.

I think what is so brilliant about this approach is that **most of the conversation is having your prospect tell you why they would do this business, instead of me trying to convince them.**

It feels almost effortless at times when I can help someone discover their motivation - **it's been amazing Sonia, and I am so thrilled about the changes that are happening on our team.**

Jeanne Sterner
ENVP, Arbonne
Frisco, Texas

Why Bother Learning This Approach?

Learning the Sponsoring with Integrity approach can create several immediate and noticeable benefits, in both how you feel about sponsoring and the results you create.

Here are just a few:

- You will feel more authentic, confident and comfortable talking to people about your business opportunity.
- You will develop a deeper understanding of the psychology behind sponsoring; not just what works, but WHY it works.
- You will have the skill and confidence to approach prospects on your “chicken list” and know what to say to sponsor professional, successful people.
- You will know how to kick off a sponsoring conversation in a way that feels natural, and also gets people hungry to hear the rest of your presentation.
- You will learn what questions to ask to connect deeply with people and ignite their motivation.
- You will be able to better qualify prospects so you no longer waste time with the wrong people.
- You will know how to handle objections that come up and how to inspire people to take action.
- You will develop an elegant, classy approach to sponsoring that will reconnect you to the value of your business and make you proud of what you offer.
- You will develop more certainty and credibility as your results and success increase.
- You will have skills to keep people enrolled in your business long after they have joined.
- You will learn how to teach your team to master sponsoring and duplicate your results.
- You will have a lot more fun and have the skills to make a huge difference in people’s lives.

Teach Your Team to Increase Their Results Too!

This approach can be invaluable in another way – it is easy to teach to others! Now you can help other people on your team duplicate your results and become effective at sponsoring. This is an area in which I have seen many of my clients struggle, very successful leaders at the top of their companies. As you can imagine, these leaders are very skilled at sponsoring (they could do it in their sleep) to the point where they are “unconsciously competent.”

They have developed their skills to such a level that they no longer have to think about it; sponsoring has become a natural and instinctive process. Unfortunately, that can create a real problem when these leaders attempt to transfer their knowledge and skill to people on their team. **It’s almost impossible to teach something if you aren’t aware of what it is you do that is working.**

If getting others in your group up to speed has been challenging in the past, you will find the Sponsoring with Integrity process is quick and easy for others to grasp. This approach rests on a powerful understanding of the influence process, and can be summed up in five steps that anyone can understand and apply.

You can weave these five steps into whatever sponsoring presentation style you are currently using – classes or parties, front-of-the-room presentations, one-on-one interviews, 3-way phone conversations, etc. Best of all, you and your team are going to understand the psychology behind sales and sponsoring; why people do what they do, why they are influenced to make certain decisions. This awareness will give you invaluable insight that will turbo-boost your own sponsoring process and help you attract serious business builders to your team.

What’s the “Integrity” All About?

I have to admit, when I was first introduced to the network marketing/direct sales industry, I had the same prejudice and misconceptions many of you battle when telling people about your business. My initial exposure to these “pyramid schemes” was in a cramped, dimly lit, smoky room at the Holiday Inn, watching some overweight guy in a blue plaid suit preach about the merits of passive revenue and joining the “family.” Not very attractive, I have to say.

That impression, thankfully, has changed significantly since that time.

I now believe the network marketing/direct sales model is one of the most powerful business models around, an opportunity that has no limits except what you impose upon it.

If you work hard, you get paid well for your efforts and eventually can enjoy the amazing benefits of passive revenue and all it can do for your family and your lifestyle.

I love the idea that your business is founded on teamwork, and that for you to win, others must also win. You certainly won't find this collaborative attitude many other places in the business world.

I am also more and more impressed by the people who join this profession. I have had the pleasure of coaching some of the most skilled, classy, talented leaders in the business, people who care deeply about the success of others and often go far beyond the call of duty to help them be successful. I am inspired by their commitment to themselves and their people and share equally in their joy when they see their teams excel.

And most of all I love that your business is about growth - your own! To succeed, you must face your own personal limitations and overcome your deepest insecurities and fears. You will be challenged and stretched and cajoled into moving out of your comfort zone and embracing more and more of your greatness. As much as this business can create incredible income and opportunities, **I believe WHO you become through this adventure is truly the greatest gift of all.**

So, with all that said, why does network marketing get such a bad rap?

Unfortunately, some people still see your business as a get-rich-quick scheme that cheats people out of their savings, fills their garages with useless product, and forces them to go out and rail-road their friends and family with schmarmy presentations. Ick.

Sadly, there is some truth to these perceptions, at least in my experience. I have watched some people pitch and sell and push others into joining their business. I have heard them promise the moon and lie through their teeth. I have witnessed them take money and hit the road, never to return even a single phone call. And frankly it makes me sad and frustrated, because it definitely does not have to be that way.

It is not your business model, but WHO is doing this business (and how) that makes all the difference in the world. I strongly believe you can be honest, caring, direct, giving, authentic, truthful, professional, vulnerable, sincere, and be VERY SUCCESSFUL in this profession.

You can learn to speak to people about your business in a classy, effective way that can capture their attention and inspire them to want to hear more. Bottom line, you can **sponsor with integrity**, and be very successful, likely much more successful than doing it in any other way.

The Webster's definition of **integrity** is listed as:

in-teg-ri-ty

1 : firm adherence to a code of especially moral or artistic values

[INCORRUPTIBILITY](#)

2 : an unimpaired condition : [SOUNDNESS](#)

3 : the quality or state of being complete or undivided : [COMPLETENESS](#)

Synonym see [HONESTY](#)

Many people believe integrity means doing what feels right. As you can see, another definition of integrity is "completeness" or "wholeness". When you come from the heart and are real and honest with people, I do believe you are "whole". You are not hiding anything; all of who you *really* are shows up in your presentation and your authenticity is what will captivate and persuade your prospects.

Here's the best news - I believe you (yes you!) have the opportunity to change the world's perception of the network marketing/direct sales industry and make it one of the most attractive professions around. By learning to sponsor with integrity, you can lift the stigma for good. That is my sincere wish for you.

My purpose in sharing this information is to support you (in whatever way I can) to become as attractive, polished and professional as you can be; to have the skills, savvy authenticity and presence to attract serious professionals to your network marketing team.

What you are about to learn has the power to transform your network marketing business, catapult your personal growth and enrich the lives of the people on your team.

You can achieve your dreams, and with this knowledge, help your own team members to achieve theirs as well. And it all starts with a powerful sponsoring conversation.

What is Influencing and Sponsoring *Really* About?

There you are, sitting across from a new “hot prospect,” someone you have been waiting to speak to about your business for a long time. You are trying to read her expression as you take her through your presentation, high-lighting all the benefits of your opportunity and what it could do for her. What is she thinking? Is she bored? Excited? Is she wondering if she left the iron on at home?

What if you really did know what was going on in your prospect’s mind? Could that give you the edge in presenting your business in the best possible light? You better believe it! If you know how people are taking in your information and what makes them tick at a deeper level, you will have a distinct advantage when it comes to sponsoring serious business builders. Your conversation could end with a resounding YES instead of a tentative “let me think about it” (as you watch your prospect skulk out the door never to return your calls again).

So what makes drives most people’s decisions? Are we all that complicated? Are we all that similar? You are about to go on a crash course in the basics of Human Behavior 101. Sorry, no degree in psychology offered here, but you will learn some critical information about people and why they do what they do – including why they join your business!

What Drives Our Decisions - Logic and Emotion

Although we humans can be complex creatures, a great deal of our behavior is motivated by just two simple factors; we make decisions and take action for both logical and emotional reasons. **We experience the world with both our heads and our hearts, and consequently use our intellect and emotions to guide us.**

For instance, as you are sitting at Starbucks speaking to your hot prospect, she is likely taking in what you are sharing on an intellectual or “logical” level. She is evaluating all the information presented about your business. She is weighing through the facts and the figures, and deciding if she likes how it works and if it is something she could do.

She is also being affected by your presentation at an emotional level. For example, she may love the idea of being her own boss and calling the shots. She may feel excited about the idea of partnering with you and being part of a synergistic team. She may also feel inspired by your confidence and passion or for some reason your business just “feels right” to her.

Of the two forces, which do you think determines your prospects' decisions and actions the most?

If you guessed emotion, you are right on the money! Emotion affects our behaviors much more than logic. Emotion is a more primal, unconscious force that governs our actions and determines our decisions, most times without our awareness. It's not that we don't have and use logic and common sense, but it's often our emotions that are driving the bus.

Consider, for instance, your spending habits. Have you recently purchased something you either really didn't need or couldn't afford (or both!) but you simply had to have it? Perhaps you splurged on a trendy new outfit or an expensive pair of shoes. When you tried them on, did you think to yourself "yes, these are very practical, a good sensible choice" or did you look admiringly in the mirror at your sexy new look, whip out your credit card and yell "Charge It!" before you could think twice?

We are all greatly motivated by our emotions and we often will buy things because of how they make us feel. This is an extremely important point for you to understand and remember if you want to influence others effectively. (Note: this is especially true in sponsoring).

Unfortunately, many people are unaware of how important emotion is when it comes to recruiting and sponsoring. **One of the most common, costly mistakes people in direct sales or network marketing make is they attempt to convince others to join their business by dumping a lot of "logic" on them.**

They seem to feel if they just dazzle their prospects with enough science or share impressive statistics about the history of the company or its revenues, people will be so impressed they will jump right in. Not usually the case. It's an honest mistake, but an expensive one.

In order to influence your prospects, you must know how to connect with them on an emotional level. That's where their true motivation for joining your business lies, and no amount of impressive statistics or information from you will change that.

Two Emotions That Move People to Act

Simply put, there are two main emotions that drive our behavior: pain and pleasure. **We instinctively avoid anything that is painful and move towards things we believe will give us pleasure.**

For instance, if you are standing in the street and a bus is coming at you, you don't need to stop and evaluate the situation; you instinctively jump out of the way. Likewise, if you place your hand close to a hot stove, you have an immediate (even violent) response. These emotional reactions are instantaneous and unconscious. They are wired into our nervous system for our own survival. They keep us safe and keep us alive.

The same is true for feelings of pleasure as well. If you are like me, you can logically reason with yourself that eating an entire box of Godiva chocolates is not the healthiest choice one could make (but that doesn't seem to stop my hand from continually reaching for them and devouring the lot). We do what feels good, even if it goes against our better judgment.

How does all this relate to sponsoring? **You can use this understanding of pain/pleasure to influence your own behavior, and also elegantly influence the behavior of other people.**

For example, if your prospects are not interested in your business opportunity, why not? **There is a good chance they are linking PAIN to it (the pain that can come with fears of rejection, failure, risk, being judged, the unknown) and because of this negative emotion, your business isn't feeling attractive to them.** They are probably not consciously thinking *"hmm, I sure am linking a lot of pain to this business"* but at some level that is what is happening, and that is why some of your prospects are running the other way.

Now consider the people who have joined your business. **I bet they linked PLEASURE to it, and that is what motivated them to take action. This pleasure could be the joy of financial security, time freedom, the ability to have control over their schedules, more connection with their family, ability to contribute to others and make a difference, etc.**

At some point, the lights went on and (again, probably unconsciously) your prospects linked up that your business opportunity could give them what they want and make them feel really good. That's why they said yes!

When recruiting new people in your team, your job is to help them link feelings of pleasure to your business, as honestly and authentically as you can. If you can help your prospects make the connection that what they really want in life could be met through your products and business opportunity, they will feel much more attracted to it.

Sponsoring new business builders rest on your ability to understand the forces of emotion (pain and pleasure) and how to use these to elegantly influence people's choices and actions with integrity!

Quick Tips

"I used to approach a sponsoring conversation from a place of logic, just spewing out information about the various perks of joining my business. Learning this process has allowed me to see how important the emotional connection is. I love the relationship aspect and the intimacy that comes from using this approach! I just feel more authentic now when I talk to people about my business."

Louise Dobish
Area Manager, Arbonne

How to Lead a Powerful Sponsoring Conversation

So how exactly do you help prospects link pleasure to your business?

Do you wine and dine people, hoping to win them over with your gregarious personality while you wait for the perfect moment to bring up your business?

Do you corner prospects in a crowded restaurant, whip out your presentation kit and pummel them with every positive statistic, scientific fact and success story you can share - that'll inspire 'em!

Or do you hound your friends and family members to attend meetings or wade through company literature, hoping to catch their attention and interest?

Although you have probably tried some of these approaches (and maybe even succeeded) there is a much more direct and effective way to inspire positive emotions with your prospect. All you need to do is have a certain kind of conversation with people about your business.

During this conversation you will do 3 things:

1. Show up with an intention to SERVE people, not sell them.
2. Ask questions to get to know people and find out WITT - what is important to them? (What problems do they have? What solutions are they after)?
3. Listen carefully and make a recommendation about how your business can help them get what they want (if that indeed is true).

In order to engage people emotionally, there are five very important steps you want to be sure to include in this conversation.

And here's the good news. **No matter what kind of sponsoring approach you are currently using** (speaking to people on the phone, face-to-face interviews, group presentations, parties, classes, internet marketing) **you can easily weave these five steps into your current business-building approach and you will be instantly more effective at whatever you do!**

So grab a pen and pay attention – you are about to learn something that can radically change your business results - **the 5 Steps to Sponsoring with Integrity!**

The 5 Steps to Sponsoring With Integrity

These are the 5 steps you will use to create a powerful sponsoring conversation.

1. Relate

Relating is the 'getting to know someone' stage. It is about connecting with someone on an authentic heartfelt level and warming up a conversation. Have you heard the phrase "we like people who are like us?" This is especially true when building a strong connection with others, especially someone you don't know well. The more you come across as being like your prospect, the more they will like and trust you. For that reason, finding things that you have in common (children, church, social or athletic interests, etc.) will help others feel comfortable with you.

Besides just "chit chat", the relating phase is also very important for setting up the direction of your sponsoring conversation. There are some critical things you can say that

will capture your prospect's interest so they become hungry to hear more! You also want to set the stage so people feel comfortable speaking about your business opportunity, answering questions and hearing about it in more detail.

2. Discovery

Discovery is all about being curious and asking questions. If you tell your prospects how great your business opportunity is, they may doubt you or question your motives. If however, you ask questions and people discover for themselves how your business can benefit them, they are more likely to believe it.

You aren't asking questions here just for the sake of asking questions, but with the goal to find out **WITT - What's Important To Them?**

What are their financial goals? What kind of lifestyle do they want? Are they spending enough time with their children or other priorities? *Ultimately you want to bring to the surface the pain they may be experiencing in their life* (a job they hate, financial pressure, no freedom) *and discover the pleasure they are after* (time with their family, better lifestyle, travel, other passions, etc.)

Not only will you learn important details about your prospects that will help you make a true, heartfelt recommendation about your business opportunity, but your prospects will likely learn some things about themselves as well.

In our culture, we often don't have the opportunity to indulge in such meaningful conversations, and you will be surprised at how much people appreciate your sincere interest in them. You will create a strong connection and a trusting relationship with people in the process of learning more about them.

3. Advocate

An "advocate" is someone who can build a strong case for the value of something. You have likely heard of civil rights advocates, or advocates lobbying for particular interest groups in Congress.

Essentially, YOU are an advocate for your business. When you provide information on the value of the products or your company, you are advocating. You can also advocate by sharing your personal story, or giving examples of others whose lives have changed because of your business.

There are many benefits one could advocate about your opportunity: increased income, time freedom, flexible hours, tax deductions, connection, developing yourself, having a business with purpose, making a difference etc. Ideally, you want to point out exactly how your business can be a solution to what your prospect wants (link it back to WITT, what you found out during the discovery process).

4. Support a Decision

If you have been effective in the first three phases of your sponsoring conversation, people are likely interested - if not quite excited - about what your business can do for them. They may also have some questions or concerns they need handled before they are ready to jump in, feet first.

Support is about uncovering these specific concerns and helping people make a decision that is truly right for them. Your prospects may need more information about the products or company. Perhaps they want to learn more about the compensation plan, or feel worried about selling products or being able to succeed in the business.

Imagine walking beside your prospects, and from a place of serving them (not selling!) you are helping people work through whatever obstacles may be stopping them. You are a problem solver, there to help them sort through their questions and get the information or reassurance they need.

Chances are people do want to move forward, but their fear may be getting in the way. To support someone from a real place of integrity, you want to be sure your business really is a fit for them. If not, better to recommend another course of action or get a referral rather than convince someone to join your business. You will only waste more time trying to convert them later.

5. Take Action

Influence occurs when people take action. At the end of all your presentations, it's up to you to make requests and guide people into the next best step for them. You may ask your prospects to review some information, schedule a follow up call with you or attend a meeting. Just be sure to ASK them to do something and have a clear next step, or everybody loses.

Quick Tips

"As I'm developing these influencing skills, it's getting more relaxing to approach a sponsoring conversation - especially one-on-one. When I'm with someone and focusing strictly on them, the relationship-building is strong; the benefits of the company and opportunity come through in a subtle way, which is more attractive to the other person.

I made a shift from being desperate to bring people in, and thinking, 'aren't you foolish for not being involved,' to being much more confident with what I'm doing. I've become more relaxed and have a quiet confidence. I now have a more sincere dialogue that focuses on what the other person is looking for, shifting to serving people rather than selling. I show up with no attachment, just a curiosity to see what will happen.

This process is all about 'who' you become as you use it. After awhile, you just start to relate to people in a much more attractive and effective way."

Suzanne Von Englehoven
Area Manager, Arbonne



Quiz Time!

When speaking to your prospects you may already be doing some or all of the 5 steps listed above. You probably have a way to relate and get rapport, ask questions and share information about your business. You may already be handling questions or objections and leading people to the next step in your sponsoring process.

Think about your current approach to sponsoring. How much time are you spending in each of the five steps?

For example, do you spend 20% of your time relating and getting rapport, maybe 25% asking discovery questions, advocating 40%, etc? There are no wrong answers here, but it will be helpful for you to identify the focus of your current sponsoring approach.

Fill out your answers below.

Relating	%
Discovery	%
Advocate	%
Support	%
Take Action	%

100 %

Just notice the answers you have written above. Now consider this breakdown below (proven to be MUCH more effective when selling products and recruiting people).

Relating	5 %
Discovery	80 %
Advocate	5 %
Support	5 %
Take Action	5 %

100 %

What?

Of course, this isn't an exact science, but you get the picture. **Much of your success in influencing and sponsoring happens through the DISCOVERY phase**, even more so than the other steps. How can this be? Think about it; by spending more time in discovery and asking powerful questions:

- ~ You uncover people's **WITT – What is Important To Them**.
- ~ Your conversation becomes more emotional (not just logical). You are asking questions to cause people to connect to the pain they have and the pleasure they want in their life.
- ~ Instead of you telling or convincing people, your prospects are telling YOU how your business can work for them.

- ~ You now know more about your prospects so you can make an honest recommendation and show them specifically how your business can help them.
- ~ Because you have taken the time to get to know people, your prospects will trust you more when you make a recommendation.
- ~ By opening up and sharing important details of their life with you, your prospects will experience a deeper, more intimate connection with you.

Don't take my word for this - but I challenge you to go try this approach on for yourself. I bet you will immediately notice the difference in how you feel and how people respond to you (as well as your results).

Having personally used this approach in over 800 group presentations and countless personal one-one interviews and phone calls, I have absolute conviction that the DISCOVERY phase of your presentations and conversations is critical.

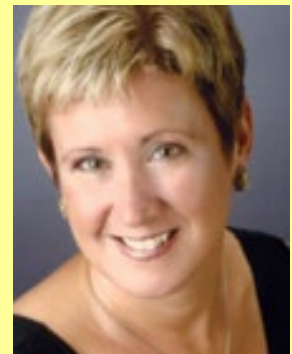
I have also witnessed many of my clients experience substantial breakthroughs using this approach. Here's how some of them are using these 5 steps - and the results they are getting!

Quick Tips

"After using the sponsoring with integrity approach, I started noticing how much time I was spending in each phase during a typical 15 to 20 minute presentation. I realized I have shifted to spending much more time in Discovery than I used to, and much less time in Advocating (only about 5 to 7 minutes).

As a result, the conversation just feels different - the other person's energy level seems to be heightened. After going through the Discovery phase, establishing an emotional connection and uncovering what's most important to the other person, I'm able to go through the more logical (or less emotional) information more effectively. The other person is more receptive to what I have to say and the conversation becomes more of a dialogue. It seems to mean more when you've looked at specific situations and addressed what's most important to the other person."

Judy Malinowski
NVP, Arbonne



Quick Tips

"My team used to be afraid to ask people if they had any concerns or objections. They wanted to skate right by that part of the process and enroll someone, hoping it would just work out. But obviously, skipping this part of the process can lead to people ultimately not joining, or not being fully committed.

By using the five steps, my team has come to understand how important it is to ask if there are any concerns, as part of the sponsoring conversation. If the other person has an issue, it just doesn't help to ignore it.

As a person is getting closer to making a decision, we simply ask if there's anything that doesn't feel right. This is working out great, because almost anything the person has an objective with, we've probably heard it before and 90% of the time we can address it and fix it.



Vanessa Hodges-Black
ERVP, Arbonne

Quick Tips

"One of the most powerful things about this process for me is being really open and upfront about why I am asking questions. Letting people know right away that the conversation is about my business opportunity, and asking permission to ask more questions, is huge!

Saying something simple like, 'this may not be for you, but is it ok to ask some more detailed questions to find out?' prevents people from being suspicious and allows them to be more open to talking. There's no hidden agenda - I can be more upfront with why I'm talking to them and ask them very direct questions to find out if they would be a fit for my business."



Mary Joanis
RVP, Arbonne

Quick Tips

In the past, I've attempted to do the discovery process, but I've learned that there's a huge difference between just asking the questions and really understanding what the person is telling me about their desires, goals, pains, etc.

The key is to tie everything back to the emotion. The idea of 'making more money' is an appealing concept, but honing in on what more money would mean to the person (how it would change her life, create more freedom and time) is a far more powerful motivator. Discovery is not about asking questions just to ask questions, it's about asking people to feel.



Genevieve Skory
ERVP, Arbonne

Quick Tips

This process takes the pressure of selling off, because the focus is totally not on you – it's about discovering what the other person's needs are. It's so much fun to fit the pieces of the puzzle into their lives, and for them to be wanting more information about the business and coming to you to help get them started on a new path. It's very fulfilling!



Shawna Harrison
RVP, Arbonne

Quick Tips

The idea of focusing most of the time on discovery has been a complete mind blowing shift for me and my team. I realized that we were spending way too much time on Advocating, not near enough on Discovery. So now I'm working with my team on this process and seeing incredible things happen.



My team is now attracting high-caliber people who want to move forward. The process is so genuine and attractive, people see a difference when you show up with confidence, grace and integrity – this in itself attracts people who are just a better fit.

Jan Briley
NVP, Arbonne

Quick Tips

I recently met with a potential 'big fish' client and realized how my listening habits have changed. This process has really helped me to change my focus. I've always thought I listened to what people were saying, but was actually usually thinking about what I was going to say next.

This time however, we spent most of the time talking about what she wanted. By the time I got to advocating, she was so ready to listen to what I had to offer! This was a big 'ah ha' moment because I had to advocate hardly at all.

The next three stages after discovery were effortless because I took the time to find out about her, and knew she was genuinely interested in what she wanted. A real bond and sense of trust was established between us.



Sue Ciccolini
RVP, Arbonne

Sponsoring with Integrity

How to Attract and Recruit Serious Business Builders in Your Network Marketing Team

Do you have the skills to recruit serious business builders?

Below is a list of 30 of the most important skills and qualities you will likely need in order to sponsor great people in your team.

Take this quiz and then total up your points. (Don't sweat your score - just use this as a helpful way to discover your current strengths - and what else you can learn to get even better results!)

As you work through the Sponsoring with Integrity program, your score will automatically increase.

Come back and take this quiz again in 1 month - 3 months - 6 months, and notice how many more points you add!

~~*~*~*~*~*~*

Check the items that are true for you (and compare your score with the key at the bottom):

- I have a sincere desire to make a difference for people and help them get what they want in life.
- I am enthusiastic about my products and business opportunity, and it shows.
- I can make an attractive presentation about my business without hype or over promising results.
- I know the difference between selling vs. enrolling people into my business.
- I spend at least 50% of the time in my business talking to and sponsoring people.
- I have systems in place that help me find and talk to an abundance of qualified prospects.
- I am talking to enough people on a consistent basis to be choosy with whom I work.
- I know how to get permission with people so they feel comfortable speaking with me.
- I know how to create interest with a prospect in the first few minutes of our conversation.

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- I speak directly and honestly - I don't over promise or lead people on.
- I don't need to be "on" with prospects - my presentations are natural and authentic.
- I listen at least 70% of the time when enrolling someone into my business.
- I know exactly what questions to ask when talking to a prospect.
- I have the confidence to speak to just about anyone about my business opportunity and engage them well.
- I sponsor at least 30% of the people I talk to into my business.
- I have the skills to keep people enrolled in my business long after they have decided to join.
- I am able to discern the type of person I am working with and know how best to work with them.
- People feel comfortable in my presence and enjoy doing business with me.
- I don't waste time chasing people who really aren't interested in my business.
- I always tell the truth, no matter what.
- I have enough financial reserves so that I don't sponsor people from a place of desperation.
- I have a coach or mentor that can help me reach financial independence.
- I consistently invest at least 10% of my income in myself and my personal development.
- I get along well with my up-line and people on my team.
- I have nothing unresolved that keeps me from influencing others with integrity.
- I know the 5 steps of the "Sponsoring with Integrity" process and how to use it in any sponsoring situation.
- I know how to teach my team the "Sponsoring with Integrity" process so they can develop strong sponsoring skills.
- I only sponsor people who inspire me and bring out my best.
- My commitment is to serve people and help them move forward, whether they decide to join my business or not.

Nice job – check out your score below

Scoring Key

- 25 – 30 WOW! You are close to mastery. Congratulations on developing your skills! Have you shared these ideas with people in your team?
- Invite them to join you at www.SwiClub.com so you can all increase your results together.
- 17 – 24 A strong start – great work. Have you found a coaching buddy to practice your skills?
- This can make a big difference in how quickly you improve your sponsoring results. Check for more details on how to find and work with a buddy in the COACHING section of www.SwiClub.com.
- 9 – 16 Not bad, keep going. Be sure to use the ACTION TRACKER in the www.SwiClub.com to help you stay in consistent activity. Also, be sure to join the Live Coaching Calls every month.
- You will find more info on both in the COACHING section of the www.SwiClub.com
- 0 – 8 Don't give up. Get working on the Sponsoring with Integrity program in the CONTENT area of the www.SwiClub.com, and your skills will automatically increase.
- You can listen to audios and do the worksheets to quickly develop your skills and results.

If you would like to learn more about the Sponsoring with Integrity approach, and how to use it in your own business – visit www.SwiClub.com

The Sponsoring with Integrity Club is a virtual “on-line” community. This community is designed specifically to help Arbonne* consultants become super-effective at selling products and recruiting sharp people.

The Club contains an incredibly supportive environment, providing you with the accountability, support, tools, coaching, inspiration and personal connections that will increase your confidence and business growth this coming year.

The moment you step inside, you will:

- ~ *Get coached on the “Sponsoring with Integrity” approach – a recruiting method already in use by some of the most successful leaders in your company.*
- ~ *Learn the exact skills and verbiage that hundreds of consultants are using to build a strong, lasting business.*
- ~ *Connect and learn from hundreds of fellow Arbonne *consultants – at the touch of a button.*
- ~ *Partner with coaching buddies to practice skills and stay accountable to your goals.*
- ~ *Tap into the latest and greatest business ideas; find out how other consultants are attracting aces and selling more products.*
- ~ *Get coached by Sonia Stringer – personal coach to several hundred VP’s since 2001.*
- ~ *Increase your daily activities and sales volume using the latest tools and technology*
- ~ *Feel inspired and receive tons of encouragement and support from other members - daily!*

For More Details – Go to www.SwiClub.com

I hope you enjoyed this report and the information on the “Sponsoring with Integrity” process. I encourage you to put these ideas into action and try them on for yourself. Most people experience immediate benefits in both how they feel about sponsoring and the results they create.

I love to hear from you, so feel free to send me your comments or visit the websites below. You will find more tools (free and fee) to build your business and design an ideal lifestyle.

www.SwiClub.com

www.SponsoringWithIntegrity.com

Best wishes,

A handwritten signature in black ink that reads "Sonia Stringer". The signature is written in a cursive style with a large, decorative initial 'S'.

Sonia Stringer