

# Leadership Notes

Welcome to the Leadership Notes for *Let's Get This Party Started*.

Your consultants should be able to work easily with many of the ideas given in the book and I hope that they, as well as you, have found some suggestions which make a difference to your business.

There are three important areas covered in the book where you may find that your consultants may appreciate a little extra input from you. I want to give you some ideas on how you can increase their chances of success in their new business, by supporting them in these areas.

The three areas we will cover in these notes are:

1. Helping your new consultant organise her first bookings.
2. Teaching people to sell, by telling stories.
3. Helping your consultant to recruit.

## **1. Helping your new consultant organise her first bookings.**

Refer to *Let's Get This Party Started*, Chapter 5, *Your First Bookings*, p57.

At the beginning of a new consultant's career many thoughts will be going through her mind. Not all of them will be helpful. If you are aware and understand what is competing for your consultant's attention, you will be able to give the most empathetic and constructive support possible. Fear and anxiety, mixed with excitement and dreams for the future, are an interesting and potentially very powerful mix. Learning to harness this energy, and teaching your consultant to use it, will earn you a strong business full of prosperous consultants. What more could you ask for?

Your input into the beginning of every new consultant's career in your team will strengthen your success as a party plan leader. Do not treat this time lightly.

We will discuss helping new people to get started in more detail in *Let's Get Their Party Started*, which will be released in 2009. For now, let's look at helping your consultant get her first bookings. It is vital she has a goal, knows how often and when she can work, and understands that not everyone will say yes. You may want to work through some of Chapter 4, *Business Basics*, with her, which will provide some guidance on these issues.

## **Making the list of contacts**

You can turn building a contact list into a game. Give your consultant a blank sheet of paper and get her to write down as many names as she can think of. Give her two minutes to do this. When she gets stuck she can use the ideas on p60, look in her phone/address book, or in her diary.

It won't take her long to think of a good number of people. Once she has her list, she needs to go through it in the way described in the book.

Ask her to put a ☆ next to the names of the people who she thinks will be interested in seeing the products.

Once she has done that, ask her to put an H next to the names of the people who she thinks might be interested in hosting a party. Stop at this point and ask her how many H's she has on her list. Get her to add up how much income this would mean for her, if they all do hold a party. If your company average is \$100 income per party and she has six H's, then this will equate to a possible \$600 in her pocket. Take a moment to chat about this – what would she do with it? How soon does she want it? This is an important part of visualisation and helps her build belief in her success.



I prefer to talk about income after expenses rather than before, to keep it real.

Next get her to go through the list once more and mark with a B the names of the people who could possibly be interested in looking at the business for themselves.

Now she has a plan, she can see how this list equates to money in her pocket and she should be starting to feel excited.

Go through the script on p61 and show her how it sounds. Get her to practice and pretend to call you. She will feel silly and may not want to do it, but it will be much easier if she does.

She also needs to know how to book the date in, once people say yes to holding a party. You could practice this with her from the scripts and ideas on p89 and p90.

Your new consultant is now ready to go and book her first parties!

Without your help she could have muddled through, but with it she will feel supported with someone on her side. Her chances of success have increased because of the help and time you have given her.

Now is the time to talk about *buckets of cold water*.

You can lessen the blow she will feel from any no's and negative comments by talking about the *buckets of cold water* that she is sure to get thrown at her. These are the comments from well-meaning friends who will let her know that they think she is 'crazy', and the people who are very emphatic in saying no thanks. If you don't talk about this beforehand, it can be very disheartening for a new person.

You could re-frame it into something less scary for her,

*"Let's see how many buckets of cold water you can get. If you can get six buckets, I will take you out for a champagne lunch to celebrate!"*

As you will know, the more no's a person gets, the more yes's she will end up with.

Let her know you will call her tomorrow, to see how she is getting on. This reduces procrastination and gets her started straight away, before nerves may stop her.

There are two main challenges that could crop up when you help someone start their business in this way, and you need to be ready for them.

### **1. She doesn't know enough people.**

If your new consultant really struggles to make her contact list because she doesn't know many people, brainstorm with her on some ideas for creative bookings. You will have tried lots of things in the past, and there are also some ideas on a free report available as a welcome gift when you join my mailing list. If her belief in herself and her desire to succeed are strong enough, she will find a way. Whatever you can do to help her at this very important stage will be time and energy well spent by you.

### **b) She gets continual no's.**

There is something she is saying or portraying, while contacting the people on her list, that is not right. Get her to call you and pretend she is calling someone on her list. Listen carefully and give feedback. Often what she is doing wrong is obvious and easy to fix.

Be careful in giving feedback however. You must protect her self-esteem and make sure that the way you talk to her is encouraging. I have always found that people love to hear any stories about yourself in a similar situation – it restores belief that all is not lost for them.

Give her a feedback sandwich:

- Affirm to her what came across well in the phone call, and what sounded good. She needs to hear that.
- Talk about the things you thought might be changed. Use 'I' sentences as far as possible: "I heard...", "I felt...", "I wonder how it might sound if.." When you start sentences with 'you' it often sounds a little confronting and almost reprimanding.
- Finish by affirming her efforts and your belief in her abilities.

Get her to try again and tell her how different and much better it sounds - don't worry if it's not perfect or not exactly as you would say it. If necessary give more feedback and get her to go and do five more calls before reporting back to you.

Have a laugh with her about the buckets of cold water, be very encouraging and you should have your consultant back on track.

## **2. Teaching people to tell stories**

Refer to *Let's Get This Party Started*, Chapter 9, *Recruiting at Parties*, p108.

You may have heard the saying 'Facts tell, stories sell'. By this stage in your career as a party plan leader, I am almost certain you have seen the truth in this over and over again.

Telling stories is not a natural skill for a lot of people, and if done badly could do more damage than good.

Following are two outlines of training sessions that you could run with your team, to help them to understand the importance of telling stories and to become better storytellers.

## **Storytelling training session #1 – Selling products**

### **a) Introduction.**

Ask your team the following questions and write their responses on the white board.

- What do stories do for us?
- Why would storytelling increase sales, bookings and recruits?

As people respond, thank them for their input and if possible expand on their comments. When people are free to offer suggestions, their learning will have more meaning and they will participate more fully in your training.

**b) Talk about the rules of storytelling.**

When you tell stories you may appear to be talking about yourself. But it's not really about you – the aim is to have the audience see themselves through your stories. This is why talking to people and getting to know them as they arrive at the party is so important. You need to know which of your stories will be interesting and relevant to the guests present. There is no point in talking about your small children to a group of elderly women – they can't relate and the story becomes about you, not about them. This then becomes purely entertainment – nothing else.

Use the features and benefits chart on p135 and have your team work through it in pairs. Each pair could work on a different product.

Once everyone has finished, ask one of the people from each pair to talk about what the product does. Just the facts, with no stories included. The other person will then talk about the product, using a personal story. In telling the story, they should first describe how things were before they had this product, why they tried it and what happened as a result.

Once everyone has finished, ask for feedback:

- How did they feel, listening to the product description?
- How did they feel, listening to the story?
- Do they think there would be a difference in sales of these products?

Wrap up by explaining why it is so important to use all of the products. Consultants often have their favourites and it is almost certain that their maximum sales are from these products.

You could ask everyone to write down the name of the product that they sell least of and talk to their partner about why this is. It will most probably be because they don't like the product much and consequently do not demonstrate it at parties. Guests who need this product are missing out.

If you ask your team-members to then share their thoughts with the group, you can look forward to some lively debate – and hopefully opinions will shift!

I always like to finish training sessions with a challenge: Ask your consultants to make a point of using the product they sell least of, every day for the next fortnight. They are to come back to the next training session and talk about the experience and whether sales of that product have increased. Be ready for some interesting stories!

Remember stories sell – and stories come from personal experience.

## **Storytelling training session #2 – Selling the business opportunity**

Recruiting new consultants is dependant on how well the business is sold to people. This again depends on personal experience and storytelling.

It is important that people tell the party guests a little about themselves. What they say must be interesting and honest and relevant to the guests. They must remember that they are selling,

not having a This is Your Life session! Without preparation and practice, a perfect recruiting opportunity may be lost. Even worse, your consultant may start talking ... and not stop!

Here is an outline for a training session to help your consultants talk about themselves and their business in a way that will help them recruit. There will be some overlapping material between this session and session #1. That is not important and some repetition aids learning. Storytelling is important enough that repetition is definitely warranted!

1. Introduce the reasons why learning to tell stories is important and in particular how it will help them recruit. You could get them to brainstorm this part and write up their ideas on the white board.
2. Explain or brainstorm why talking to guests, as they arrive, is so important. Make sure the following points are included:
  - Talking to guests helps you find a match between your story and theirs, so you know which parts they will relate to.
  - You become a 'real' person instead of just a 'sales' person. This will make them more interested in listening to you.

In order to be able to match parts of your story to other people, you need to be familiar with all the information that may be relevant.

Ask your consultants to fill out a questionnaire, like the one on the following page, to help them sift out relevant information about themselves.

Now your consultants need to be able to tease out two or three points at each party, depending on whom they are talking to.

You could give them one of the following scenarios:

1. A group of young, professional women in their twenties.
2. A group of mothers of toddlers and primary aged children.
3. A group of retired women.

Then ask them to use selected parts of their story, in an introduction to these people. There must be a beginning, a middle and an end to the story – each part only needs to be a sentence. Remind them that they are to be storytelling not fact telling.

Let your consultants practice one of these introductions to the whole group. After each person has had their turn, make a positive comment about how it came across, emphasising the ease with which you could relate to what you just heard.

On p10 of these notes is an example of a worksheet you could put together to help your consultants work with these scenarios.

## Building your story – a questionnaire to help you

Family situation

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Children – names and ages

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Living arrangements – partner? husband?

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If you have a partner, what does he / she do?

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How does he/she feel about your business?

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Has this changed over time?

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How do you organise the household, in order to do your business?

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What jobs have you done in the recent past?

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What did you dislike about these jobs?

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How are any of these things better in your party plan business?

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What has improved in your life since starting your party plan business?

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How long have you been doing it?

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What are your short, medium or long term goals for your business?

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What are your hobbies? Has your business impacted these positively in any way?

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Is there anything else that you think might be important to talk about at parties sometimes?

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**Example worksheet for participants to use, to work on their introductions.**

Scenario: A group of young, professional women in their twenties

Beginning (how it was before you joined party plan):

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Middle (what happened):

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End (how your life improved as a result):

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**3. Helping with your consultants VIPs**

Refer to *Let's Get This Party Started*, Chapter 9, *Recruiting At Parties*, p108.

One of the major parts of your job as a party plan leader is to continue to grow your team. By supporting your consultants to do this, you will help them develop skills that will be passed on to future consultants throughout your whole business. Your team, and the teams of all the leaders you develop, will be strong and profitable for all.

It is important that you take control of the recruiting of new consultants, until you are confident in the skills of individuals to do it for themselves. Consultants need to be able to identify VIPs and be able to get permission for you to talk to them.

*The Business Information Pack* discussed on p110 is very easy to use, especially for people a little reluctant to talk too openly about the business.

It is important that the consultant doesn't try to answer questions about the business. You will know from experience what can happen if you blindly start talking. You became a leader through recruiting and you are the best person to handle this for consultants.

Teach your consultants to get permission for you to call. Never call anyone without it. I have been given names of potential VIPs before, only to call them and find that nothing at all was said to them about the business. They were merely guests at a party. This is awkward and in my opinion it is rude.

Make it a rule not to call without the VIP's permission. The consultant is expected to take the first step. After all, the person you are calling will become her recruit.

When you call you can say something like this:

*"Hi, my name is Mary and I am a colleague of Sarah's, whom I believe you met last night at Michelle's party."*

*"Yes, that's right."*

*"She asked me to give you a quick call because she thought you had some questions about the business, which I might be able to help with. Is now a good time to have a quick chat?"*



I prefer to use the term colleague rather than manager, which can sound a little intimidating.

In the conversation, try to get an idea of actual interest level and whether she received a Business Information Pack.

Once you have some rapport, offer to meet her for a coffee, where it will be easier to talk about everything. This will give the VIP time to think about what she needs to know and wants to ask you.

Make sure that you meet within 48 hours and have your consultant with you at the meeting. This is on the job training for her. She is there to observe only. After the appointment you should go over with her what happened and why you said what you did. It is very important that she doesn't jump in and start talking too much.

After one or two meetings of this sort with the consultant's VIPs, you can attend one where you are the observer. Then you can give your consultant feedback and support in doing the recruiting for herself.

You will know when it is time to let your consultant take over for herself. You will have invested considerable time into your consultant, and the rewards will now start to flow for both of you.