

Imagine for a minute - what it would be like to have enough re-orders coming in to easily make you a Sapphire, Diamond or PEARL Star...

EVERY QUARTER!!!



- ★ PRIZES GALORE
- ★ TONS OF RECOGNITION
- ★ STEADY UNLIMITED INCOME
- ★ MORE PRIZES...
- ★ READY FOR DIQ (CONSULTANTS)
- ★ PRIDE/ACHIEVEMENT
- ★ SPECIAL STAR PARTIES/FUNCTIONS
- ★ CHANCE FOR EVEN BIGGER PRIZES (CRUISES, ETC.)
- ★ PRIORITY AWARDS REGISTRATION
- ★ LEAD BY EXAMPLE/BUILD STRONG

ALL-STAR STRATEGY GUIDE



Steps to “make it happen”!

Steps to “make it happen”!

★STEP 1 - IS STAR FOR YOU

★STEP 2 - KNOW YOUR NUMBERS

★STEP 3 - PREPARE FOR SUCCESS

★STEP 4 - SYSTEMS IN PLACE

★STEP 5 - SHARE WHAT MATTERS

★STEP 6 - EXECUTE

★STEP 7 - MAINTAIN & SUSTAIN

★STEP 8 - DUPLICATE

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★ STEP 1 - IS STAR FOR YOU

Using a 1 - 10 scale, 10 being the highest, rate yourself on the following:

I want to create a steady income:	1 2 3 4 - 6 7 8 9 10
My business needs a boost:	1 2 3 4 - 6 7 8 9 10
My family supports my goals:	1 2 3 4 - 6 7 8 9 10
I want to lead by example:	1 2 3 4 - 6 7 8 9 10
I am willing/able to commit to my goals:	1 2 3 4 - 6 7 8 9 10
My commitment to my business:	1 2 3 4 - 6 7 8 9 10
ALL-STAR would be so much FUN:	1 2 3 4 - 6 7 8 9 10
I know - I can DO IT:	1 2 3 4 - 6 7 8 9 10
I understand the Star Program:	1 2 3 4 - 6 7 8 9 10

Where do your answers fall? If a majority of them are on the right side (6 or higher) - you're ready to become an All-Star. If they are 4 or lower - those may be areas you'll want to strengthen. Of course this is not a perfect analysis and only your results matter. It does give you an overview of where you stand on your desire and belief in yourself - both are very beneficial to your Success as an All-Star.

★ STEP 2 - KNOW YOUR NUMBERS

You're ready to go, you're committed, believe in yourself and can be an All-Star. Now what? Well you first need to know what you're going for - in NUMBERS. Customers, that is. Use the formula below to find your numbers.

Symbols:

- ÷ Divide
- Minus
- = Equals

Your average quarterly wholesale amount:

1

÷

Current # of re-ordering customers:

2

=

Per customer quarterly average:

3

Star Levels:

- ★ Sapphire = 1800
- ★ Ruby = 2400
- ★ Diamond = 3000
- ★ Emerald = 3600
- ★ Pearl = 4800+

Goal amount: (ie - 3600)

4

-

Enter answer from box 1 above:

5

=

Additional wholesale per quarter to
reach your desired level

6

÷

Enter answer from box 3 above:

7

=

This will give you an approximate number of new customers
needed, based on your personal sales history and star goal.

Your GOAL!

8

This example of knowing your numbers comes from Queen of Sales - Seminar 2010 & TOP 20, 10 years in a row, Linda Perry - in her own words...(subject to change)

"I have about 200 to 225 regular customers consistently ordering staple products like skin care, supplements, mascara, eye makeup remover etc...it averages out to about \$550 per customer per year."

★ STEP 3 - PREPARE FOR SUCCESS

Focus on your customer number - that's the number you want to grow to achieve All-Star success. Memorize it and "Go for it"!

You might consider the following when preparing:

- ★ Know your booking and referral scripts
- ★ Know your Product (use it, show it, have people ask you common ?s)
- ★ Be Party Ready (use a packing list, repack/have someone repack after each party)
- ★ Scheduled Booking, Party, Delivery time (weekly plan sheet)
- ★ Use the PCP (and follow up)
- ★ Have Brochures on hand
- ★ Find a good resource for Beauty/Fashion/Women's Health Tips (for sharing)
- ★ Create an Email Distribution list (nice email signature)
- ★ Professional Voicemail
- ★ Attend as many Unit/Area/Corp. Events as possible
- ★ Have a system for Customers (paper, computer or online)
- ★ Hostess Plan in place
- ★ Party Plan/s in place (contests, prizes, games, etc..)
- ★ Professional Image (dress, makeup, hair, etc..)

Most of your customers will likely come from Parties, you want to schedule/hold as many as your time will allow. You will also want to explore other options as well (online parties, silent hostesses, open houses, fun packs, etc..)

A great way to up your bookings from parties is to make them "so much FUN" - you want people winning prizes, enjoying themselves and feeling a part of the event. There are themes and ice-breakers you can use. You may do a "New Year, New You" in January, or do something crazy like "Dress Up a Banana", each guest must bring a banana dressed up in some way. The best wins a prize. The hostess serves banana splits for her treat at the end of the show. Another idea is a "Favorite PJ's Show" – everyone has to bring one of their favorite PJ's in a brown bag – at some point during the show, you will pull out different PJ's and everyone tries to guess who's they are. It can be hilarious to see everyone's reactions. The person who guesses the most right gets a FUN prize. Be creative and have fun. The more fun you create, the more people will book.

★ STEP 4 - SYSTEMS IN PLACE

Systems... Say WHAT???? Yes, to build substantial income in any business you need systems. Be it sales, inventory, team building or customer satisfaction there are systems you use everyday. By giving them a bit of attention and planning up front can sometimes make or break a company. So lets be sure you have yours in tip-top shape. (*Not all may apply*)

Inventory - Do you have a designated place for your store? Are you happy with it? A simple shelving unit in a closet may make a huge difference in how organized and prepared you are. Do you have enough inventory? Always forget what you need to order? Keep a small clipboard hanging near your inventory to jot it down before you have a chance to forget.

Supplies - Are you constantly running out of supplies? Pick up or order several months worth at a time - same applies with the clipboard, jot down supplies when you are getting low or need to reorder, not when you're completely out.

Scripts - Find the ones that work and stick with them. Practice on family and friends first, then begin using them with future customers and referrals. You will want a booking script and a referral script. If you work with Brides, use Facial in-a-bag or Facial boxes you will want scripts for them as well.

Customers - Find a way that you are comfortable with for logging customer information, orders, etc...It may be as simple as filing their sales slip or you may prefer to use something online or on a computer - what ever it is, be comfortable with it and stick with it if it works for you.

Communication - Stay connected yet keep it simple. Try to get email addresses and permission to share ideas/tips/special offers. Be sure to use the bcc field when emailing groups of people to protect their privacy.

★ STEP 4 - SYSTEMS IN PLACE

Customer Service Tips - Have 2 open houses per year - Spring & Fall are great times. You'll want to keep it the same week of the same month every year. It trains your customers to watch for it. Customer service begins with a schedule: It's important that you make a decision on how often you will reach out to your customers and stick to it! Twice a year, once a quarter, once a month – decide once and stick with it long term. Send lots of notes: It's important to send notes to everyone! Thank your hostess, thank the guests that purchased, thank the guest that came but didn't, thank the interview prospects. What you put out there will come back to you 10-fold. Every customer should be on the PCP.

Follow up - Customers who have purchased products from you but have not been followed up within a 6 month time period will feel free to shop elsewhere. In building your customer number - retention is key, be sure you're providing them with "*over & above*" customer service.

Delivery - Set up a delivery schedule: If you have a consumable product, you will have reorders as time goes on – when your customers call you with an order, offer them at least 2 different delivery times – if that won't work, offer to drop it in the mail. Run your business; don't let your customers orders run you! Choose in advance when your delivery days are – they will respect that. Go the EXTRA MILE: When making deliveries or sending anything through the mail, make it look important. Wrap it, use a sticker to close the package, wrap up a free gift in tissue, use ribbon or netting. Include some chocolate or mints. Consider using a balloon/s when you are making a delivery in person. You want others to see the service your customers are getting.

Birthday Club - Send hand written birthday cards to each of your customers the first week of their birthday month. Offer them a discount for the entire month or offer to stop by with a special gift for them. When you call them be sure you wish them a Happy Birthday, and let them know you have a special gift for them – ask when would be a good time to stop over.

★ STEP 5 - SHARE WHAT MATTERS

There is power in sharing your goals and even more power when you can get others to help you work towards them - knowing what to say helps! As they don't know what a Pearl Star is, and may not care to hear all the details on star credits. What they do understand is #'s of new faces, helping you with your portfolio, # of surveys completed, etc...

You might like to share your ULTIMATE goal with your family/friends/customers - like... "I'm working really hard towards 100 new customers this year, you'd really be doing me a huge/gigantic favor by..."

You want the people around you to buy into your Goal - and don't be afraid to use bribery or incentives for their help or support.

Have a great referral program - one that excites everyone (if you need to ask your current customers what excites them - cash, product, prizes, movie tickets, etc...). Be sure to share it with all of your current customers. And always ask for referrals.

Share your goals with your team, work together, share ideas and maybe even find yourself a power partner.

You might consider sending a monthly or quarterly email to your list/s (limit each list to around 80 people). You might include some FUN ideas, application tips, trends, maybe a neat quote, recipe, or mommy tips along with a special offer and some recognition (new team members, new customers, hostesses, people who referred you, those who tried a new product or have a birthday coming, etc...). Maybe you know of something FUN happening locally or a fun picture to share. You can include a "feel free to share with your friends" and a "want the fun to arrive in your inbox - click here to let me know" (and link to your email address). The object is to stay connected with them and provide valuable information and recognition. Keep it short and sweet - and not too often. Some will ask to be removed, and some may pass it on.

Share belief...Share a dream...Share the excitement...Share what matters!!!

★ STEP 6 - EXECUTE

Now it's time for action. You've set and shared your goals, put systems into place and now it's all about the activity. Booking, booking, and more booking. You want to wear those scripts out. Here's more of what the amazing Linda Perry had to say when asked how she obtains new customers...*(subject to change)*

"On New customers....my goal is a Power Start every month, so it is at least 30 new faces (on the low side), one of my biggest months I had over 100 new.

My Number 1 way to get new customers is through my customers! =)

When they have a makeover with me, I always make sure to book her for her follow up makeover and invite 3 to 5 new friends to join her.....thus new customers!

Outside of that I do warm chatter by handing out my business card along with a look book to people when I'm out and about. Usually it is to people I'm already in conversation with...clerks at the store, waitresses, or someone who is helping me in a store. I also am involved in doing MK booths at events, I'm involved with my local chamber of commerce, and I always ask for referrals!

All in all I have around 500 customers currently, but as I said around 200-225 order regularly and the others order here and there. So I do a lot of reorders and average about 3 classes/parties a week"

Linda has been in the top 20 Court of Sales for 10 straight years. Her accolades are posted on her website www.perryspreciousjewels.com. Thank you Linda, may it come back to you 10-fold!!!

*Book yourself silly - make your Parties the "talk of the town"
and always ASK for referrals.*

Share your goals, track your progress and focus on the numbers.

★ STEP 7 - MAINTAIN & SUSTAIN

Produce the activity that gives you results and see it through to the end. So long as you are moving in the right direction - you will get there. Here's a few things that may help you stay focused and persevere through any negativity or obstacles you encounter during your journey.

- ★ Daily Affirmations - include specifics, ie - I am a PEARL Star Every Quarter
- ★ Goal Poster - include your Prize selection and customer goal number
- ★ Get Help - if you have little ones, show them how to pack/unpack or file for you
- ★ Rest - be sure to schedule regular down time/family time
- ★ Reward - reward yourself/others at selected milestones
- ★ Renew - recommit if you feel your goal being pushed to the side
- ★ Positivity - combat negativity with positive activity, ie - get a booking, sell something
- ★ Flexibility - don't be so rigid that a small bend in plans breaks you - bend back
- ★ Know WHY? - have a clear picture in your mind WHY you want/need this
- ★ Believe - if you believe it, you can achieve it
- ★ FUN - make everything FUN it will seem a lot less like work
- ★ Support - surround yourself with people who believe in you

Use the All-Star Strategy Checklist (page 13) on the 1st of each month - schedule it in your planner right now! This will help you keep your focus and make sure your systems are still working properly.

★ STEP 8 - DUPLICATE

As you build your business, it is highly likely you will build a team as well.

You want to get your new team member started by introducing them to your Director and getting them through orientation and/or new consultant training. Do your best to KISS and not confuse or overwhelm them right away. Starting a new business is exciting and scary at the same time, you remember?

You do want to help them set a Customer Goal, ie 30 - 50 customers, feel free to share your goals with them. Let them know...customers are their business and their goals are achievable!

Once your new consultant has started working their business you will want to share your success secrets with them. Let them see you in action - booking, parties, goal setting, networking, etc.

Build a strong personal customer base and show them how to do the same - there's absolutely no limit to the success you may achieve when you're duplicating All-Stars!

Celebrating your Success ~ Shani



★ ALL-STAR STRATEGY CHECKLIST

This checklist is to help keep you heading in the right direction. No matter how the month went, review it on the 1st of every month to renew your focus and find anything that may need some attention.

Know your NUMBER

Prepare for Success

- Know all scripts
- Know Product
- Party Ready
- Scheduled Booking, Party, Delivery times
- Use the PCP (and follow up)
- Have Brochures
- Beauty/Fashion/Women's Health Tips
- Email Distribution list/s
- Professional Voicemail
- Attend Unit/Area/Corp. Events
- System for Customer Info
- Hostess Plan in place
- Party Plan/s in place
- Professional Image

Systems in Place

- Inventory
- Supplies
- Scripts
- Customer Information
- Communication
- Customer Service
- Follow-up
- Delivery
- Birthday Club

★ ALL-STAR STRATEGY

- Sharing my Goals*
- Staying Connected to my Contacts, Customers & Team*
- New Bookings/Holding Parties*
- I have the following in place to stay strong in the game:*
 - Daily Affirmations
 - Goal Poster
 - Help
 - Rest
 - Rewarding Yourself
 - Renew
 - Positivity
 - Flexibility
 - My WHY?
 - Believe
 - FUN
 - Support
- I am duplicating success with action for my new team members*
- I am re-committed toward my customer number goal and am excited about it*