



Ready..Set...Grow!

Your Checklist for Helping
a New Consultant Get Started
& Achieve Success Start



Congratulations...

...you have recruited a new Consultant! Remember how you felt when you joined NYR Organic? You were probably a little nervous and a little uncertain about the steps to take for success – just like your new recruit! By using this checklist to guide her through the *Ready...Set... Grow!* program, you'll help her gain the confidence and skills she needs to be a successful and long-term member of your team.

You may have heard this saying: “You never get a second chance to make a good first impression.” That’s why it is so important to welcome and support your new Consultant in the best way possible right from the start when she completes her Application. You always want to convey your complete confidence in her ultimate success!



If the new Consultant is local to you, you'll find the easiest training approach is simply to take her with you to your next party. She'll see you in action and you can answer her questions as you drive to and from the party together. (That's why holding a consistent weekly schedule of parties yourself is so important – you'll always have training opportunities available!) If the new Consultant is not local to you, you may be able to make arrangements for her to attend a party with a Consultant who lives nearby.

To give a new Consultant the best possible chance of achieving Success Start, you'll want to follow the training checklist on the following pages...

Immediately after the Application is signed.

___1. Give the new Consultant her *Ready... Set...Grow!* booklet and fill out the contact information on the last page. (You'll want to have a *Ready...Set...Grow!* booklet with you at all times.)

___2. Set a time within **24 hours** to have a one-to-one training on *Ready...Set...Grow!* Ask her to have her *Ready...Set...Grow!* booklet and 30 minutes of uninterrupted time available. (You will want to do this in person whenever possible because a personal meeting typically gets the best results. However, you can also conduct this training in two sessions over the phone. If you don't feel comfortable doing the call yourself, set up a 3-way call with your upline Leader.)

___3. Schedule her Starter Party to be held within 7-10 days. Host Coach if time permits.

___4. Give her 3 Catalogs, 3 Customer Order Forms, a Host Program flyer, and a few filled Sample Pots and Tubes. This will encourage her to start taking orders right away. Review how to take an order.

___5. Within 24 hours, send your new Consultant a welcome postcard/note in the mail. Congratulate her for starting her own business, remind her of the upcoming *Ready...Set...Grow!* training call/meeting and let her know how much you look forward to working with her to reach her goals.



TIP: You may wish to “buddy up” new Consultants so they can share ideas and celebrate their progress.

Week 1: READY...SET...GROW!

Use two 30-minute phone calls to cover the *Ready...Set...Grow!* booklet. Or, you may choose to conduct a 1 ½-hour orientation weekly for all the new Consultants recruited that week. If you are using two calls, cover Steps 1-6 of *Ready...Set...Grow!* on the first call, and Steps 7-10 on the second.

You will need:

- This checklist
- A *Ready...Set...Grow!* booklet
- A pen and a calculator
- A calendar
- A copy of the NYR Organic Career Plan
- The tele-classes/meetings page from the latest electronic newsletter

The new Consultant will need:

- *Ready...Set...Grow!* booklet
- Notebook and a pencil
- A copy of the Career Plan
- A copy of the Host Rewards flyer
- Her/his family calendar

Reviewing the *Ready...Set...Grow!* Training Booklet

Take 5 minutes to build rapport and get to know her a little bit (family, work, hobbies, dreams, why she joined NYR Organic, etc.).

PAGES 2-4

Welcome, A Company You Can Believe In, Products You Can Be Proud to Sell

___ Ask the new Consultant to review this important information about the company at her own convenience. If she has questions about the material, she should always feel free to ask you. Share why *you* are proud to represent NYR Organic.

PAGE 5

10 Steps to Growing a Healthy Business

___ Briefly review the “10 Steps to Growing a Healthy Business.”

___ Ask: What questions do you have so far?

PAGE 6

Step 1: Commit to a Successful Start

___ Review the Success Start program goals and rewards.

___ Ask: Any questions about Success Start?



PAGE 7

Step 2: Schedule Your Starter Party

___ Fill in the new Consultant's Starter Party date and time.

___ If you have not yet Host Coached the Starter Party, turn to page 15 and do so now. Make sure the new Consultant knows who is conducting the party – the new Consultant, recruiter or upline Leader – and how sales, Host Rewards, bookings and new recruits will be distributed.

___ Ask: Any questions?

PAGES 8 & 9

Step 3: Plan Your 30-Day Schedule

___ Explain the importance of scheduling time to work her/his NYR Organic business each week.

___ Have her write her Registration Date (from the Welcome e-mail) on the first week of the calendar on page 9 and then continue to fill in the dates.

___ Highlight Day 21 (Sure Start Level 1 deadline), Day 30 (Sure Start Level 2 deadline) and her Starter Party date.

___ Using the 5 steps outlined on page 8, have the new Consultant block out her calendar for the next 30 days.

___ Highlight the dates available to hold parties – recommend 2 parties a week for the first month. (Encourage her to offer these dates to her potential Hosts first – that way she is in control of her schedule.)

___ Ask: What questions do you have about calendar blocking?

PAGES 10 & 11

Step 4: Create Your Contact List

Remember: Most people know plenty of people, but they pre-judge who to call! It's important to go through the contact list verbally to discover who the new Consultant may be pre-judging.

___ Explain the Contact List and how important it is to the success of her business.

___ Walk her through F.R.A.N.K on page 10. Ask her to write down on page 11 five or more names for each letter of F.R.A.N.K. as you go through the list together. This will give her 25 names to start – the first column of the form is done!

___ Give her verbal clues as you go through the F.R.A.N.K. list to help jog her memory and get better results. For example:

- Friends = old friends, new friends, best friends, college/high school friends
- Relatives = yours, your spouse's, those who live in other states
- Neighbors = who lives on the left, who lives on the right, who lives across the street?

___ Prioritize her F.R.A.N.K. list using A, B, C:

- A = People who will positively host a party.
- B = People who will probably host a party.
- C = People who will possibly host a party.

___ Set a goal to get at least 50 people on her Contact List as a start. Have her put an asterisk (*) next to 5 people she would love to have join her team and/or who would like to supplement their income.

___ Ask: Any questions on this section?



PAGE 12

Step 5: Schedule Your First 6 Parties

___ Review the word choices together. Encourage her to make the words her own. Emphasize key words to help her get the actual date **secured** on the calendar. Have her read them to you in a role play.



TIP: *She (or you) may wish to start by calling the "C's" first. She then has a chance to perfect her word choices and she will be pleasantly surprised when she schedules a party with one of her "possiblys." She can then call her B's and A's with confidence.*

___ Let her know the goal is to get 6 parties scheduled to have a strong start. Explain the importance of calling with excitement, enthusiasm and a sense of urgency.

___ Ask her how many parties of the 6 she'd like to get scheduled in the next 48 hours. (Don't judge her decision whether it's all 6 or just 2, the point is: It's her goal.)

___ Ask her who she is going to call first and why she thinks the person would be a good Host. Share the numbers – approximately 1 in 10 will join, 1 in 5 will schedule. Don't get discouraged!

___ Review the Host program. Ensure she has the Host offers flyer for the month. Review the cost to Consultants of the Host Rewards program.

___ Schedule a time to call her back in 48 hours to check in and see how she has done with scheduling her first 6 parties.

___ Give a testimonial about the successful start of another Consultant.

___ Ask: Any questions about scheduling?

PAGE 13

Step 6: Take Advantage of Training

___ Review the variety of ways NYR Organic provides training – tele-classes, webinars, local and national meetings, DVDs, and training materials on the Consultant Services Website.

___ Make sure she understands how to get into the Consultant Services Website and how to access the downloads.

___ Let her know the dates/times of this month's tele-classes, local meetings, and webinar.

___ Have her write the dates of your next two parties into her calendar. Get her commitment to attend. (If you don't have two parties scheduled within the next week, call another successful Consultant or Leader to see if the new Consultant can attend one of their parties.)

___ Ask: Any questions?



STOP: If you are covering *Ready...Set...Grow!* in two calls, end here and schedule another 30-minute call to cover Steps 7-10.

PAGES 14 & 15

Step 7: Hold Your First 6 Parties

___ Ask the new Consultant about her progress in scheduling parties since the last call – praise her efforts! Encourage her to continue if she has fallen short of the goal.

___ Ask if she got any “no” responses to hosting. Discuss how to handle objections to scheduling a party.

___ Review the party goals, party checklist and party flow listed on page 14. Ask the new Consultant what questions or concerns she has about conducting a party and address each one.

___ If she hasn’t done so already, encourage her to download the Party Training and Party Script Cards from the Consultant Services Website and practice. Using the Cards at a party not only helps her – it also shows prospective Consultants how easy this business can be.

___ Explain the importance of Host Coaching – it ensures the success of a party because the Host feels more confident and is eager to receive her rewards, so she invites more people!

___ Review the 6 steps of Host Coaching on page 15.

___ Ask: Any questions about holding your first party?

PAGE 16

Step 8: Market Your Business

___ Explain that in order for a new Consultant to be successful, people must know she’s in business!

___ Ask her to review the marketing ideas chart and select 3 she can do within the next 7 days.

___ Explain that Vistaprint is our preferred vendor for marketing materials and provide her with the website information: <http://NYROrganic.biz.vistaprint.com>. The password is sheepprove.

___ Develop a 15-second “elevator pitch” commercial with her. Have her write it down. The commercial should include what she does, why she joined and what she’s excited about. Role play the commercial.

___ Encourage her to be prepared to share the business everywhere she goes and suggest items to have with her wherever she goes: an NYR Organic button or nametag, samples, catalogs, order forms, a small notebook and pen.



TIP: Recommend a Lead Notebook, a small notebook with each page dedicated to a recruiting, hosting, or product lead with their contact information. If the new

Consultant carries her Lead Notebook everywhere, she’s always prepared to jot down new leads and she can also phone to schedule parties and recruit interviews whenever she has a spare moment.

___ Ask: What questions do you have about marketing your business?

PAGE 17

Step 9: Earn Bonuses

___ Explain the 3 main ways an NYR Organic Consultant makes money: personal selling, personal recruiting and becoming a Team Leader.

___ Ask her how much she would like to earn each month.

___ Break this number down into the number of parties she will need to hold and confirm that this is a number that she is comfortable with.

___ Walk her through the “Take Your First Step Toward Earning a Level 1 Bonus” steps.

___ Explain why now is the best time to recruit because of her enthusiasm for starting a new business!

___ Ask: Any questions about your compensation?

PAGE 18

Step 10: Dream Big

___ Ask her what her dreams are with NYR Organic. How much money does she want to make and what will she do with that money?

___ Have her write down her short term (3 months), mid term (1 year) and long term (2-5 year) goals.

___ Ask her to write down how many hours she is willing to commit to NYR Organic each week to achieve those goals.

___ Find out if she would like to make a part-time income or a full-time income. If she would like a full-time income, discuss Leadership with her and the compensation available for Leaders.

PAGE 19

We’re Here to Serve You!

___ If she hasn’t done so already, have her fill in the information on this page.

___ Let her know you are always ready to match her efforts to help her build a successful NYR Organic business!



After you have completed *Ready...Set...Grow!*

Keep in mind the two *Ready...Set...Grow!* calls are just the beginning of your new Consultant's training. You'll want her to attend other training your team offers as well as monthly meetings and conference calls. You'll also want to continue to build the relationship and support your new team member with great training and coaching. Remember:

Relationship + Results = Retention!

WEEKLY TRAINING CALLS

Depending on the desire and efforts of the new Consultant, you will want to hold 2 calls per week for the first month and 1 call per week thereafter to support, coach and train. The focus of these calls is to "celebrate and fix" – celebrate successes, milestones and achievements and fix what is challenging or is not working.

The structure of these training/support calls is simple:

1. What burning questions do you have?
2. Discuss the results of any challenge given on the last call.
3. What has gone well since we last talked? (Celebrate!)
4. What has been challenging since we last talked? (Discuss ways to fix.)
5. Calendar review. (Have you added your upcoming parties to the online calendar?)
6. How are you doing on your next Success Start goal?
7. Mini Training Topic (topic based on her needs and where she is in the business.) Examples:
 - How to place an order online (after her Starter Party).
 - How to ask someone to host a party.
 - How to handle objections to hosting.
 - How to follow up with customers for re-orders.
 - How to invite someone to join NYR Organic.
 - How to conduct a recruiting conversation.
 - How to handle objections to becoming a Consultant.
 - How to do a full-service checkout at the party.
 - How to Host Coach effectively and follow up before the party.
 - How to sell Essential Collections.
 - Product / ingredient information.
 - Available Business Sales Aids.
 - Prospecting for leads during day-to-day activities.
 - The benefits of becoming a Team Leader.
 - Link selling – pairing one product with another.
 - How to ask for referrals.
 - Fundraisers, open houses and fairs.
8. Schedule next call.
9. Challenge: A business-building action she can complete before the next call.



Consultant Tracking

Name: _____ ID# _____

Address: _____

Phone: _____ Cell phone: _____ Best Time to Reach: _____

Birthday: _____ Family/Work Info: _____

Kit Order Date: _____ Starter Party Date: _____

Ready...Set...Go! Call Dates: _____ Team Leader Target Date: _____

PARTIES

<u>Observed</u>
<u>Scheduled</u>

SUCCESS START CHALLENGE

<u>Level 1</u>	\$300 by _____ (21 days)	Actual Sales:
<u>Level 2</u>	\$700 by _____ (30 days)	
<u>Level 3</u>	\$1,400 by _____ (60 days)	
<u>Level 4</u>	\$2,400 by _____ (90 days)	

RECRUITS

ID #	Start Date	Name	Address	Phone #	Email

