

Sponsoring using bought leads

(7 September 2009)

Overview

This document covers a “working smart” system for sponsoring using bought leads. The procedure is to email all the leads inviting them to have a look at a recruitment site. They step through the site and can request a call for more information.

Getting Started

- 1) The first thing is to arrange for some lead generation (work from home ads, leads etc.)
- 2) You can optionally sign up for a recruitment site. Please see the link on www.helping-me.info.

Getting Going

- 1) As the leads are delivered by email, email the requester some basic information - please see Appendix A.
- 2) You are going to call the ones that reply to the emailed information.

Making the Calls

Remember you are calling people that have shown interest in working from home and what we have to offer.

People are naturally wary, so the first part is to build rapport. You want to find out about them - “to be interested, rather than interesting”. The plan is to get them talking about themselves, not you telling them about yourself. You keep control of the conversation by asking them questions.

Please see the Call 1 Script in Appendix B. The goal is to have a next step; to main one is to watch the Tuesday night Webinar. You can optionally book them straight in to meet you, or straight into a STS if imminent.

Listen to the webinar and check if you people are on.

Call 2 Script in Appendix C is a follow up call after they have watched the webinar.

Appendix A - Email invites to speak in more detail

NAME

Thank you for replying to our advert. I would like to arrange a telephone call to explore the possibilities of you working with us. It will be a chance for me to go into more detail about our day-to-day activities, plus to find out a bit more about you. It would be useful if you had a pen and paper to hand. This will take around 15 minutes. I am available on XXXXX and XXXXX. If you could let me have some convenient times and preferably a landline number, I would be happy to call you at an agreed time.

We work with the world leader in health and nutrition, Herbalife International. Please see www.herbalife.com. It is being termed the Wellness Industry, people wanting: to be healthier, to manage weight, to have more energy, to look younger and to live longer. As well as health and nutrition, this also includes a range of very high quality skin care products. Herbalife are the nutrition sponsors to LA Galaxy, the team David Beckham recently joined. Please see [LA Galaxy Beckham Picture](#).

It is best to start this on a part-time basis. It is a home based role that easily fits around a full-time job, family or studies. The income is from a small number of regular re-ordering customers, plus commission on sales of team members. The role is to provide ongoing general advice on health and nutrition, as well as specific support on the Herbalife products.

Herbalife started in 1980 with the UK opening in 1984, so there is a well established support and training network. The company is very successful around the world with a turnover of £2.5 Billion.

The initial training and support would be from us. We started with Herbalife in 1999, so can offer a lot of experience. Herbalife also run training meetings across the UK and Ireland on a monthly basis. These are great for information, but also good social events to network and get ideas from other people.

YOUR NAME

YOUR CONTACT DETAILS

Appendix B - Call 1 Script

Hello, can I speak to *(name)* please.

It's *(your name)*. You (requested information / sent CV) to do with working from home.

(Build rapport)

Are you looking for something full-time or part-time?

Part-time: Extra income? More time? Around Family? No. of children / ages ?

Full-time: Best to start this part-time. You can start with Herbalife and still look for a full-time job.

Did you have a chance to look at our websites? I'll give you a quick overview of our company, explain how the income works and give you an idea of what you do day-to-day.

We work with Herbalife. They are essentially are Health and Nutrition company, best known for nutritional weight loss products. Weight loss has always been big business, but never truer than recent years.

They are now well known in sports nutrition. They sponsor David Beckham's team in the USA.

They also have a range of very high quality skin care which they look on as nutrition for the skin, so they look on their business as nutrition for the inside and nutrition for the outside.

I guess the main thing you want to know is how do I earn money?

The income is two parts.

The first is from customers. We are more focused on customer care - helping people get good results and generally giving good service. It means our customers stay with us; we get regular re-orders, so we only need a small number of customers. Of course if people are getting good results they are happy to refer and recommend others as well.

A good target is 25 customers. You can easily support these on a part-time basis. It will give you an income of around £1,000 a month and will take one to two months to build up to this.

The second part is what takes it from part-time to full-time. If you introduce people who are looking to earn an extra income, then Herbalife pay you a commission on their sales. This gives an income independent of your time, so means you can be getting a full-time income, but still be doing part-time hours.

The first thing is for you to try the products so that it is an honest recommendation. It is much easier to talk to people about something you genuinely like.

We provide the ongoing help and support to help you get customers. Most people start with the people they know. A good idea is to fit this around things that you will be doing on a day-to-day basis. You can also advertise freely - we have websites you can use, various methods to find local people - pretty much any sensible and legal method works.

Herbalife also run monthly training meetings around the UK and Ireland. These are great for getting information, but also a chance to meet other people involved with this business, plus a chance to get ideas and tips from other people.

Do you have any questions?

I was going to suggest that you watch our online presentation. We have these every Tuesday at 8pm. You watch it over the Internet - it's about 40 minutes of information, plus a chance to hear from other people involved with Herbalife. I can call you afterwards and answer any questions and if you like arrange for you to come to meet us?

I will book you in for the online presentation - they will email you the link to the website which you click on just before 8pm on Tuesday.

Email them to confirm. Book in via www.helping-me.info.

Appendix C - Call 2 Script

Hello (THEIR NAME)

It's (YOUR NAME), just to follow up on Tuesday night's online presentation.

Do you have any questions or feedback?

Arrange to meet them or get them to go to STS....

If local, suggest meeting. Make appointment.

Appendix D - Follow up email

NAME

Just to follow up on last night's online presentation. It is always good to get feedback and to answer any questions.

As mentioned, the next step would be to talk in more detail and ideally to meet up.

Regards

YOUR NAME

YOUR CONTACT DETAILS