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9 Ways for Leaders to Explode Team Sales & Group Recruiting in 2016

Study Guide

The Direct Sales Business Model Funnel

Strong Producers, Consistent Recruiters & Successful Leaders



The Marketplace (Consumer)

Welcome everyone to **9 Ways for Leaders to Explode Team Sales & Group Recruiting** webinar. During our time together, I'll introduce you to the top nine activities to build a thriving team that will eventually take your team to a million dollars a year business and beyond!

During our webinar, you'll learn the Success Formula I have coached and trained hundreds of my personal clients and leaders in our Million Dollar Protégé Leadership Program that has exploded their organizations and leveraged their time.

I'm awestruck by how they've expanded their vision, have taken their mindset to an entirely new level; their ability to lead beyond their capacity by converting high numbers of new recruits through Facebook Opportunity Events and Live Opportunity Events! Their new team members' sales have dramatically increased! They're no longer experiencing high numbers of inactive team members because they've learned how to create a stellar basic training program that has increased retention and longevity with team members.

They've become advanced at coaching and mentoring and have realized the value of group coaching by utilizing resources and only offer individual coaching to new and future leaders and now understand how to coach effectively like a certified coach. Their conference calls, Facebook events and leadership conference calls are well attended and they've mastered how to promote leaders that build successful teams.

Let's talk about what this training isn't...

- **"Do Nothing , get paid" results!** What you'll learn today is a system on how to create a Million Dollar Business Model that converts to high numbers of new team members, new promotions and business builders that sell, recruit and make money. Our industry is a science and whether you have a small organization or used to have a strong organization or have a million dollar team, it's inevitable that if you have a solid business model, you'll grow organically and have more time to live the life you want. It's simply a process and being committed to the big picture and the long haul. It's becoming a responsive leader instead of a reactionary leader.
- **"I'll just try this ONE thing"** and **think** you'll get great results. What you'll learn today is a puzzle, a blueprint a map on all the moving pieces and GUARANTEED if you dispose of some of the pieces, you're puzzle will **never** come together. What you'll learn during our webinar will build a foundation that will create momentum if you take action on the material.
- **"I can figure this out on my own!"** When you think that way, you're taking the long road to success. Leverage is a key word in the life of all leaders. What you really want is a success team for your life and a success team for your business. When you know who you can count on, and have support and mentoring, it's like taking a jet to your end result. The leaders I coach that have built empires have leveraged the talent within their organization by training them to take over some of the roles of

the activities I am about to share with you. They've developed team members that support their conference calls, Facebook events and group coaching programs. Also they seek mentors and experts that have the resources and programs that simplify the process and ensure their ideal outcome. They also find the people in their personal life that support their kids, household and they ask for help. You don't need to do it alone you need to value yourself enough to know that you deserve support and are willing to invest in some of that. This is been the top decision in my own life that's given me the greatest results in my health, relationships, household and career. Never walk alone! This is how I built a \$19 million a year business and had a life outside my business.

Relationship Marketing:

What does that mean? Relationship Marketing is all about how you use technology to connect, inspire and engage your team members to participate in coaching, campaigns, resources, activities and leverage the activities/resources available to your business. It so works!

Leaders who are successful at Relationship Marketing have strong attendance for live events, conference calls, Facebook events, coaching, courses and a high participation in their Facebook groups.

Protégé Members we have an entire curriculum in our Protégé Leadership Program on this subject, "**Success Secrets of Well Attended Events that Make Your Reps Money.**"

Opportunity Events

What is an opportunity event? An opportunity event is basically an extraordinary theme event that is customized specifically around your business opportunity and is exclusively for guests and representatives. What’s the focus? The focus is to spoil your rep’s guests, create an extraordinary environment, and share the business in a way that’s comfortable for them!

You will realize that consistency is the name of the game; at least one monthly Success Night/Opportunity Event in your local community and engage your leaders to host their own in their local community.

Also to provide at least one Facebook Opportunity Event or a conference call on your business opportunity once a month.

If you're a Protégé Member participating in our leadership webinar, just know that we have an entire curriculum in the in the Protégé Leadership University on how to host extraordinary live events, Facebook Opportunity Events and conference calls. The curriculum will walk you step by step on creative ways to market them and how to ensure that they are creative stellar events.

Success University (Resources/Live)

The first question you might want to ask yourself is *“How valuable is my new representative training program?”*

If you were to ask our previous Protégé members why their businesses have continued to grow and flourish, especially the members who had experienced adversity in their businesses prior to changing their business models, many of them would tell you that they created an extraordinary basic training program for their organization that transformed their culture. They would tell you that they realized that 90% of their team simply needed to learn the basics, and more importantly, that they needed to practice the basics over and over again. They would also tell you that their live “Basic Training Program” has a signature name and is nothing less than extraordinary; it’s celebrative, connecting, educational and empowering. For example, many of our members call their basic training program, “Success U Celebration Live.”

Not only do new reps attend their live “Success U Celebration,” about half of their attendances, if not more, are existing reps who want to build their businesses. Our members have taught their leaders to continuously invite their reps to their “Success U Celebration Live” in the event they’re not getting the results that they want. They remind their representatives that the secret to success is mastering the basics and practicing them over and over again.

Today I am giving you the framework but know I have an entire Program I offer in my Protégé Leadership Program, “The Retention Factor: Designing Your Ideal Basic Training Program” that gives you every detail on how to create an extraordinary live basic training course, resource library and a conference call training on the basics for new and existing representatives as well as how to tie in Facebook events to interact and leverage time.

Weekly Coaching Gyms on Success University

What is a Coaching Gym and what are hundreds of our Protégé Members, current and past doing to create greater longevity, retention and increased individual and new rep sales, while leveraging their time? Coaching Gyms or what some call Coaching Circles is similar to a book club. It’s simple. When you join a book club, everyone reads the same book and before every meeting your assignment is to read a certain chapters and then you show up for the meeting and discuss the chapters and how to implement the material. Could this be done on a conference call or even Facebook? ABSOLUTELY!

The fact is 90% of your team just needs to know the basics and whether you’re a leader in Network Marketing or Direct Sales, there are basics that you and I know all team members need to master in order to experience success in a challenging market.

The SECRET is to have an ideal Back to the Basics Resource Library with audio and video training on the most important parts of personal business. I have an entire program on how to coach individual and in groups. My curriculum A New Approach to Leadership: Mentoring Your Way to Success has given thousands of leaders a model on how to develop

business builders and leaders on how to effectively coach and mentor individually and in groups.

Monthly Team Conference Call/Facebook

Many leaders have challenges engaging team members to attend their conference calls or Facebook events. Why? They are boring and not creatively marketed! There really is a way to make them fun, mysterious and exciting by adding a splash of Hollywood, or a sprinkle of Vegas by offering drawings and engaging your team by having a mysterious guest speaker.

Your main objective is to engage your audience (your team members) and then guide them to activities and resources that support them in building their business.

Monthly Leadership Conference Call

Your monthly Leadership Conference Call is geared to coach and train your leaders on one particular leadership subject and engage them in your company incentives, income goals, how to coach their down line and most importantly how to enroll their team members in vision and then lead them to your resources and activities.

I really believe ENROLLMENT is one of the greatest skills a leader can learn. It shows up in every aspect of their business and life for that matter. It's everything!

Group Coaching:

What is a group coaching/mentoring program? A group mentoring course is a structured environment that you create for a group of likeminded individuals who have similar objectives. Meaning, each team member could want to learn how to share their business opportunity, learn how to build a consistent personal business or learn how to promote leaders on their team. The dot to connect is that everyone in the course is focused on similar objectives and your intent is to use the resources, materials and documents that support the education so your reps can achieve their intended outcome.

Individual Coaching:

Imagine a culture of confident, resourceful representatives! What would it be worth to have several consultants selling \$4,000, \$6,000, or \$8,000 per month and recruiting one, two, or three consultants every month? How about more promotions unlike ever before in your history of being business? Do you believe that’s possible? Well, you will after you complete this program.

I believe without a shadow of a doubt, that individual coaching and mentoring is the most effective activity in developing esteemed, successful representatives and leaders. It's the highest activity on the Direct Sales Business Model Funnel and an activity that you only offer to committed new and existing team members.

Your focus is to learn how to become an extraordinary mentor/coach and how to design an effective mentoring program that gets results.

I've partnered with many leaders in a coaching relationship who felt they were pretty good at coaching until they participated in my "*A New Approach to Leadership: Mentoring Your Way to Success*" curriculum. It's an entire curriculum I offer in our Leadership Program.

I've also had leaders in our industry that believed many of their reps weren't coachable, but after completing my "A New Approach to Leadership" curriculum, their results changed significantly. I've had many Direct Sales Experts and Trainers tell me it's the greatest Coaching Program for Direct Sales & Network Marketing Leaders in the industry. It's been a privilege hearing that from many of my peers!

If you have a question, post it in the question box and get into our drawing for Lifeline products. It's simple post your greatest takeaways on my business page. You can find my on Facebook at www.Facebook.com/SteveWiltshireLifeline.

Love and success,

Steve Q Wiltshire, CEO
Lifeline Coaching & Education, Inc.