Sharing the Lady Boss Opportunity

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Don’t Be Shy! Share this Wonderful Opportunity with Others!

Working in direct sales is like balancing an airplane! There are two wings to an airplane – one wing is selling product and one wing is team building. You must have both wings working in balance to fly the plane! It’s easy to become so focused on selling the product and getting event bookings that you forget team building is also part of your job. With the differences in our She Anna Bella business model compared to most other direct selling companies out there, recruiting new members for your team is not as hard as you may first think it is!

The direct sales industry is literally changing lives and opening doors to individuals to earn money and run a business when they may have never had the chance otherwise! The opportunities that our industry offers are ESPECIALLY fantastic for women, giving the freedom to work from home with flexible schedules and the ability to put family first as a priority by maneuvering the work schedule around family easier than any other “job” out there! People of all backgrounds are attracted to the direct selling industry and potential new Lady Bosses are everywhere!

Some feel intimidated to recruit in the direct selling industry because they don’t want to come across as ‘selfish’ or ‘pushy’. But the reality is that if you’re not offering the She Anna Bella opportunity to as many people as possible, then you ARE being selfish! Why? Because by not talking about the She Anna Bella Lady Boss program, you’re robbing MANY of this amazing opportunity at self-employment! Others don’t know about your business unless you tell them! We will provide them with specifics of the program and in the end it is THEIR decision. But certainly you want to be offering the opportunity to as many people as possible so that you can experience the reward of impacting and changing lives of women and their families! Everyone you meet is a potential lead, don’t let any of them slip by! Remember, if they say no, then they say no. No problem! But at least you asked and have given them the opportunity to choose for themselves whether this is a business they would like to pursue.

Find ways to make team building easy and fun. Recruiting is scary for most people and therefore, they avoid it! Remember that recruiting someone you know and doing your business with a friend on your team is FUN! It’s good to share the business opportunity. If you are enjoying it, why wouldn’t you want to share it?! Let’s go back and think about your “whys” for starting this business. Share YOUR story with others. Your personal story, both successes and challenges, will inspire others and create excitement and desire for them to begin their own She Anna Bella story!

The list of reasons why someone would come on board as a She Anna Bella Lady Boss is long! Let’s take a look at some of the most popular things that attract people to our opportunity:

* unlimited income potential
* flexible hours/schedule
* tax benefits of home based business
* wide selection and great quality products
* getting out for girls’ nights
SHARING THE LADY BOSS OPPORTUNITY

* rapid advancement opportunities
* compensation plan increases
* prizes, contests, promotions
* fun atmosphere
* free training and support
* lots of new friends
* adult interaction
* easy to work around family schedule
* be your own boss
* buy product at wholesale cost
* rapidly growing company
* be around positive energetic people
* the extensive earning potential and the confidence that comes from that success!
* the incomparable feeling of contributing financially to the family

And there are many more reasons why Lady Bosses come onboard with She Anna Bella! The list is so lengthy that it truly is simple to find someone that can fit into wanting one or more of these things! Yes, it is a ‘simple’ fact that most women want what She Anna Bella can give them! The reasons to attract candidates are absolutely there, but the process of recruiting itself is not ‘easy’. You have to force yourself to get out there and talk about it!!

At She Anna Bella events, people will often fall in love with our product first, and THEN it becomes even easier to introduce them to the great benefits of a career here. Remember, the worst someone can say is “No”, and that word is just part of being in sales. You can certainly handle that! And the best part is that every No that you hear gets you one step closer to a YES! So keep asking. We can guarantee that the more you ask, the more successful your business will be.

The very best thing you can do for yourself and your business is to jump-start building your team by working your contact list right from the beginning! See the section Building and Growing your Business for ideas on how to use our She Anna Bella Short List to brainstorm all the contacts that you have right within your own network to get your team started! Who could use some extra money? Who would like to work from home? Who would be a fun member of your team? The key is that you can’t put this off! Recruiting is an important part of your business. Remember that the airplane needs two wings to fly!
The Referral Program

Once you’re on board and your friends and customers are asking you how they can get in on your gig… we’ve got some great bonuses for you!

For a Lady Boss’ very first Referral, she can receive:

* a $100 credit to her account for the purchase of Merchandise if the Referral purchases a $499 or $799 Start-Up Package or a $50 credit to her account for the purchase of Merchandise if the Referral purchases a $179 Start-Up Package;

* 2% per month of the value of those Referrals’ total wholesale orders when Referral holds a minimum of five events per month and when the Lady Boss who referred is Active during that month. A Lady Boss is considered Active for any given month in which she places and pays for a $250 order.

And for her second Referral, she can receive:

* a $75 credit to her account for the purchase of Merchandise if the Referral purchases a $499 or $799 Start-Up Package or a $50 credit to her account for the purchase of Merchandise if the Referral purchases a $179 Start-Up Package;

* 2% per month of the value of those Referrals’ total wholesale orders when the Referral holds a minimum of five events per month and when the Lady Boss who referred is Active during that month. A Lady Boss is considered Active for any given month in which she places and pays for a $250 order.

And for her third and subsequent Referrals, she can receive:

* a $75 credit to her account for the purchase of Merchandise if the Referral purchases a $499 or $799 Start-Up Package or a $50 credit to her account for the purchase of Merchandise if the Referral purchases a $179 Start-Up Package;

* a $50 gift card of her choice;

* designation as a Team Leader.

And remember on your first and second referrals, you’ll earn 2% each month of their total wholesale orders when they host a minimum of five events per month. So, stay on top of your recruits to help keep them trained and motivated when it comes to working their bookings! And YOU MUST be Active that month to earn your commissions too.

Team Leader

Once you’ve recruited three or more She Anna Bella Lady Bosses, you become a Team Leader. To celebrate your success, we’ll reward you with a $50 gift card of your choice – after all, every Lady Boss needs free gifts too!
Plus, your commission will now increase to a consistent 3% each month of each reps’ total wholesale orders (regardless of how many events they do). You will notice a big jump in your commission earnings! Not just in the extra 1% that you’re receiving, but in the fact that your 3% earnings are now on ALL orders, even if your team members do less than five qualifying events in any given month! And YOU MUST be Active that month to earn your commissions. A Lady Boss is considered Active for any given month in which she places and pays for a $250 order.

Becoming a Team Leader is where you can begin to really notice the other benefits of being self-employed. In a “job”, you work an hour and you get paid for an hour. When you run your own business, in the beginning you may need to work some extra hours to get things up and running, but stay focused on the day when you can go out and do one event and so do five other people on your team that you just got paid for!

When one of your team members becomes a Team Leader and moves on to a team of their own, you’ll receive a $500 credit on your account to purchase She Anna Bella product as a thank you for recruiting a super star. And remember YOU MUST have a team of three Lady Bosses in order to be classified and maintain your status of a She Anna Bella Team Leader.

The Process of Enlisting a New Lady Boss

When you are questioned about the fabulous Lady Boss program, speak from the heart! You are the best advocate for this business because you are living and breathing the Lady Boss role every day!

Upon initial interest, a Lady Boss Program Flyer should be given to the inquiring candidate. This piece of marketing material is a basic description of the program and touches on all the key components to get them thinking about the opportunity and if they’re a fit for it! It can be found in the Downloadables section of your account. We are confident that each of our Lady Bosses can answer general questions and get the interested candidate excited about the opportunity! Be sure to collect contact information from anyone that you might come across that is perfect for our opportunity, so that you can follow-up shortly after to email them the online Lady Boss Program to answer any questions and to move the process along in a prompt and positive manner. A personal follow-up call will go a long way and we guarantee that your number of recruits will increase if you follow-up personally!

Most potential Lady Bosses interested in the $179 Package will sign up right away! Candidates interested in the $499 and $799 Start-Up Kits may want more details to help them make their decision. At this point move the process to the next step by referring them to a Unit Director. The Unit Director will get in touch with the potential Lady Boss and provide them with a Full Lady Boss Program Package. These packages are very thorough and have all the details and more that an inquiring potential rep would want to know about the larger Start-Up Packages.
Once the potential Lady Boss confirms that she wants to sign up, **the Unit Director will establish a start date with HQ at that time.**

**Start dates are booked at least two weeks out.** This gives the warehouse staff the two weeks’ notice they need to get the Start-Up Kit together. If the Lady Boss is super eager and wants to start within one week, then it’s worth a phone call to your Unit Director to find out if it’s possible. For our busy times of year (spring and fall) for sign-ups, we suggest that the interested candidate get the contract signed and a start date booked as soon as they have made the decision to start their She Anna Bella business because we only take on a limited number of new start-ups each week. Your referral will need to act fast to confirm her spot!

The Unit Director will collect the necessary contact information from the confirmed candidate and will arrange a meeting to go over the contract for questions and signatures! The Unit Director will then book a training session with your new referral to get her up and running!

Once the new Lady Boss’s start date comes along, your $50 - $100 reward credit will be placed in your account.

**Be There!**

Lastly, and most importantly, don’t stop at just the recruitment! You’ve put the effort into walking your new Lady Boss through the entire information process and getting her signed up. Be a mentor. Be a role model. Remember what it was like when you were getting started? Everything can be so overwhelming! The more effort you put into staying in touch with your referral, the more financial and personal gain you’ll get out of it! It’s a truly rewarding experience to watch someone that you have been a mentor to, grow into becoming a successful She Anna Bella business owner.