



COMPELLING CONVERSATIONS!

YL Brand Partner Blueprint

It's All About Relationship!

You've heard it before, "It's all about relationship" - but what exactly does that mean in the context of building a team with Young Living?

As you begin sharing Young Living, mastering the art of **Compelling Conversations** will create strong relationships and increase trust and loyalty with your customers. This opens the door to move customers to Brand Partners.

This ebook is not a script - it is an idea generator. The purpose is to help you understand the types of questions to ask to create a safe place for people to talk to you openly about the areas of their lives they would like to improve. **DO NOT RUSH THIS. Your success will be directly related to your genuine interest in their well-being.**

When someone shares a "challenge" with you ~ "This cough is driving me crazy" ~ don't immediately offer a solution (this comes across as pushy and salesy). First ask questions: "When did it start?" "What do you think is causing it?" "How long have you had it" - these are all questions that show you are interested in their problem, and it also gives you more information to help you make the best recommendation **when the appropriate time comes.**

Discovery through questions.

Examples of pain point discovery:

- 1.If you could improve 1 or 2 things in your life, what would that be?
- 2.How do you feel this is affecting your quality of life? (dig deeper)
- 3.If you could improve it; how would that change your quality of life? (getting them to describe how much better things would be ~ this helps them see how much they want it)
- 4.What would that be worth to you?
- 5.If I could show you what has helped others, would you be interested in hearing about it? (If they say "no" then leave it there. Talk about something else unrelated and don't force it.)

Remember, these are just examples, and you must make them relevant to what you know about the person you are speaking with. Put yourself in their shoes and speak the way you would want others to speak with you.

If they answer question #1 and tell you something they would like to improve - don't just jump straight into question #2 if you need more information. Example: "I have a headache." Do they have headaches a lot, or is this an isolated thing? What do they think is causing it? etc. Explore their "challenge" and be sure you understand what it is before moving forward.

If they say they don't know why, it just came on, that might be a good time to ask if they would like to try a drop of peppermint, and explain how it has helped others with occasional tension headaches. There are lots of ways this conversation could go.

Continuing the relationship...

- One-on-Ones - meet a friend or a customer for coffee. Ask how they are, and **listen**. The treasure is in their answers, which tells you where to go next. Connecting with customers is just as important (if not more so) than connecting with prospective customers. You can do this in person or through care calls, or whatever method they prefer. (Ask them)



"It's always about them.... ask questions, and LISTEN"

- Nurturing your customer relationship is how you help people discover the benefits of YL products and make getting on Loyalty Rewards a no-brainer.
- Don't neglect those who jump on Loyalty Rewards right away, either - always stay in touch on a regular basis, showing your interest in their well-being, and you will build strong, trusting, loyal relationships that make your business stronger. They are also more likely to refer their friends to you when you genuinely help people.

Moving Customers to Brand Partners

Examples of Discovery:

- What is your favorite YL product so far?
- Why is it your favorite? (you are uncovering their story)
- How has that impacted your quality of life? (dig deeper)
- What is that worth to you?
- What would you say if I could show you how to get your products paid for every month?
- (if they show interest then ask): Who do you know that experiences some of the same things you did before YL helped you? (Chances are they know more than one).
- What if I told you that upgrading your account to Brand Partner status for \$14.95 would give you the ability to show others what you have discovered and earn commissions when they use your referral link to set up their account? And it wouldn't cost them any more money - in other words - using YOUR referral code gives them the opportunity to save 24% with YOU, instead of someone else.
- Listen for objections, and answer them matter-of-factly, like it's commonplace and no big deal. Some people will tell you their objections (which usually reveals their fears) and some people will just say "no thanks". Honor whatever it is and let it be. They may come around later because you honored them where they are now.
- If they say "yes" they are interested, then you can show them the Income disclosure statement, if you haven't already. Once they have looked at the IDS, it will open up another line of open-ended questions that will help you honor where they want to go next, and how they want to proceed.

Mentoring Brand Partners

Examples of Discovery:

- What are your top 3 favorite products? Why?
- How do you see yourself sharing YL that is fun for you? (give them examples: One-on-one conversations; hosting DIYs & home parties; Online through Social Media; Online classes/webinars; etc.)
- How would you like me to support you in sharing YL? (Again, they may have no idea what that would be, so offer suggestions: personally being present when they share for a few times; Hosting online events for them to invite their friends; etc. It's important for them to know they have your support, even if they don't ask for it)
- What would you consider your "social circles"? Hobbies, interests, church, etc. You are helping them realize where they have opportunities to share.
- Offer brainstorming sessions where you can talk about how they see themselves sharing, and offer support. (Remember, this is their business and they get to choose. You are there to support them, not tell them what to do - unless they want that, and some will. Just make sure that even when you are suggesting things they might do, it is only a suggestion, and they get to choose.)
- Introduce them to Help 2 Get 2.
<https://66354807463c43536c57-4680b7aeabbe1da89e76c74f0f782234.ssl.cf1.rackcdn.com/2843/63d1624dd10b1.Help2Get2Flyer+AF8-PDF+AF8-global+AF8-MSB+AF8-1122.pdf>

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Rank Analysis

- Step 1: Determine your next Rank Goal (i.e. Gold by December 31)
- Step 2: Determine qualifications for next rank (i.e. Gold = 35,000 OGV and 3 legs with 8,000 minimum)
- Step 3: Determine 3 Qualifying Legs: Present OGV subtracted from 8,000 = X (what they need)
- Step 4: Take the number you get in Step 3 and divide by the number of months to your goal in step 1 for each leg (i.e. if you are in June and you want to be Gold by December 31, you would divide by 6 because you have July, Aug, Sept, Oct, Nov. & Dec = 6 months) This number is what you want to accomplish each month for the next six months to get to your goal. Do this for each of the 3 qualifying legs.
- Step 5: Take 35,000 (OGV needed) and subtract your present OGV to see how much more OGV you need to reach your goal. You can take this one step further and subtract each individual Leg's increase needed in their OGV from your total OGV needed, as you are assuming that your legs will qualify so that will decrease your OGV needs for your goal. (i.e. Leg #1 needs 2,000 OGV increase over six months to get to a total of 8,000 OGV = you can deduct that 2,000 from your total OGV needed for 35,000 OGV)

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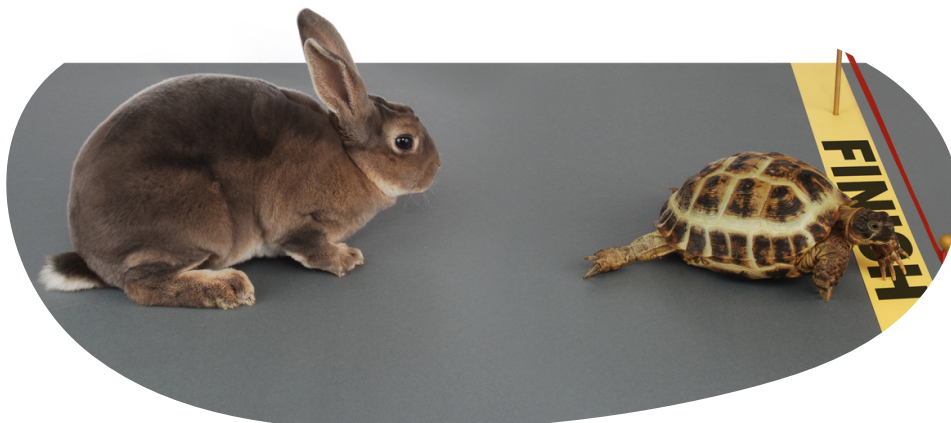
Rank Analysis, cont.

- Once you have your number of how much more OGV you will need to reach your goal, divide this number by your total number of months to your goal (in this example, divide by 6) to see how much more OGV you will need on a monthly basis to get to your goal.
- Now, let's extrapolate that into actual scenarios that will get you there. Let's assume you need 10,000 OGV over the next six months to get to your goal.
- Divide that 10,000 by six (months to your goal) = 1,667 per month is how much you need to increase in your OGV. What would that correlate to? (rounding up) That could be:
- 17 New Members with 100Pv or more Starter Bundle
- 17 New 100 pv minimum LR enrollments
- OR 8.5 (round up to 9) New Members with a PSB also enrolled on LR at 100 PV minimum
- OR 8.5 (round up to 9) New 300 PV minimum LR enrollments
- (Also do this for each of the Legs to help them see how to break down what they need)
- The combinations are endless, but you get the idea. Break it down into monthly requirements to get to your goals and it won't feel so daunting.

Setting the Example...

You Set the Pace

- Find a running partner. Building and sharing is always more fun with a partner. Encourage your new BPs to find a running partner, and be that partner until they have one on their team.
- Your Brand Partners are watching you. Don't ask them to do anything you are not doing. They will follow your lead, even if they are not directly working with you
- If you are not sharing YL, they won't.
- Leading by example is always best. Share your victories as well as your challenges. If you have an event and nobody shows up - share it in a positive light. That way, they understand it happens to everyone and they are less likely to let it derail them when they see others learning from their experiences and doing better next time. Allow your so-called "failures" to be an example of how to examine how things might be done more effectively.
- My mom used to say: "You'll catch more flies with honey." Always be positive and open to improving everything you do.
- Every time you communicate with a potential customer, a potential Brand Partner, or an established Brand Partner, ask yourself: "How would I want this conversation to go if I were in their shoes?" This will help you have a meaningful interaction and improve relationships, which always equates to better business!





You've Got This!

Your sponsor and YL Upline Support is eager to help you. They are eagerly waiting for you to connect with them and brainstorm, and they can help you make it fun & successful

JUST ASK!