



Pals February 2016 Webinar



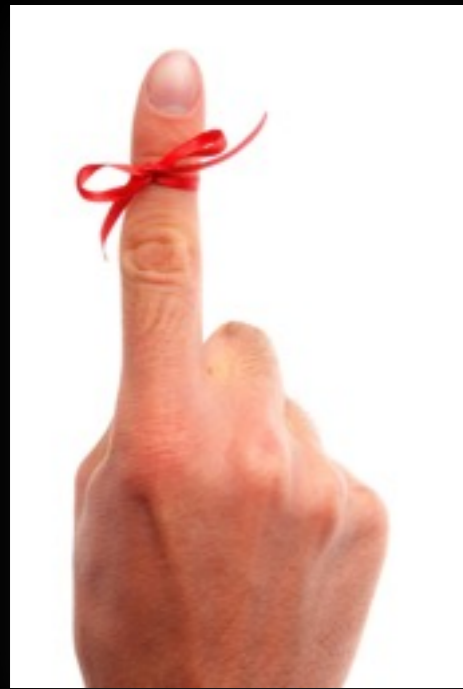
STAMPIN' UP! NEWS & PROMOTIONS

NEWS

- New Sale-a-Bration products now live. Starting Feb. 16.

PROMOTIONS

- Sale-a-Bration: Jan 5 – March 31, 2016
- Paper Pumpkin - \$55 for 3 months AND a FREE Sale-a-Bration item. Ends Mar. 31
- Weekly Deals – end February 22 (discounted prices while supplies last)
 - ◇ Bitty Butterfly Punch
 - ◇ Brights Sequin Assortment
 - ◇ Envelope Punch Board
 - ◇ Fast Fuse Adhesive Refill
 - ◇ Pansy Punch



REMINDERS

- EVERY TUESDAY – Stampin’ Up! updates and Succeed Weekly.
- EVERY THURSDAY – Pals Weekly Bulletin (PWB).

STAY INFORMED WITH JUST A FEW MINUTES OF TIME!

Please remember to read (top to bottom and click on links – new information is added throughout) and save our Pals Weekly Bulletin each week. We post it on our Facebook chat as well as email it to you (all three levels of my group). It’s loaded with ideas, hobby & business activities, accolades for the Pals as well as tips and resources to help you make the most of being a demonstrator and part of our community.

5 Recruiting Tips That Actually Work

Stampin' Up! Recruit Training



#1 Recruiting is a
dirty word.

- Would you want to be recruited?
- Recruiting (ditto on “team building”) makes those interested in the \$99 starter kit MORE fearful and uncomfortable.
- It’s a layer of commitment they are unlikely to want.
- Reinforces stigmas about direct sales and fears about “pyramid schemes.”



#2 Welcome the 96%!

Your role is to open the door and make an introduction.



- 96% of demonstrators fall into the hobby demo category. Bronze, Bronze Elite, Silver.
- Embrace the hobbyist.
- The decision to build a business comes later for most (if ever), not at the point of sale of the Starter Kit.
- The new compensation plan rewards qualified recruits (\$900) & Bronze Elite.

EVERYONE . . .

- BEST customers. Their enthusiasm may translate to a top performer or a long term member. BUT you must ALWAYS be generating more customers. If not, your strategy is to NOT grow.
- Overlooked prospect . . . professionals looking for an artistic outlet. They need everything. Disposable income. Very loyal to a craft. Die-hard crafters have everything and other crafts to compete for their budget.
- Dropped team members are golden!

#3 Understand THEIR Why



- What's in it for them?
- They want the kit. They don't want to work for Stampin' Up!
- We (including Stampin' Up!) focus on why WE think they should join and try to "sell" the experience and "opportunity."
- We ADD fear and resistance.
- Keep the conversation simple and centered on the kit. It's a much easier YES!
- Warning! The more you talk (especially about "the opportunity") the more likely they won't join.
- Remember: Your role is to open the door.

#4 The \$99 Starter Kit
is the Ultimate Stampin' Up! Bundle!

The Starter Kit offers an option to sell, not an obligation to sell.

- Sell it like any other product.
- A Starter Kit promotion is NOT a revolving door. It's an OPEN door. An introduction.
- No secrets. Every customer deserves to know there's a better deal and there's no catch. If you don't tell them . .



#5 Offer a community that promises creativity, fun & friendship

Your role once they join is to help them fall deeper in love with the products and nurture connections within the community.



This part is already done for you for my levels 1 - 3!

- Make sure they join our Pals FB communities. Hotel California effect.
- Let them help each other and create bonds.
- Keep them stamping and using their products. Encourage sharing/ uploading their projects, contests, challenges, virtual parties, blog hop
- Almost 100% retention if they join the FB group.
- I send start up emails.
- I will recognize and reward.
- Confirm they are getting and reading our weekly email newsletter highlighting what's happening in the Pals community. FOMO.
- Encourage attending our monthly virtual gatherings. Recruiting promotions, Sale-A-Bration, new catalog parties).
- Lisa's training and activities and another layer of support.
- Above & beyond . . . Create your own of any of the above.
- Face to Face. Encourage live get togethers (SU events, Downline monthly or quarterly gatherings, Lisa's training, World Card Making Day, November 2016 On-Stage Local



Teach them how to stay active

- Spread out orders based on quarters.
- Make wise investments.
- Use their products.
- Easy ways to generate sales (paper pumpkin kit club, SU kits, weekly deals, newsletter).
- Generic resources they can share

Community is the “super
glue” of retention.

10 Key Marketing Tips

1. Avoid the words “recruiting” and “team.”
2. Welcome the hobby stamper.
3. The Starter Kit is the Ultimate Stampin’ Up! Bundle.
4. They get to “test drive” demonstrator discounts and benefits.
5. Invite them to join our stamping community with access to additional ideas & exclusive resources
6. Focus on fun, friendship and a community with a shared passion for stamping.
7. They can be involved as much or as little as they want.
8. Use testimonials from your community that emphasize what makes it special.
9. No risk, no obligation to spend another dime and no penalty to drop, no requirement to sell or hold workshops/classes.
10. \$300 in sales by the end of the first full quarter allows them to **renew.**

They join for a good deal.
They fall in love with the resources.
They stay for the community.

Name the Stamp Set
\$25 Shopping Spree

THEY SAY IT'S
your birthday

Suite Sayings

Available in Wood and Clear Mount

Celebrate
YOU

THANKS TO YOU,
I GREW UP LOVED.

FOREVER
—begins today—

peek-a-boo
to someone new!

Wishing you
all the
beautiful
blessings
of Easter

MY
HEART
smiles
JUST
THINKING
OF YOU

SUCCESS
LOOKS GOOD
ON YOU.

Thanks
FOR BEING YOU

THEY SAY IT'S
your birthday

▲▲▲ YOU ▲▲▲
WONDERFUL
▲▲▲ THING ▲▲▲
▲▲▲ YOU ▲▲▲