

Getting & Keeping a Team

Pals FB Live 10-17-19

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Getting a Team

- Begins with your customer relationship
 - know your customers, get to know them personally (this is harder online), show them you care about their lives
 - Try to check in with them routinely, get to know their situations/family; then they trust you when you talk about the kit
- Always talk about your demo perks and benefits, let them know all you get as a demonstrator
- Be excited about the products - don't order or work with stamp sets and products you don't like; I usually really like and love the products I use and I'm very excited about them; this spills over to my customers (class, phone or email)
- ANY customer who wants to order more than \$99 - suggest the kit as a way to save. Any customer who has placed an order of \$99 or more - suggest the kit as a way to save next time. Emphasize the free shipping and the 20% discount - this is the main attraction of the kit. It's only fair to them to tell them how to save money on the products they want! They may not say yes right away, but this will stay in their mind.
- When they are ready to sign up:
 - Suggest that they make a list of their items and item numbers and total everything up before they get online to sign up. Help them if needed. I say it's like the Price is Right, get as close as you can without going over!
 - Also I warn them that they will need to give their SSN and a bank account number. This concerns some people, so I review the reasons why this information is needed
 - Help them by being with them when they order the kit - if they want this. Go to their house or do it at your house. Some want help and some don't, but many times I will help them to sign up at my house right after a class. I suggest that I'm right here with them if they'd like me to assist.
 - If they are ready and they are not with you, send them your personal link to the IDA (Independent Demonstrator Agreement). DID YOU KNOW THAT YOU HAVE A PERSONAL LINK TO THE IDA? Find it on the Demonstrator Website under the tab Stampin' University, and then click Recruiting, and then click Sign Them Up. You should know this link or how to find it fast. If a person is interested, I send them an email detailing all the benefits, and say "when you are ready, click this link."
- BE SUPER EXCITED WITH THEM!!!
- After they sign up, send them a welcome card. I use the Stamping Your Way to the Top stamp set (find it on the Demonstrator Website under the tab Ordering, and then click Supply Items)
- It's also good to contact them after they've received their kit to see if they have any questions.

Keeping a Team

- Encourage your team to attend your local classes if you have them - I do charge them \$5 extra but explain why (because they will not order from me as they will order themselves). Many of them come anyway. They learn and get excited about the product and go home and order
- Encourage your team members to start by just inviting one friend over to stamp with them for fun
- Have a team Facebook Page - this helps them to get to know each other and feel a part of the group; celebrate new people, promotions, high sales, have them post their cards and talk about product, it's also a way for you to quickly convey SU news and announcements to them
- Have a team get together - if you have local team members. I do this about 3 times a year. It's on a Saturday morning from 9-12 am. They pay nothing and I shower them with gifts. I do go all out: make a favor for each person, sometimes I make nametags and other times I just use stickers. I have prize patrol and use my rewards over the months to gather things for them - these are always current products because I want them to learn about all of our products. I ask 2 demos to prepare and do make & takes using only new products. We have a 20 minute or so meeting where I remind them about SU promotions, etc. and celebrate promotions and high sales. I give inexpensive bead necklaces for this. We have light food and sometimes they assist with this. I put out all new product for them to see. I try to have these events during the preorder time for a new catalog. Sometimes I have a scavenger hunt where they have to go around the room and find new items displayed. And basically I just love on them and tell them how great they are :-). For out of town demos, I send them the same gifts.
- Try to connect with each demo every month, if you can. I email, text, call. Some months I send them all a card - did this for World Card Sending Week. A few times a year I send them all small things like embellishments or ribbon. If SU has a Free Shipping Day, I definitely take advantage of that and send each person a little something. Most of the time I use Flex Points for this. And like Mary, I support 3 levels down.
- Celebrate promotions - announce promotions on the team FB page and send a card and gifts. For Bronze Elite something small in copper or gold - embellishments or ribbon; Silver I give a \$25 shopping spree; and for Silver Elite I gave a \$100 shopping spree (because that got me to Gold!!).
- Offer to help them be successful:
 - With their events - I've helped with a craft show, bingo event, anything they need
 - How to hold first class
 - Teach them how to use the demo website, how to use Facebook, help with starting a blog
- Remind them about their status and that of their teams - I'll email them and say, "You're \$20 short of meeting your quarterly minimum and I would so hate to lose you!" Or, "Letting you know that your team member is \$50 short of meeting their minimum. Would you like to contact them? I'd be happy to help if you like."
- Be available - I'm almost always available by phone, text or email and I try to respond promptly. I'm retired so I can do this :-). If they need ribbon, paper, or whatever they can always borrow it from me or if it's a small amount I just give it to them
- Encourage every one of them to attend On Stage - I talk about it all the time and tell them everything that goes on so they get excited! In November we have 8 from our team going. And, I take very special gifts with me for each one who attends
- Try to personally know each team member - as my team has gotten bigger I've had to work at this, but I think it really makes a difference