Congratulations on becoming a Mentor! The Mentor Guide is here to help you lead your New Consultants through our Consultant Fundamentals training program. We encourage you, as a Mentor, to help your New Consultants get started with training right away. With your support, knowledge, and encouragement, they will be much more successful!

Here are the three key resources your New Consultant has to get started strong:

**Consultant Fundamentals**: A daily online training course that consists of three modules, each containing 25 posts. The New Consultant can choose to do all 25 posts consecutively or, with your help, decide which posts to prioritize.

**Quick Start**: A New Consultant’s “go-to guide” for all things related to a strong start. Encourage your New Consultant to carry a hard copy of this guide... It’s a great reference!

**Start Counting Program**: Help your New Consultant start the habit of setting and achieving monthly sales and recruiting goals. Your New Consultant will be building a strong and consistent business and also earning some special rewards along the way.

With your help, New Consultants will get started with strong Personal Activity, achieve their goals, gain confidence, make money, and earn the Start Counting rewards in their first few months of business.

**New to Mentoring?**

*Here Are Some Best Practice Suggestions*

**Lead by Example**: Leading by example allows you to authentically understand what your New Consultant is going through. When you are setting goals, taking action, and having success, your New Consultant is more inclined to create the same habits. If you haven’t done a particular skill yet, don’t sweat it. Be forthcoming and try the new skill together; it will make you relatable.

**Reach Out**: We have yet to meet a New Consultant who said that his or her Mentor provided more support than needed. Reaching out with words of encouragement, support, and praise will build your partnership.

**Lean on Your Mentor**: If you are feeling overwhelmed with not having all the answers, don’t worry, because you have a Mentor too. Introduce your Mentor to your New Consultant, and maybe even do a call together.

**Get Organized**: Carve out regular time in your schedule for New Consultant training. By scheduling consistent time, you will stay focused and be able to maintain your personal activity of sales and recruiting.

**Use the Goal Tracker**: Use the Goal Tracker to provide accountability and to teach your New Consultants the value of setting goals and tracking results. Encourage Consultants to download the tracker or print it out. Have them share their monthly goals with you and what they have accomplished each week as they progress through the month.
**Tips to Manage Growth**

**Success Partners:** As your team grows, it may help to pair up Consultants with similar goals and have them pace together. It not only saves time but also creates a synergy and accountability among your team. The more connected New Consultants feel, the healthier their business will be.

**Host Weekly Team Calls:** Today’s technology allows us all to be connected even though we might live miles apart. Staying connected to your New Consultants is crucial to help them get over any potential obstacle they might face in the very beginning.

**Tips:**

- Try to keep the calls consistent in time and length; it will help establish a routine.
- Make sure you are focused and at your office while leading the call, and ask participants to do the same.
- Stick to an agenda and try to keep the call under 30 minutes, which will demonstrate that learning doesn’t require hours of time.

**Optional Agenda:**

- **Welcome and Recognition:** Take a minute to welcome and recognize Consultants on the call, especially New Consultants.
- **Training:** Introduce a new training topic/tip. Look over the posts from the previous week and expand on one of the topics or find a training to highlight in the Training by Topic section located Behind the Counter.
- **Inspiration:** Share a brief testimonial or story of success. This can be your own story, or you can ask a Consultant to share one.
- **Information:** Let your Consultants know about upcoming Beautycounter events and training calls, and remind them to mark their calendars.
- **Q&A:** Open up the call to allow your Consultants the opportunity to ask questions. Don’t feel like you always have to have the answers. Feel free to use other Consultants on the call as a resource. The more participation you can get, the more effective the call will be.
- **Call to Action:** At the end of every call, be sure to provide some direction to your Consultants. For example, refer to the action items provided in the posts for some great ideas.

**Video Conference Call:** A live video call can be a fun way to have a more personalized call with Consultants living in other areas. Zoom (Zoom.us) is an application that is easy to use across many platforms, and the basic service is free. If you wish to purchase added features, Beautycounter has secured a coupon code that will save you 15% on the regular pricing: Beautycounter-zoom. Skype and FaceTime are options as well.

**Use Social Media:** When you use a private Facebook group in conjunction with the Consultant Fundamentals training program, you provide an additional level of support and accountability for your New Consultants. You can start a “class” of New Consultants each month. Here’s how:

- Create a private Facebook group on the first Monday of the month for all of the New Consultants who have joined your team in the past 30 days (or since you last started a New Consultant group).
- Make a short video a couple of times a week to post in the group to provide an added touch of personalization.
• Share action items from the Consultant Fundamentals. This Facebook group is a great place for Consultants to share that they have completed the action, report on their results, and support one another throughout the training program.
• Upload documents and additional training opportunities to the group.
• Use the leader tip that is included with every post in your Mentor Guide for suggestions on what you can share in the group.
• Celebrate team successes and promotions.

A Facebook group is also a great way for New Consultants on your team to get to know one another so that they never feel alone. They will always have a place to go to ask questions when you are not available and will begin to form strong relationships among one another. If you are concerned about time or if you are new at leading a team, you may want to consider partnering with a fellow Mentor. By partnering with another Mentor, you will have someone to share the responsibilities with, and your Consultants will benefit from another voice offering guidance.

**Host an Opportunity Call:** Help your New Consultants with recruiting skills by hosting an Opportunity Call or event or by having them invite their prospects to join your Upline Director’s call or the Beautycounter Opportunity Call. Most New Consultants are hesitant to recruit because they are not sure what to say. If you host events or calls, you will teach by example and demonstrate exactly what to say. You can also highlight the existing calls located Behind the Counter and encourage them to share these with their prospects whenever needed.
Before You Start  
*Module 1, Post 1*

Before you move forward with Consultant Fundamentals, it is important that you have completed the Beautycounter Quick Start activities. These are the fundamental building blocks for your new business. Pull up the Quick Start document and review the actions steps listed there. If you need assistance or are not confident, now is a good time to let your Mentor know.

Once you have reviewed the activities, pull out your calendar and schedule about 15-30 minutes each day when you will go through this training. By actually scheduling the time on your calendar, you are taking the first steps toward treating your business like a business, which is essential to becoming consistent and successful.

Action Item: Review the Quick Start activities and schedule time on your calendar to devote to Consultant Fundamentals.

**Leader Tip:**
Follow-up with New Consultants is extremely important. Do not wait for them to reach out to you. Call them first to welcome them to Beautycounter again and set up a communication schedule that works for you both. If you are posting this content via social media, be sure to tag them in the daily posts for the first week so they get in the habit of reading the content every day.

Start Counting  
*Module 1, Post 2*

The Start Counting incentive program is a great way to earn rewards as you get your business started. The program is not mandatory, but if you make it a goal, you will create consistent behavior that will continue to grow your business in future months. Take a look at the details of the program and make it a priority to achieve its benchmarks for your first three months. You will not want to miss out on earning the Month 1 rewards. Your Mentor will be able to help you make an action plan to achieve each of the monthly goals, and this training will teach you the skills you need to help you get there.

There are three Month 1 goals that you should make note of:
- **Start Counting Bonus** – Achieve $500 in Personal Volume in the calendar month you enroll.
- Achieve $1,250 in Business Volume.
- Recruit one Level 1 New Consultant who reaches $500 in his or her calendar month.

Check out the Start Counting Incentive Flyer for all the details.

**Leader Tip:**
Review the Start Counting incentive program with your New Consultants, be sure they understand the monthly goals and rewards, and help them create a plan to achieve each monthly milestone.
Action Item: Download and print the Start Counting program details. Listen to this call for program details and for information on how to track your progress watch this training webinar (password: october2015). Align your calendar with the Start Counting goals for each of your first three months.

Where to Find Support
Module 1, Post 3

Your Mentor is the one who invited you to join Beautycounter and is your first resource for all of your questions. Additionally, you have your upline team, Consultants who are directly above your Mentor and here to support you.

Behind the Counter (BTC) is your virtual business office with tools, training, and resources. It is a place to enter and manage your orders, set up and manage Socials, and see the Clients, Members, and Consultants you personally sponsor. There is also a performance dashboard where you can find all your earnings data and career progress, as well as the progress of your team, when you begin to recruit.

It might be tempting to spend a lot of time investigating all there is to learn BTC, but before jumping in, it is easiest to wait until you have orders to input. For now, use what you need and spend your time going through this training and taking the actions that lead to building your business.

Action Item: Go Behind the Counter and locate the name(s) of your Mentor and, if a different person, your upline Director. Be sure to send each a friend request on Facebook, and if you are not already on their team Facebook page, ask to be added.

What’s in Your Virtual Office?
Module 1, Post 4

You do not have to reinvent the wheel or create your own marketing tools; Beautycounter has done it for you! Behind the Counter (BTC) is your virtual office and resource for many materials to make you more efficient in your role as a Beautycounter Consultant. When you log in BTC, you will see a Training tab across the top bar. Within that Training tab, you will find lots of training materials and also plenty of marketing materials that are broken down into categories:

Leader Tip:
Your New Consultants should never wonder where to go for support. The more supported they feel, the more confidence they will have and the less likely they will be to get discouraged. Make sure they understand that Behind the Counter (BTC) is a resource, but don’t let them get consumed by it either. Remind them that the most important activity they can be doing is talking to people. They will have many opportunities to use BTC as they book Socials and get orders.

Leader Tip:
Help your New Consultant locate appropriate social media content to share. This is the first step in helping them navigate the resources available in the tools section, and will be helpful in launching their business.

Editables: Documents designed for you to personalize and use in your business.
Flyers: Documents available in PDF or JPEG format for you to download and share with your contacts. These flyers are created routinely based on the needs of our Consultants.

Printables: Evergreen materials you can use to educate and market Beautycounter to your contacts.

Social Media: Materials designed specifically for you to share and use on your preferred social media platforms.

Check out the Events link, where you will be able to see a list of upcoming Beautycounter events that you can share with your network and make note of on your calendar.

There is a FAQs section, which offers handy informational guides that cover a large variety of products and policies. If a Client asks you a question about products or our health and safety policies, look here first for the answers.

Under the Press tab, you will find some of the amazing media coverage Beautycounter has been receiving. These documents are great to share with your network to build credibility.

Finally, you will see the Admin link, where you will find some additional tools that will keep your “office” running smoothly.

Action Item: Log in Behind the Counter and scroll through the tools located under the Training tab. Pick a flyer that will support your business this week, and share it on social media. Be sure to include a link to your website.
**Intro to the Sales Cycle**  
*Module 1, Post 5*

The Beautycounter Sales Cycle is made up of five fundamental activities to grow your Beautycounter business:  
It is important to understand each part of the Beautycounter Sales Cycle in order to reach your full income potential.

**Prospecting** is the act of connecting with people in order to grow your business, whether it is for sales, for referrals, or to recruit them as Beautycounter Consultants. Your success is directly tied to your commitment to prospecting.

**Scheduling** is the act of making an appointment to discuss Beautycounter with your prospect(s). There are many ways to schedule conversations and One-on-One appointments with the people you know. You can send an e-mail or letter to all your friends, post a status update on your Facebook page, or pick up the phone and call. The key to scheduling meetings is personally following up.

**Selling** is the act of sharing Beautycounter products with potential Clients and Members. Each Beautycounter product you sell makes a difference. Since people shop in different ways, you can offer several options for shopping with you: Socials, One-on-Ones, and your Personal Website.

**Recruiting** is sharing information about the Beautycounter mission and business opportunity. Recruiting Consultants to your team is the lifeblood of a growing Beautycounter business because it takes your efforts and multiplies them.

**Advancing** is the act of growing your business and thus advancing within the Career Plan. As your scheduling, selling, and recruiting skills improve and you begin teaching others the basics of the business, you advance your Career Plan. Your success is dependent on the success of your team, so make every effort to ensure your team has the right tools and support needed from you and/or your Leader Tip:  
Review the Beautycounter Sales Cycle and the basics of the five components with your New Consultants. Let them know that we’ll go into much more detail in other posts.
Mentor.

Action Item: Define one activity that you can do in each of the 5 areas of the Sales Cycle that will get you results. Ask your mentor for suggestions.

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**Build a List**  
*Module 1, Post 6*

The Beautycounter Quick Start guide introduces the concept of building your prospect contact list. Building your list is a continual process, and you should be adding names as you think of them.

You meet people every day, and these interactions bring opportunities to share Beautycounter. In addition, there are hundreds of people you know, and it’s just a matter of making a list to get started prospecting. Don’t pre-judge. Just make *Your FRANKS list:*

- Friends (from high school, college, Facebook, etc.)
- Relatives
- Acquaintances
- Neighbors
- Kids’ contacts
- Spouse’s contacts

You will have a sizable list when you are finished, and we recommend keeping an electronic copy on your computer so you can update and add to the list often. Take the time to consider each person and how you can best serve their needs, as well as who will fit into different aspects of your business. For example, who on your list would make a great Host, and why is that? This is important to consider when you are speaking with them so you can mention it in your conversation. Who would make a great Consultant? Invite your friends to join you in building this company. You do not need to be an expert or have lots of experience to ask your friends to join your team.

For additional help, refer to the *Memory Jogger.* It will give you additional ideas for adding to your list.

**Leader Tip:**  
*A prospect list is one of the most important tools that you can encourage your New Consultants to use. This list is the foundation of their business. Take the time to encourage them to think of people from the many areas of their lives and consider why these contacts would be a good fit, and teach them how to reach out to these contacts appropriately. Show your list to them as added motivation, and maybe share some words to say when reaching out to people.*

Now that your list is growing, it is time to pick up the phone and start sharing your new business. Be sure you have something to invite your contacts to do: attend an upcoming Social, listen in on an upcoming Opportunity Call, view a Beautycounter video from our YouTube channel, or take a look at your Beautycounter personal website. Click here for some *Words to Say When Prospecting.* Make a goal each day to reach out to at least three to five people on your list.
Action Item: Circle the names of 10 people on your list who you will contact before the end of the day. What will you invite them to do? Have a plan and then start making calls!

**How to Share Your Story**  
*Module 1, Post 7*

Being able to tell your story or your “why” for joining Beautycounter gives you the confidence you need to talk to people about your new business. People will relate to you before they listen to your message. At Beautycounter, we too have a very powerful story, and it is one that you can share as your story evolves. Check out this great video about Gregg Renfrew and the Beautycounter story. Share this link in your correspondence with your friends to open up conversation about your new business and your goals.

If you are struggling with what to say, here are some thought starters to help you evaluate your Beautycounter story:

- What first attracted you to Beautycounter?
- Why are you convinced that you made the right choice?
- What are your immediate goals?
- What do you hope Beautycounter will do for you and your family?

Once you have created your story, practice it over and over again out loud and in your head so that it becomes very natural for you to talk about.

**Leader Tip:**

When your New Consultants are confident in why they joined Beautycounter, it will be much easier for them to overcome any challenges they face from discouraging friends. Make sure they know their story and that you take the time to learn it as well. Since everyone’s story is a little bit different, you can highlight your Consultants’ stories at different times to inspire others.

Action Item: Write out and share your story with your Mentor today. Share the Beautycounter MSNBC link on your Facebook page or other social media with a personal message about why you became a Consultant.
Create Your Selling Strategy
Module 1, Post 8

There are three primary ways to build your business that will bring you sales each month. Socials, one-on-one appointments, and product sampling drop-offs. The most successful Consultants use a combination of these methods. Talk to your Mentor about what would be a good strategy for you to start with. Most Consultants get started with at least one launch Social within their first two weeks of business. Be sure to take a look at the How to Host a Launch Social training for more information on hosting your own Social. You will find additional training on holding One-on-One appointments and Drop-Offs in later posts.

Most importantly, plan your strategy for reaching out to your potential Clients in your first three months. A great goal to set is having four to six Socials, eight to 10 One-on-One appointments and one New Consultant recruit in your first 30 days; how you do that is the strategy that you will determine.

Action Item: Read the How to Host a Launch Social training, and schedule your Launch Social right away. Share the date and time with your Mentor.

Leader Tip:
New Consultants need you to help them develop a strategy for getting new Clients. Encourage them to get in front of as many people as possible in their first month, as they are planting seeds for future business. Walk them through the three methods available to them, but stress the importance of getting in front of the most people by hosting at least one Launch Social. Follow up and make sure they have their Launch Social scheduled in their first two weeks of business.

Social Media for Beginners
Module 1, Post 9

Social media is the most efficient way to reach more people and share our products and message. There are definitely some key strategies that will lead to your success, and certainly things you don’t want to do as well. For instance, one of them is not spamming people with Beautycounter overload.

Here are some quick tips to get you started:
1. Your profile picture should be an up-close and smiling head shot of you! You should try to use this same picture with all of the social media that you use.
2. Your cover photo should be a collage of who you are, what you love, and what you represent. This is not an opportunity to upload a corporate image of Beautycounter products.
3. Your name should not include Beautycounter. You are your own business, and you happen to use Beautycounter products as a means to help people.
4. Go public. You will not be able to reach more people without doing so. Check your settings and make sure you are not on privacy lockdown.

Note: Your social media is no longer just a place to post photos of
your kids, latest vacation, and meals. That is certainly okay occasionally, but if you want to grow your influence on social media, your goal should be to provide valuable information to your friends about topics that interest them.

For more information, check out the Social Media 101 and Social Media 201 training webinars located Behind the Counter, along with the Social Media Tip Sheet.

Action Item: Go on your Facebook page and start following Beautycounter and Gregg Renfrew. Introduce your friends to the issues we value, and share one of the Beautycounter posts on your personal page.

**How to Hold a Social**

*Module 1, Post 10*

Socials are gatherings of people interested in learning more about Beautycounter. They are also the most effective way to be in front of the most people at one time. If you are intimidated at all about having them, don’t be! The idea is to keep Socials simple, fun, and educational for the Host and guests. Here is a great video to watch on how to host a Social:

*How to Host a Beautycounter Social*

Action Item: Watch the video and make a list of why this month is perfect for having Socials. Invite three friends today to help you by scheduling a Social with you this month.

**10-3-2 Strategy**

*Module 1, Post 11*

Socials are an integral part of your business success because they give you the opportunity to be in front of more people at one time. Make it a goal at each Social to focus on 10-3-2:

- • 10 purchasing guests (these can be guests who attend, guests who were invited but could not attend, or friends of guests)
- • 3 New Socials or follow-up appointments scheduled
- • 2 potential recruits

Partner with your Host to create a robust guest list. Invite 30 to 40 to get 10 in attendance.

Ask who your Host thinks would be most likely to schedule Socials...
off of his or her Social, and speak with this person the night of the Social about the Host rewards. Don’t stop there, though. At your Social, invite every guest to host a social.

Lastly, ask your Host who may be interested in the business, and then, on the evening of your Social, be sure to ask every person during checkout if they’d be interested in learning more about the business.

Check out upcoming posts on Host coaching and recruiting to learn more.

Action Item: At your next social, make 10-3-2 your goal and put some of these tips into action.

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**One-on-One Appointments**  
*Module 1, Post 12*

There are several ways to share the Beautycounter message and products. One effective way to grow your clientele is by scheduling One-on-One appointments with prospects. The average order utilizing this method is $180 and can lead to Hosts and Consultants on your team. Whether you are meeting at a coffee shop or dropping off samples at their home, there are some strategies that will help you become successful. Here are some tips to be prepared:

- Have skin care samples to share.
- Have a Host packet that includes a Lookbook, Essentials or Countertime Tip Card, business card, Opportunity Brochure, and Host Program Brochure.
- Be prepared with a retail Order Form.
- Ask for referrals; who do they know who would also like to sample our products?

You can order all the materials mentioned Behind the Counter in the Business Aids section. Be sure to ask your Mentor for help and suggestions.

Action Item: Make a list of 10 people you can schedule One-on-One appointments with over the next two weeks. Order your Business Aids to be sure you are prepared.

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**Leader Tip:**  
Help your Consultants by sharing with them how you ask for an appointment or referrals. Offer other tips and share personal stories of how this one-on-one approach has impacted your business. Show them exactly where they can find the Business Aids, and recommend products to sample that make sense for their needs and budget.
Know Your Favorite 5!
Module 1, Post 13

When you are brand-new, you may feel compelled to have to learn about each one of our products before you get started. Frankly, you should never feel like you have to be an expert, and no one will expect that of you. Instead, just learn the basics to get started. Begin by learning about your favorite five! People will ask you about your favorites, so you want to be ready to share about those first. Understand the strengths and differences of our skin care lines, and be proficient in your favorites and why you love them. If there is a product incentive the month you get started, be sure you learn about that product so that you will be prepared to answer questions. If potential Clients ask you about a product that you don’t know about, simply let them know that you will find out and get back to them. Trying to prepare for every question will only be overwhelming and hold you back from just getting started.

As you get more comfortable in your business, you can gradually learn the key points about the different products we offer. Use the Beautycounter Product Training Guide and the Product FAQs located in Training by Topic for all the details on our products.

Action Item: Jot down your five favorite products and why you love them. Think of someone you know who would love them for the same reasons, and let that person know. Here’s an example: “Hi, Anne! I know you and I have chatted before about finding a good makeup remover, and I wanted to let you know that I found one! I have been using Beautycounter’s Essentials Face Wash. Have you heard of it?”

Leader Tip:
Share your favorite products and why. Also, take the time to point out the most common product questions you hear and how you answer them. Remember, the more confident your Consultants are in the beginning, the more you will keep them engaged and taking action.

The Beautycounter Brand
Module 1, Post 14

Beautycounter is a brand with one voice: a singular vision that should make a positive, lasting impression on customers and the industry. To that end, brand standards, consistency, and uniformity are the keys to our success.

Listen to this call from Gregg Renfrew and Gina Murphy to learn more about the Beautycounter brand.

Action Item: For today, listen to the call and go Behind the Counter to see all the branded materials that exist for your use. There is no need for you to create your own!

Leader Tip:
As the leader, it is important that you lead by example when it comes to representing the Beautycounter brand. This may be confusing for your New Consultants who are excited to share Beautycounter with all their contacts. Make sure they understand why it is important and how easy it is to use the branded tools that Beautycounter has created for them.
Host Coaching Success Strategies and Host Rewards Program

Module 1, Post 15

Host coaching simply means working with your Host to help them have the best Social so you both enjoy great rewards. Start by giving your Host a brochure on hosting a Social. We recommend setting a minimum $500 goal for each Social. At this level, they’ll receive two products at half price and one product for free. The rewards just get better from there, so keep them aiming for more.

Consider each Host a business partner. Make sure they understand the potential rewards, and get them excited about sharing our products and mission with friends. Give your Host a Host Packet when they book a social. Spend 20 to 30 minutes planning the Social with your Host:

- Choose a day and time.
- Create a sales goal for the Social based on what products they would like to earn.
- Create an initial guest list.
- Share Beautycounter invitation and email templates with the Host (these can be found on your Personal Website and Behind the Counter).
- Check in with invitees a couple of days before the Social and encourage them to invite friends.
- Keep refreshments simple.

It is important that you understand the Host Rewards Program so that you can clearly communicate the benefits with your potential Hosts and also help your current Hosts earn as much as possible. A happy Host is someone who refers you to others and books another Social with you. Take a look at the Host Rewards Program Brochure you received in your Consultant Enrollment kit, and have it handy when you are working with your Hosts.

Action Item: Review the Host Rewards Program Brochure and make some Host packets – some recommendations for what to include in your Host packets can be found in the Host Coaching Success Strategies training.

Leader Tip:
Talk about your successes with Host coaching and what you include in your Host Packets. Make sure she doesn’t have any questions about the Host Rewards Program and discuss how she can talk about these benefits during her Social.
Behind the Counter: Setting up Socials and Personal Orders

Module 1, Post 16

Now that you are talking with people, collecting orders, and setting up Socials, it is time to start getting comfortable with placing orders Behind the Counter, your virtual office. You can log in at behindthecounter.beautycounter.com by using your registered email address and password that you selected during the Consultant sign-up process. For today, watch these helpful videos that will take you through the entire process of entering orders and Socials. You can also learn how to enter orders through your Personal Website by watching a quick video. You will find it easiest to learn this process when you have actual Socials and orders to enter. Remember that you can reach out to your Mentor if you have any questions.

A Demo of Personal and Client Ordering (password: august2015)
A Demo of Social Set Up and Ordering (password: august2015)

Action Item: Watch the training videos, log in Behind the Counter, and enter your launch Social and any personal orders that you might have.

Leader Tip:
Check in with your Consultants to be sure they feel comfortable adding Socials and entering orders. You can easily get on a Zoom video conference call (or other video conferencing platform) and screen-share your computer to take them step-by-step through the process if they need help.

Understanding Our Mission

Module 1, Post 17

Beautycounter’s mission is to lead a movement for better beauty. We are doing this by making safer products here and now, and working on three interconnected, simultaneous pieces of this mission: educating, moving the market, and shifting public policy. Think of this as a three-legged stool with safer products as the seat and education, market, and policy as the three legs—we need them all to make the stool work!

We educate every time you talk about this mission and environmental health as a concept, and through our materials, videos, and other content. We move the market by partnering with like-minded companies and by pushing for greater safety testing and transparency up and down the supply chain. And we push for health-protective policy reform by organizing meetings with members of Congress and encouraging our Members and Consultants to contact their elected officials, asking for action on toxic chemicals.

Meaningful partnerships with our Trusted Non-Profit organizations—Breast Cancer Fund, Environmental Working Group, and Healthy Child Healthy World—as well as other organizations working for environmental health help us to truly participate in and build this movement. Our mission is inseparable from our business, and by joining us, you’re participating in building this movement.

Leader Tip:
Help New Consultants to understand that our mission is not an afterthought, but is core to our brand and our shared success. Being a mission-driven company is a point of pride and distinction.
For more information on each of our Trusted Non-Profits, visit the Play A Part page on our website.

Action Item: Go to Facebook, like the pages of our Trusted Non-Profits, and share their content with your network. We also encourage you to visit and download EWG’s helpful Skin Deep Database, which is a ranking system for personal care products.

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**Inviting 101**  
*Module 1, Post 18*

Recruiting is a skill that can be learned by anyone! In fact, because you are brand-new, you are a perfect recruiter! Why? Because you can still vividly remember the feelings you had when you became interested in joining Beautycounter as a Consultant. You decided to get started because you saw a great opportunity for success and you have the ability to make a difference. Now it’s your turn to offer this same opportunity to others.

There are three basic steps to recruiting, and they really are easy:

1. **Inform:** Tell people about the business opportunity at your Socials and in your everyday encounters.
2. **Invite:** Extend gracious invitations to join you and your team to begin growing their own Beautycounter business by selling our products.
3. **Connect:** Have a conversation with lots of questions and listening on your part.

For more in-depth training on the how to recruit and build your team, please refer to *Getting Started With Recruiting*. Your Mentor and upline Director are also available to help you.

Action Item: Download and read the *Getting Started With Recruiting* training. Make a list of 10 people you want to personally invite to consider joining Beautycounter, and set a deadline for when you will speak to them. Ask your Mentor to help you with what to say.

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**Leader Tip:**

You want your New Consultants to start inviting their friends and family to join them from the very beginning. Role-play instances when you have invited others to join you, both yesses and nos. In fact, remind them how they felt when you first invited them to join you. Did they feel uncomfortable? Were they offended? Of course not, and neither will their prospects. You will need to remind them of this to build their confidence in knowing that what they have to offer is something that many are looking for and need.
**How to Enroll a New Consultant**  
*Module 1, Post 19*

It can be scary to have a new team member when you are brand-new yourself. Certainly, their success is impacted by your ability to effectively get them started. Don’t worry—you are not alone! You have your Mentor and upline Director to help you, so even if you are new, you don’t have to know everything yourself. Take a look at the Quick Start guide and *Start New Consultants With Success*, and think about the actions you took in those first couple of days as a Consultant that helped you. Most of the time, simply sharing what worked for you is all that is needed as you continue to learn more skills in the process. You want to be aware of your own goals with the Start Counting Program so that you and your New Consultant can both maximize this fabulous incentive program.

**Action Item:** Take a look at the *Start New Consultants with Success* training, and invite your Mentor and New Consultant to get on a call together to go over their action plan and get them started in *Consultant Fundamentals*.

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**Understanding Volume**  
*Module 1, Post 20*

You will see PV, BV, and CV mentioned in many areas of your business materials:

- **Personal Volume:** Sales volume from orders generated from you, your Clients, and your Members.
- **Business Volume:** Sales volume generated from your downline team plus your PV.
- **Commissionable Volume:** Sales volume that is approximately 75% of PV for products. Business aids, enrollment fees, and host rewards do not carry PV.
- **New Volume:** Sales volume from a New Client, Member, or Consultant when a new account is created and an order is placed within the same calendar month.

Understanding the different types of volume is important, and you want to be sure that they align with any sales goals or incentives that you are reaching for. For example, the Start Counting Incentive includes a PV goal and BV goal in Month 1, and BV goals in Months 2 and 3.

**Action Item:** Review the Glossary of Sales Terms located Behind the Counter as it contains these helpful definitions and others.

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**Leader Tip:**  
*Build confidence in your New Consultants by sharing your experience with getting your Consultants started. Make sure they know that you will help them every step of the way.*
Treat Your Business Like a Business  
*Module 1, Post 21*

To get things off to a strong start, treat your Beautycounter business like a business. Here are some ways to do that:

- Activate your Personal Website. This is another way to sell our products and share our mission.
- Connect with social media.
- Record a professional voice mail greeting on your phone.
- Open a separate business bank account. This makes tracking your income and expenses easier.
- Order business cards and a business stamp or labels. Visit Behind the Counter to locate our Print Shop.
- Set goals. Your goals will keep you focused and motivated.

One of the best things about running a Beautycounter business is every day that you want to be open for business, you can be. It simply takes a little preparation and a positive mind-set.

1. Be prepared. Always have Beautycounter materials with you to share when the opportunity arises. We suggest the Intro to Beautycounter Trifold Marketing Piece. Be sure to put your business label/stamp on each item. Also have business cards, the Opportunity Brochure, and a few Lookbooks at the ready.
2. Be open to opportunities for conversation throughout your day.
3. Make eye contact with others and be friendly.
4. Be approachable and warm when discussing Beautycounter.

Action Item: Set two to three goals for your Beautycounter business (e.g., amount of income you’d like each month, number of new team members you’d like to welcome each month, or number of Socials and One-on-Ones you’d like each month).

**Leader Tip:**
Go through the bullet points, make sure your New Consultants know how to do each of the steps, and answer any of their questions.

Next, discuss “being open for business” and how to order the marketing materials they need. Help them feel confident with speaking with others by practicing what they would say.

Last, discuss their business goals. You can help them be accountable to those goals and encourage them along the way to reaching them.

Our Ingredient Selection Process  
*Module 1, Post 22*

To Beautycounter, safety means not using chemicals that may contribute to long-term health issues. We exercise this commitment with our five-step Ingredient Selection Process. This truly sets us apart from the pack. It’s an exceptionally rigorous process that gives our customers the greatest peace of mind possible. Developing it was not simple—but understanding it is.

1. **Ban Intentionally:** Our Never List comprises more than 1,500 questionable or harmful ingredients we do not use, no matter what.

**Leader Tip:**
When Consultants are asked, “What makes your products different from others that claim to be safer?”, we point to two things: our amazing performance and this comprehensive Ingredient Selection Process. Safety is fundamental to the process, but it also includes our commitment to transparency and better sourcing (non-GMO, etc.).
2. **Screen Rigorously:** Every ingredient we do use is screened using the best available science regarding specific hazards, like cancer, hormone disruption, and infertility.

3. **Learn Constantly:** There are major data gaps on most cosmetic ingredients. We review emerging data and scientific journals every quarter, and even commission our own studies.

4. **Source Conscientiously:** We use the best organic, sustainable, or synthetic ingredients that meet our high performance and screening standards.

5. **Share Transparently:** Information is the most important ingredient in any product purchase decision. We share every ingredient we use and test we conduct, helping you to choose wisely.

Action Item: Commit the first two steps to memory. Feeling ambitious? Learn all five steps!

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**Responding to Objections**  
*Module 1, Post 23*

When you are talking to potential Hosts or Consultants, you may hear some objections: “I don’t have time,” “I don’t like to sell,” “I could never do what you do,” “I don’t know anyone,” “I don’t have the money to get started.” Do any of these sound familiar? Often, we freeze because we automatically think we need to solve the problem... when really we need more information. We also need to first understand what the objection is really about, and one way to do this is to LEAP: Listen, Empathize, Ask, Produce.

Let’s break this down and use an example objection of “I just don’t have the time.”

**LISTEN:** Listen to their objection.

**EMPATHIZE:** Empathize with them by saying something like “I completely get where you’re coming from. Our days are busier now than ever.”

**ASK:** Ask a clarifying question, such as “How much time do you think it takes to do this?” They may think it takes 20 hours a week.

**PRODUCE:** This is where you produce a solution. So in this example, you could say, “The time you invest is really related to what you want out of it and how much time you’re able to give. If you want to have a few hundred to $1,000 dollars extra a month, I’d be happy to show you how you can do that by investing between five and 10 hours a week in Beautycounter. How would that sound?”

Asking more detailed, clarifying questions in the LEAP process really gets to the heart of the objection. You can do this simply by asking a clarifying question that begins with **Tell Me, What, or How**
to get to the root of the objection. “How much time do you think it takes? Tell me how much time would you have.” “How many people do you think you need to know? What do you think about gathering a friend or two for a quick get-together?”

The point is to not presume you understand their objection. By asking a clarifying question, you are allowing them to share their perspective so you can then educate them on the facts.

One last point on objections: Don’t feel as though you have to give the hard sell on Beautycounter. We have an incredible mission and high-performing products that resonate with thousands of people. Let the mission and products do the work for you, and if your prospects just aren’t interested at this time, continue to provide them excellent customer service as Clients.

Action Item: Make a list of the objections you have heard, and think of some clarifying questions you could ask or how you might Tell Me, What, and How. Being prepared makes it much easier to respond in the moment.

Understanding Direct Retail

*Module 1, Post 24*

You may hear it mentioned that Beautycounter is a direct retail brand, making us unique in the industry. **Why direct retail?** Watch the video from CEO and Founder Gregg Renfrew to learn more.

Action Item: After watching this video, share it on your social media with a comment about your excitement to be part of this exciting business.

**Leader Tip:**

Direct retail will be a new concept for most New Consultants. Your confidence in this model will build their confidence. Be sure to tell them how these channels work together to build the Beautycounter brand and lead to future business for them and the company.

How To Earn and Rank Advance: The Basics of the Compensation Plan

*Module 1, Post 25*

As your scheduling, selling, and recruiting skills improve and you start teaching others the ins and outs of a Beautycounter business, you will advance in the Career Plan. Beautycounter’s Career Plan is very generous and rewards you for having a strong personal business as well as having a strong team.

Action Item: List to the Career Plan webinars (part 1 and part 2) located Behind the Counter to understand how you can make the most of this generous and exciting plan.

**Leader Tip:**

Be sure to watch the Career Plan webinar as well, and then check in with your New Consultants to see what questions they have.

Ask if they’re interested in progressing up the Career Plan. If so, help them develop a plan that includes achieving the Start Counting goals.
**Consultant Fundamentals, Module 2**

**Start Counting Goals for Month 2**  
*Module 2, Post 1*

Welcome to Module 2! If you are a New Consultant and have the Start Counting Month 2 goals in mind, let’s review what they are:

- Achieve $2,500 Business Volume
- Recruit one Level 1 New Consultant who reaches $500 Personal Volume in his or her calendar month

In addition to the Start Counting incentives, you may have some personal goals that you would like to achieve. As you begin this module, be sure to talk with your Mentor about what those goals are so you can develop an action plan to achieve them.

Action Item: Take a look at your calendar and be sure to schedule time to work your business and go through this module’s training posts. For some added encouragement and tips, please watch this video created by some of our Founding Members.

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**Leader Tip:**
Goals are so incredibly important to set with your New Consultants! Be sure to recognize their effort for starting Module 2, and set aside time to go over their goals and action plan to achieve them. Go over the challenges they might face and potential solutions that they might find helpful. Doing the work upfront will pay off in the long run!

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**Customer Service and Follow-Up**  
*Module 2, Post 2*

One of the many benefits of a direct retail business is the personal relationship you build with each client. Every relationship is important and deserves your ongoing support, attention, and care.

The initial sale is only the beginning. Follow-up and customer service are vital to creating clients for life.

**Keeping Clients Happy:**

- Thank your Clients for doing business with you.
- Treat your Clients the way you would like to be treated.
- Do what you say, and say what you do.
- Be well informed.
- Be available.
- Anticipate needs.
- Handle complaints with respect.
- Ask what you can do to make things right, and deliver on your promise.

**Leader Tip:**
Share some of your own tips on how you provide excellent customer service. If you have a story where you were able to offer great customer service and make a Client very happy, share that as well.

Walk your New Consultants through the follow-up process and see if they have any questions.
Customer follow-up is another way to offer outstanding customer service. Here is a good rule of thumb on timing and messaging from the date of the initial sale:

- Two weeks after Client receives products: Reach out to see how the Client is enjoying the products, and suggest complimentary products to build on to his or her beauty routine. Suggest a Social so the Client can earn products at half price and free.
- Six weeks from the initial sale: Reach out again to see how the Client’s enjoying the products. (Keep in mind this call is placed before the product guarantee expires, so if there are any issues, they can return the items.) If he or she ordered more products after the last call, ask about those, too. Again, always check the Client’s interest in hosting a Social or learning more about the business.
- Three months after the initial order: Give the Client a call to see about reordering his or her favorite products. Again, if the Client has yet to host, invite him or her to enjoy those rewards.

Action Item: Keep this list by your workspace as a reminder of excellent customer service. Create a binder or file system to keep your customer follow-ups organized.

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**Policies and Procedures and Code of Conduct**

*Module 2, Post 3*

Have you seen the Beautycounter Code of Conduct and Policies and Procedures? You can find them both in the Training by Topic section Behind the Counter. Be sure you have read this document and fully understand your role and responsibilities as a Beautycounter Consultant. Now that you represent Beautycounter, it is important to set an example for those around you.

Action Item: Read through the Policies and Procedures and the Beautycounter Code of Conduct and ask your Mentor or upline Director if you have any questions.

**Leader Tip:**
Check in with your New Consultants to see if they have any questions about the Code of Conduct or Policies and Procedures documents.
**How to Find More People**  
*Module 2, Post 4*

By this time, you are likely moving into the second month of your business and might be thinking that you are running through your list of the people you know to reach out to. There are lots of ways to meet new people.

Take a look at *How to Expand Your Network* training for some useful ideas.

**Action Item:** Download and read the *How to Expand Your Network* training and make a plan for two additional ways to meet new people. Ask for your Mentor’s suggestions and success stories.

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**Building Relationships**  
*Module 2, Post 5*

Building lasting relationships is a key to success in our business. You want people to trust you and look to you as a resource. Here is a tip when meeting new people: Ask questions and be more interested than interesting. The next time you are in a social setting, think about FORM (Family, Occupation, Recreation, and Message). When you take the time to ask questions and get to know people in the first three areas, then it opens up the ability for you to share your message in a helpful and meaningful way.

Making new friends and building relationships can be challenging for some people, but there is some helpful training to guide you and give you some words to say. If you find you need additional help, check out *How to FORM to Build Relationships*, located Behind the Counter.

**Action Item:** Take a look at *How to FORM to Build Relationships* training, and go learn the stories of five new people this week. Then tell your Mentor about one or two new people you met this week.

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**Leader Tip:**

- *How to Find More People*
  - Usually by the second or third month of business, New Consultants start to feel like they have exhausted their network of friends. In order to keep them confident, take some time to be sure they are doing activities that will lead them to meet more people and build more trusting relationships that lead to future business. Share what you have done to keep expanding your network.

- *Building Relationships*
  - It is important that you help your New Consultants have the confidence in themselves to meet new people and grow their network. Take some time to role-play scenarios with them and give them the words to say to build their contact list.

  Think of an example where you made a new friend and how that relationship grew.
Making Referrals Part of Your Business Growth

Module 2, Post 6

The circles of people you know will only take you so far in a relationship-based business like Beautycounter. That is why referrals are so important. Think about it: If you know 10 people, and all those people know 10 other people that they could introduce you to, your network just grew exponentially. That’s the power in referrals.

Whether it’s at your Socials or One-on-One appointments, asking for referrals should be a part of your business-building strategy.

Asking is easy: “Erica, thanks so much for coming tonight. As I mentioned, we are a very young company, and I’m always looking for ways to share our product and mission with more people. Can you think of a couple of people you think would either love to try our products or learn more about our company?”

Action Item: Practice how you will ask for referrals. Write it down if you have to. Then start asking. At your next Social or One-on-One, ask each person for a referral.

Leader Tip:
Role-play asking for referrals. Share how you ask your Clients for referrals.

Is Natural the Same as Safe?

Module 2, Post 7

Mainstream cosmetics companies are talking more about the “natural” ingredients they are using in their products. And often, companies and consumers equate “natural” with “safe.” This has a lot of Clients wondering, Can products be safe if they contain synthetic ingredients?

The short answer is yes. Synthetic ingredients can be safe, and natural ingredients can be toxic. Of course, there is a lot of overlap between safe and natural, and the vast majority of Beautycounter’s ingredients are natural or plant-derived. But the source of an ingredient (where it comes from) is not inherent to its safety (if the ingredient can impact someone’s health).

Action Item: Look for resources on this topic and more in the Environmental, Health, and Safety section of Training by Topic.

Leader Tip:
It is critical that your New Consultants know what to say and what NOT to say. Be sure to watch the video and discuss the key takeaways. Point out the additional training available Behind the Counter on all product, health, and safety issues at Beautycounter. The more informed your Consultants are about the health and safety of our products, the more comfortable they will be when discussing them.
How to Talk About the Opportunity

Module 2, Post 8

If you want people to join your team, you need to ask! Don’t assume your friends understand what you do or how they may become affiliated with Beautycounter. Think about it: Typically, when someone starts a new job, they can’t call you up and hire you the next day, but in our business, you can! You can invite any one of your friends to join you and have their very own business at any time. They do not know this, so don’t assume they will approach you. Approach them first!

This is also a great time to get acquainted with the fabulous resources Beautycounter has made available to help you share the opportunity. Live Opportunity Calls happen on a regular basis with Beautycounter Founder Gregg Renfrew and Head of Sales Gina Murphy. Listen in yourself for the words to say, and invite your friends to join you. These calls are also recorded and available Behind the Counter for you to access anytime it is convenient. These calls are an excellent validation of your own story and why you joined Beautycounter, so leverage them.

Action Item: Review the Promoting the Beautycounter Opportunity training. Reach out to three to five people today and let them know that they can join you and why you would love for them to take a look at the business. Invite them to the next live Opportunity Call or send them the link to the recorded call.

Income-Producing Activities

Module 2, Post 9

If you have limited time to devote to your Beautycounter business or you want to get the most out of your efforts, it’s important to focus on activities in your business that will bring you the biggest return: new Clients, new sales, new team members, bookings for Socials, or One-on-Ones.

Here are examples of revenue-generating activities:

- Having a Social
- Having a One-on-One appointment
- Completing a Drop-Off
- Following up on a lead
- Calling/contacting Your FRANKS list

Here are examples of non-revenue-generating activities:

- Looking on Facebook for ideas about your business

Leader Tip:

Encourage your Consultants to take advantage of the Opportunity Calls. Have them listen to the calls as a way to hear some examples for what to say about the Beautycounter opportunity as well as how to say it. Be sure to point out to them that knowing their own story is what’s really important. Encourage them to invite their contacts to every live Opportunity Call that is available.

Leader Tip:

Discuss the examples of revenue- and non-revenue-generating activities, and check for understanding.
• Organizing your office
• Looking through tools, calls, etc. Behind the Counter
• Posting status updates on social media

Action Item: Open your calendar for the coming week. Take time to block the time you are going to work on your Beautycounter business focusing only on income-producing activities.

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**Time Management 101**  
*Module 2, Post 10*

An amazing part of starting your own Beautycounter business is that you decide when, how, and how much you will work each week. Planning for this time is an essential part of owning your own business and critical to your success. When planning out your business hours, take the following personal commitments into consideration:

- Your personal appointments, such as doctor’s appointments and volunteer activities
- Your family events, such as school appointments and sports games
- Your current work hours, if you have another job

A few things to consider as you plan your time:

- Set office hours that fit your schedule, and dedicate those hours to your business.
- Create a home office workspace, and store all your Beautycounter materials so they are easy to access.
- Plan in advance how and when you’ll work, and honor the time you have set aside for your business.
- Use a calendar! Whether it is on your smartphone, tablet, laptop, or paper, scheduling your time helps you stay organized, productive, and focused on your goals.

Action Item: Pull out your calendar and be sure you have planned your month. Color-code the days by category. For example, green for business-building activities like Socials, One-on-One appointments, etc.; yellow for training, meetings, calls; pink for personal appointments; and blue for family and children’s activities.

**Leader Tip:**
Take a snapshot or screenshot of your calendar and show your New Consultants how you have organized your time. It is very important to help prioritize and define business-building activities so your New Consultants feel in control of their calendar and don’t get overwhelmed. Ask to see their calendar and how they feel about the activity they have booked; will it help them reach their goals?
The Power of Tracking Your Business

Module 2, Post 11

When you run a business without tracking your activity, you will not have any accountability. The only way to know what is working and what isn’t is to track your efforts. Only then can you make educated decisions about your business.

Beautycounter has created a monthly Goal Tracker that you can use to track your activity. It gives you suggested goals and activities to track and will keep you focused on doing the business activities that will assist you in getting results, especially when you are working towards a big goal like Start Counting or any other company incentive. It is easy to use! You can print a copy, or download and save it to your desktop.

Action Item: Download the Goal Tracker and begin using it, if you haven’t started already. You may want to track your Start Counting progress thus far. Snap a picture of it and send it to your Mentor for added support and accountability.

Effective Sampling Strategies

Module 2, Post 12

“Try before you buy.” What could be more enticing? Everybody loves to get something for free. When you receive a sample of something you are not familiar with, there is no risk, and it can be exciting to discover something new. Studies show that the most effective way to get someone to try a product and subsequently buy it is to give that person a sample.

For some best practices on sampling from some of our top Consultants, check out the Simple Sampling Strategies training, located Behind the Counter.

Action Item: Make a list of people you will invite to try a Beautycounter skincare sample. Order sample sets or shade jars Behind the Counter and make it a goal to speak to everyone on your list and get them a sample if they are interested.
The Value of Our Skin Care Lines
Module 2, Post 13

Build a healthy business with repeat purchases focused on loyalty products with Beautycounter’s two skin care lines: Essentials and Countertime. Sales data shows that skin care is the highest loyalty category within beauty, and within skin care, your serums and moisturizers are the highest loyalty subcategories. Once customers fall in love with a product, they are less likely to switch, and it takes more convincing to make them to do so.

Take a look at these skin care videos to improve your knowledge of these products. The skin care lines are the products that you should talk about first with your prospects and current Clients, and you should spend the most time discussing them at your Socials and One-on-One appointments. We also offer several sets that give your Clients the best value by providing the benefit of using all the products together as a regimen.

Action Item: Watch the skin care videos and make note of the top two or three benefits.

Leader Tip:
Explain the benefit of selling sets and getting Clients to use the skin care regimen. Highlight both skin care lines with your Consultant, and share your favorite products within the lines. Stress the importance of always leading with skin care.

Getting Your New Consultants Started Right
Module 2, Post 14

As you continue to add New Consultants to your team, having a system for helping them get started will make it much easier for you and will be easy for your Consultants to feel like they too can recruit and get their New Consultants started. This is what we call duplicating efforts. And we want to make it super simple. In addition to the Start New Consultants with Success training, Beautycounter has also created the Mentor Checklist. This checklist aligns with the Quick Start guide and is a great way for you to be prepared and focused on the activities your New Consultant will want to do right away. When you are having those initial conversations to get them started, these tools will guide you all the way.

Action Item: Take a look at the Mentor Checklist and the Quick Start guide. What were the specific action items that had the most impact on your business when you first got started, and why? These are details you will want to share with your New Consultants.

Leader Tip:
Confidence is key when it comes to helping your New Consultants feel comfortable in recruiting and onboarding New Consultants. Encourage your New Consultants to build their team and remind them that along with the training and tools, you will play an active part in helping their New Consultants get started successfully.
**Your Role as a Mentor**
*Module 2, Post 15*

Beautycounter mentors help guide their team members to success. You don’t need a ton of experience to be a Mentor, and as your experience grows, so will your mentoring skills. The main goal of mentoring is to help your team members feel supported in their new businesses.

As a Mentor, these are some of your responsibilities to your New Consultants:

- Answering questions, especially in their first few weeks of business
- Being the main contact for ongoing support
- Leveraging the New Consultant training tools provided by Beautycounter to ensure they know how to prospect, schedule, sell, and recruit
- Offering recognition and encouragement

Action Item: Still unsure about being a Mentor? Reach out to your Beautycounter Mentor or upline Director for support. Review the *Consultant Fundamentals Mentor Guide* for some best practices for mentoring.

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**Active Listening = Outstanding Recruiting**
*Module 2, Post 16*

You will hear the term recruiting, or sponsoring, a lot in our business, as it is a foundational skill that helps to grow our influence and share our business person to person. It is important that you view this activity as something you do for someone and not to them. If you are truly excited about the business opportunity and have the intent to help others enjoy the same benefits, then you will never feel the need to convince someone to join you. Many successful Consultants actually view the process as inviting people to join them, either with our products or the business opportunity. When you view it as an invitation, you are always focused on what you are offering someone else, and not what you stand to gain.

When you invite people to join your team, be sure that you listen to their needs and then show them how the business can be a great solution for them. How do you find out the needs of a prospect? By asking questions. Questions about their family, occupation, and hobbies/interests are always great places to start. Ask open-ended questions, those that elicit a response and allow you to learn more by simply listening to what they have to say:

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**Leader Tip:**
Talk to your New Consultants about being a mentor, and answer any questions they may have. Share your experiences as a mentor and assure them that anyone can be a mentor, and the best time is when you are new!

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**Leader Tip:**
Review your New Consultant’s list of new team member prospects. Encourage him or her to reach out to them this week, and help him or her with the words to say.
• What do you like to do for fun?
• If money were not an issue, what would you be doing?
• Tell me about your job.
• Tell me about your family.

Action Item: Make a list of your friends who would make great Beautycounter Consultants and why. Think about your intent, and then pick up the phone and personally invite your friends to meet with you to learn more. Schedule a quick coffee appointment. Share your list with your Mentor for additional accountability and support.

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**Effective Selling Skills**

*Module 2, Post 17*

It is important to master the skills that lead to strong sales. The best sales people are the ones who can match their Clients’ needs to the appropriate products, cross-sell related products, sell in multiples, and set the stage for future sales. Knowing your products is the first step in becoming a great Consultant. To learn more effective selling skills, check out the *Effective Selling Strategies* training, and start implementing what you learn.

Action Item: Read the *Effective Selling Strategies* training and choose one skill you want to improve upon. What action do you plan to take to improve that skill?

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**Leader Tip:**

*Share specific ways in which you cross-sell Beautycounter products. New Consultants may not know how certain products can work together, so your input will be very helpful.*

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**Best Tips for Facebook**

*Module 2, Post 18*

According to a 2014 study, Facebook remains by far the most popular social media site. While its growth has slowed, the level of user engagement with the platform has increased. You can find great success in growing your business when you learn some best practices for using Facebook. Read the *Facebook 101* training to learn how to best utilize this venue for expanding your reach.

Action Item: Start today to incorporate some of the best practices in the training. Jot down your posting strategy for the current month.

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**Leader Tip:**

*Make sure your New Consultant is following you on Facebook. Share your own best tips for using Facebook with your Consultant.*
## Making the Company Incentives Work for You

*Module 2, Post 19*

There are times when Beautycounter will offer Host, Client, Member, or Consultant incentives. Of course, these are above and beyond the existing Host rewards and Start Counting programs. These short-term incentives are strategically offered to help you build your business.

As soon as an incentive is announced, decide how you will either earn it (in the case of a sales incentive) or offer it (in the case of a Client, Member, or Host incentive). For example, consider each incentive and take a look at your list of Clients, Members, Hosts, and prospects. Who on your list would be most receptive to hearing about the incentives being offered? These are the people you will reach out to first. From there, plan a weekly communication strategy for your social media platforms. What kind of post can you make each week to inform your audience about the incentive and inspire them to take action? Be sure to use the incentives Beautycounter provides in a productive way to give you a reason to reach out to your contacts and boost your business.

Action Item: Based on the incentives for this month, make a list of your contacts who would be interested, and set a goal to contact them personally within 48 hours.

### Leader Tip:

Help New Consultants see the value in the current incentives so they will have the confidence to reach out to their list. It is important to remind them that we have evergreen programs, like our Host rewards, that they should highlight on a consistent basis.

## Prospect Follow-Up System

*Module 2, Post 20*

As your business grows, you will be meeting people and setting appointments and time to follow up. You need a simple system that allows you to stay on top of each prospect and not miss a single phone call or appointment.

1. When you meet someone and agree to follow up, the first thing you should do is fill out a *Contact Profile Sheet*. This captures the prospect’s contact information and the nature of your conversation, including what your next action with him or her is (scheduling a Social, discussing the business, etc.).
2. Create a binder with tabs numbered 1-31 (one tab for each day of the month) and a tab after that is titled “Next Month”).
3. If you told your prospect that you would follow up in two days to schedule his or her Social and that’s the fifth day of the month, place her *Contact Profile Sheet* behind tab 5.
4. If you have a prospect you need to follow up with next month, place his or her *Contact Profile Sheet* behind the “Next Month” tab.
5. When the next month becomes the current month, move those prospects into the numbered tabs.

### Leader Tip:

Stress the importance of following up within 24 to 48 hours, even if just to say thank you. Sharing your methods for tracking follow-up would also be helpful. Perhaps share a story of how a successful follow-up led to future business.
You move your prospects through until you recruit them to your team or they are no longer active prospects needing follow-up. Realistically, you could have current Clients, Hosts, etc. in this binder as you work with them and stay in touch to provide great customer service.

Action Item: Download the Contact Profile Sheet and begin using it for your current contacts. Make it a goal to follow up with all your leads within the next three days, and begin using this system moving forward.

**Be Proof the Products Work!**  
*Module 2, Post 21*

One of the benefits of being a Beautycounter Consultant is that you get to use all our amazing products. Be sure to use everything and develop personal stories about what you like about each product and how you use them. Remember, it’s your stories that people will relate to. The only way for you to be proof the products work is by having your stories to share. Oh yeah… Reach your Start Counting goals so you can earn product credits to use toward even more products.

Action Item: What are your top five favorite products, and how are you going to communicate that going forward?

**Leader Tip:**  
Talk with your New Consultants about the products. Ask what they like and why they like them. Explain the benefit of getting to know the products by using them. If budget is an issue, remind them of the Start Counting program and how they can earn products credits and cash that can be used toward future purchases.

**Cosmetics**  
*Module 2, Post 22*

Sales data shows that face makeup—foundation, concealer, powder, and tinted moisturizers—has extremely high loyalty. This means that when customers find a product they like, they stick with it. Repeat purchases will be strong in this category. Feeling that your skin looks natural and beautiful gives you confidence. In three easy steps, our Complexion Guide Video shows you how to find your ideal routine for a flawless, natural look. Learn the difference between Dew Skin tinted moisturizer and Tint Skin foundation, and which moisturizers to wear under each.

Action Item: Watch the Complexion Guide Video. Make a list of five friends you are going to invite to try Dew Skin and Tint Skin. Schedule time to meet with each of them.

**Leader Tip:**  
Encourage your New Consultants to focus on face makeup with their current skin care customers. Building customers with these loyalty products will lead to repeat orders and business longevity. Share any tips you have for selling and sampling Tint Skin and Dew Skin.
Reforming Our Outdated Cosmetic Safety Laws

Module 2, Post 23

Beautycounter’s mission is about creating safe products, changing the cosmetic industry through the marketplace, and reforming our outdated cosmetic safety laws.

The last time Congress passed a major law to regulate the cosmetic industry was 1938. Meanwhile, other countries have moved ahead to protect their citizens from harmful ingredients in skin care products. The European Union, for example, has restricted nearly 1,400 ingredients, and to date, the U.S. has only partially restricted 11.

We believe that in order to get safe products into the hands of everyone, we need to help fix the root of the problem: our weak cosmetic safety laws.

We do this in a few key ways:

1. We advocate for strong state and federal laws that will protect our health from harmful ingredients in consumer products.
2. We activate Clients, Members, and Consultants to be voices for change through email, social media, and phone calls.
3. We communicate with members of Congress about the need for stronger cosmetic safety laws.
4. We meet with elected officials.

None of Beautycounter’s work is partisan, meaning we do not take sides with political parties, ever. We know that this isn’t a political issue—it’s a people issue.

Action Item: Read our Policy 101 training.

Customer Service = Retention

Module 2, Post 24

As a New Consultant, you learn that the two most important ways to build your business are sales and recruiting. What you might not realize is how important it is to retain the Clients you have as you continue to grow and build your business. Retaining your Clients who are using the skin care lines leads to continual purchasing, a compound effect that grows your income. Helping those same Clients experience the long-term benefits of safe beauty by introducing them to additional products will help your business grow exponentially.

Action Item: Come up with two ways that you can stay connected to your Clients and Members. Make a plan to put your goal in place by the end of the week.
Social Media Do’s and Don’ts

Module 2, Post 25

Facebook is considered the most popular social networking site and it is important that you learn how to utilize this platform to make friends and build relationships. Take a look at the Facebook 101 and Facebook 201 training pieces that will help you strategically use Facebook as a powerful communications tool. Maybe you want to get started by posting relevant content. Maybe you are comfortable with posting and want to learn more about posting photos or video or learning more about hashtags and creating events. Go through this training to build your confidence and take advantage of the many ways to utilize Facebook.

Action Item:
Decide your strategy for posting on Facebook and create an action plan that will help you stay consistent. Create a post and use a relevant hashtag (for example: #betterbeauty or #beautycounter) on your Facebook page today.

Leader Tip:
Share with your Consultant how you utilize Facebook and be sure to emphasize the importance of following best practices. Share with them how you are able to find relevant content to post and suggest pages for them to follow that will be helpful in building their business.
Consultant Fundamentals, Module 3

Start Counting Month 3
Module 3, Post 1

Welcome to Module 3! If you are a New Consultant and have the Start Counting Month 3 goals in mind, let’s review what they are:

- Achieve $3,500 in Business Volume
- Recruit one Level 1 New Consultant who reaches $500 Personal Volume in his or her calendar month

In addition to the Start Counting incentives, you may have some personal goals that you would like to achieve. As you begin this module, be sure to talk with your Mentor about what those goals are for this month so you can develop an action plan to achieve them.

Action Item: Take a look at your calendar and be sure to schedule time to work your business and go through this module’s training posts.

Leader Tip:
This module will start to introduce more skills that will teach your New Consultants how to lead others on their team to success. In order to achieve their goals and Month 3 of Start Counting, they need these skills.

Own Your Business
Module 3, Post 2

Take control of your business. This requires preparation. Are you prepared to be a business owner? You can learn the systems that keep the business simple and easy to duplicate, but many people struggle with focus, limited beliefs, and lack of motivation. Changing your mind-set can help you take control over all the areas of your business—and that leads to unlimited success. So, how are you going to take control? First, put in your full effort. Don’t play the blame game and start coming up with all the reasons you can’t be successful. The only name on your Consultant account is yours, so it all starts with you. Treat your business like a business, and it will become one. This means setting business hours. The hours you work your business should be planned and purposeful. If you want to build a stable team, set aside a minimum of 10 hours a week that consist of income-producing activities like these:

1. Sharing your business and inviting people to learn more
2. Reaching out to find new people
3. Inviting people to host Socials and try the products
4. Following up with prospects and past Clients
5. Enrolling Consultants and getting them started
6. Providing customer service to your current Clients and Members by providing them opportunities to experience more

Leader Tip:
Encourage your New Consultants to view themselves as business owners. Now that they have been building their business for a couple of months, they are experiencing different roles. Remind them that they have the most important role as the leader, which allows them to make important decisions about the activities they engage in each day. Review their goals and hours they are able to work, and help them decide how to spend their time.
of our products and supporting them in the products they are using

7. Using social media to provide valuable content that will attract more people to you

Action Item: Pull out your calendar and block out the hours that you will work over the next week. You control your calendar, so you can’t complain if you are too busy, because you set the schedule. If you feel overwhelmed, start looking at what you can eliminate on your calendar and what you can delegate to someone else. If you are truly serious about your business, you will have to make choices and have a focused vision to produce the long-term financial freedom and rewards that can come with a Beautycounter business.

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**Have a Vision**  
*Module 3, Post 3*

Have you ever noticed that the people in society who have the most followers are the ones with a vision? Think about it. Politicians, religious leaders, businesspeople, etc. all have a vision for the future and are able to clearly communicate it.

What is your vision for yourself and your business? How does your vision align with the mission at Beautycounter? If you knew you couldn’t fail, what would your business look like a year from today? What would your monthly income be? How many Consultants would you have on your team? If I asked you to design your perfect house, you wouldn’t have much trouble doing it; well, design your perfect life. Write it down in detail.

Action Item: Write a letter to yourself and date it a year from today. Congratulate yourself on all that you have accomplished both in your personal life and in your Beautycounter business. Share your letter with your Mentor.

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**RSVP: A System for Time Management**  
*Module 3, Post 4*

As your team grows, so does your responsibility. How do you fit it all in? RSVP is a model of leadership success that will help you determine what to focus on and how to prioritize your time.

Take a look at the *RSVP: A System for Time Management* training and make a list of the income-producing activities in each category that you will make a priority in your business. Reach out to your Mentor for ideas.

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**Leader Tip:**  
Ask your New Consultants about their vision. A great way to help them think about it is to have them think about where they would want the business to take them if they knew there were no barriers. Ask them to write the letter to themselves and share it with you.

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**Leader Tip:**  
Focusing equally on the four core drivers of the business will help your Consultants feel more in control of their business and not the other way around. Reinforce the RSVP system with your New Consultants.
Action Item: Give some of the time-management techniques a try and set a timer for an hour. Make a list of all the business activities you were able to accomplish. Now look for open blocks of time in your daily schedule to fit in these key business drivers.

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**The Power of Consistency**

*Module 3, Post 5*

Think back to the *Sales Cycle* we shared earlier. It’s made up of prospecting, scheduling, selling, recruiting, and advancing. All are important to a successful Beautycounter business.

Let’s focus in on prospecting, scheduling, selling, and recruiting. Think of them in terms of legs on a chair. If you take one away, the chair will not stand up. The same is true for your business. To build a very strong business that can bring you to your goals and beyond, focus on all four throughout your month. Set goals that align to each one. Then, focus on each every month.

For example, here are Emily’s goals this month: to have three Socials, hold two One-on-Ones, schedule a minimum of five events into the following month (Socials, One-on-Ones), and speak with at least four people about becoming a Beautycounter Consultant. Emily can use the *Goal Tracker* to record her results and course-correct should she fall short or exceed a particular goal.

Having goals tied to the four activities helps to have a healthy and growing business.

Action Item: Go back to your monthly goals and ensure they include prospecting, scheduling, selling, and recruiting.

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**Business Aids**

*Module 3, Post 6*

Beautycounter has created a number of business aids designed to help you reach more people with our message of safe beauty. These tools will help you start conversations that lead to more Clients and Consultants. Here are some of the key tools for you to share:

- Share videos from the Beautycounter YouTube channel: “Everyone Counts,” “MSNBC,” and the new “Why Beautycounter?” with testimonials from our very own Beautycounter Consultants.
- Share the Make a Difference brochure, the Beautycounter...
Marketing Trifold, and your business card with the Never List on the back.

- Share the Product Guide Lookbook.

The more you talk about Beautycounter, the easier it becomes. Just know that you don’t have to know everything about Beautycounter to start having conversations and sharing about Beautycounter. Follow this link to the Beautycounter Business Aids Lookbook and see all the materials that are there.

Action Item: Go to the Business Aids Lookbook located Behind the Counter, and select a few items to have on hand to use for promoting your business. Be sure to watch the videos mentioned so you will know what is appropriate to send along to your contacts.

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**Sales Techniques**  
*Module 3, Post 7*

Is your store open? Think about your business goals for the month. A great way to add to your income and build your brand is to share your store with all your friends and current Clients and Members. Pick a different product each week and highlight it on your Facebook wall. The more you highlight products, the more your friends will gain exposure to the variety of products you have to offer. They will begin to see your Beautycounter business as a real business and not just a hobby.

Action Item: Make a list of your favorite products and make a plan to share information about them each week on social media. What will you highlight this week?

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**Have a Plan for Advancing Within the Career Plan**  
*Module 3, Post 8*

You are in this training program because you have a goal to build a business and advance in title and income. But that is not enough. You need to have a plan and you need to do consistent daily activity to get results.

*Seeing is Believing.*

Since advancing with business-building Consultants is the goal, it’s important to see what a Director’s team looks like. Take a look at the Career Plan document and print off the *Director Business Worksheet*. Fill it in with the names of the Consultants who have advanced in title.
Being a stable Director requires you to repeat this process with new names as your team grows, but first you should focus on the initial foundation. This is a great visual to use as your blueprint, and you will refer back to it throughout the process of growing your business.

Action Items:
1. Print out the Director Business Worksheet. You need to see, have, and use it, because you will be filling this in with Consultants as you work your business.
2. Write the names of any current Consultants you’ve already enrolled.
3. Write a list of your current Consultant prospects (who you need to invite or follow up with). This can include inactive Consultants you’ve already enrolled but who haven’t been working their business. You should follow up with them and say hello.
4. Enroll a New Consultant this week—add them to the worksheet.
5. Identify which Consultants are great candidates to reach Senior Consultant and Manager

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Revisit Your Prospect List
Module 3, Post 9

At the start of the program, we talked about the importance of creating and maintaining a list of prospective Clients and Consultants: a prospect Contact List. It is critical to update this list daily so that you have a consistent list to send product information and updates, special offers, and invites to Consultant Opportunity Calls/events. Your list should consist of those people you believe may make great Clients, Hosts, Members, and Consultants.

Today, pull out the list and give yourself a checkup. How have you been doing on your list? Over the last 30 days, how many names have you added to your list? Has it been enough to help you hit your goals? If not, how many more do you need to add to it? If you are not satisfied with your results, what can you do to change that?

The first thing to consider is how you are attracting people to you. Are you consistently meeting and talking to new people? Are you sharing your story? Have you been sharing product testimonials (yours and those of your Clients)?

Action Item: Revisit your Contact List. Who wasn’t ready to chat with you about hosting or joining you when you got started? Circle the names of five people on your list who you are going to reach back out to today. Also add five new names of people you just thought of who were not already on your list.

Leader Tip:
Reinforce the fact that you are constantly adding to your prospect list. Discuss how you are meeting new people and getting referrals, to give them ideas if they seem stuck.
Social Media: Identifying Your Target Market
Module 3, Post 10

Are you attracting people to your business? Do you even know who you want to attract? Our most successful Consultants are those who are very clear about the type of person they want to help and who they want to attract. Since New Clients are a focal point of your business, you need to be clear who they are. What motivates them? What do these people want and need? How can Beautycounter fulfill those needs and wants? Craft your messaging so that it is directed at these people. As you emerge as a leader, it is important for you to answer these same questions when it comes to the Consultants on your team. What type of Consultant do you want to attract? Remember that you are leading your business and the one in control of the strength and culture of your team. Are you attracting business builders? If not, why not? What are you saying when you describe your business to people?

Action Item: For today, answer these questions:
• Who are you?
• What do you do?
• Who do you do it for?
• What do those people want or need from Beautycounter?
• How do they change because of what Beautycounter offers them?

Leader Tip:
Share your answers to these questions with your Consultants. If they don’t know what they are looking for, it will be very hard to find. Help them get clear on this point, and offer suggestions from your past experience.

How to Do a Social on Facebook
Module 3, Post 11

Socials do not have to be held exclusively in person. In fact, as social media has grown, so has the ability to gather people into groups to share ideas and create an environment for sharing information, often leading to sales. You should include a virtual Social on Facebook on a routine basis to meet your goals. Check out the How to Host a Virtual Social training, and don’t be discouraged if your first attempt starts slowly; these types of events can take awhile to build momentum.

Action Item: Download and read the How to Host a Virtual Social training. Look at your calendar for the upcoming month and make a plan to host one in the coming weeks.

Leader Tip:
As a leader, take the time to provide alternatives to hosting a traditional social. Remember that your Consultants bring many skillsets to their business. By offering suggestions for various methods to promote their business, you are encouraging greater engagement.
Using Product Testimonials to Build Sales
Module 3, Post 12

Product testimonials are a great way to build credibility about Beautycounter products. We live in a society where dishonesty and unethical behavior regularly make headlines. Because of this, it is easy to understand why your potential Clients may seem hesitant to believe what you are telling them about our products. This is why testimonials are so powerful; they give you credibility and believability from a third-party vantage point.

Ask your current Clients and Hosts to give you testimonials about their favorite products. In fact, because you are new to the business, you should gather testimonials at Socials as well as when you are having your One-on-One appointments. You might say something like “I love when Clients share their favorite product story with me” or “I would love for you to give our products a try for a few days and let me know your thoughts. Could I drop off a set of our products for you to try this week?” As you can see, this is a great way to schedule a Drop-Off and gather testimonials at the same time.

Once you have some testimonials, it is time to create a strategy for using them. Look at your month at a glance and make a plan to share testimonials on social media. Be sure to ask permission if you are using someone’s name.

Action Item: Reach out to at least three people today about providing testimonials for Beautycounter products. Don’t stop asking until you have at least three people willing to give them a try. Start to share these testimonials as part of your Beautycounter story when you are talking to others about the products.

Leader Tip:
Testimonials tell the success story of our products. Be sure your Consultants are in the habit of asking for and sharing them. Help encourage this activity by sharing how you gather product testimonials.

Get Over “No”
Module 3, Post 13

In this business, you are going to hear no more than you hear yes. This is normal, and you need not let the nos stop you. A no simply means I need more information. Remember Module 1, post 23, where we shared LEAP to overcome objections and how to use tell me, what, and how questions to get to the root of someone’s objection? If not, this is a good time to revisit it. Be confident in what Beautycounter offers: our gorgeous and high-performing products, our focus on providing safe and non-toxic skin care and cosmetics, our passion for educating others on why safety is always a better choice, and a business opportunity like nothing else out there. Be confident in all of these things; nos are just a step toward another yes.

Leader Tip:
Your Consultants may see only the successful side of your business, so it is important that you share with them that you hear more nos from people than yesses. Share with them how you maintain a positive outlook and how you overcome objections.
Action item: Revisit Module 1, post 23. Take a moment to think about what you are a part of here at Beautycounter: our mission and the education we are providing, along with some of the best products available. You should feel very proud and very confident in your role at Beautycounter. Thank you for all you do!

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**How to Use Zoom**  
*Module 3, Post 14*

Do you want to connect with people in a way that builds a stronger relationship? Studies have shown that being able to see the person you are speaking with and make eye contact leads to a deeper and more trusting relationship. Video conferencing is a great way to strengthen the relationships you have with your fellow Beautycounter Consultants. One platform that you will see used consistently with Beautycounter is called Zoom. This platform is easy to use on a phone, tablet, or laptop. The basic service is free and has limited capabilities as a host, or Beautycounter has secured a coupon code worth 15% off any subscription. Here is the link for you to test it out: Zoom.us. The coupon code is beautycounter-zoom.

Action Item: Go to the Zoom website and check out the features for this platform. You can also download the app on your smartphone so that you will be able to get connected via video or phone from anywhere.

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**Leader Tip:**  
Video conferencing is a great way to get to know your New Consultants and for them to get to know one another. Be sure to host a weekly Zoom meeting to touch base with them so that they become familiar with the process. It can be intimidating at first for some to be on video, but with time they will become fond of seeing all their friends on the calls.

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**Team Recognition**  
*Module 3, Post 15*

It is never too early to start recognizing the Consultants on your team. You may have a small team, but every individual matters and appreciates the genuine recognition of his or her Mentor.

Effective recognition accomplishes many things:

- Increases positive feelings about Beautycounter.
- Sets a standard of performance for your team.
- Retains Consultants.
- Builds self-esteem.
- Encourages people to stretch and accomplish more
- Creates a fun atmosphere.
- Helps people perform to their potential/achieve their individual goals.

As you build your team, take the time to develop your plan for recognition. Be sure you consider what you want your program to
accomplish. For example, if you want to foster a recruiting atmosphere on your team, recognizing recruiting will support that plan.

Here are some things to consider:

- Keep your plan consistent for six months to a year.
- Keep it simple.
- Be aware of precedents and expectations you might be setting.
- How to include all your Consultants—not just the top performers.
- How to maximize the company promotions using recognition.
- How the distance of your team impacts recognition.
- Keep in mind that some of the best recognition is verbal, and providing shout-outs to Consultants for consistently hitting their goals or Beautycounter incentives is a great place to start.

Don’t provide any recognition that can’t be duplicated by someone else on your team. That’s why you should keep it simple and based more on verbal recognition instead of gift-giving.

Action Item: Come up with three areas you would like to recognize with your team. For further ideas, check out the Tips for Team Recognition training piece.

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**How to Promote the Band of Beauty Program**

*Module 3, Post 16*

The Beautycounter Membership program is a great way for your Clients to take action on our social mission and be rewarded with loyalty perks. In order to promote the program, take the time to learn more about it by reading the Band of Beauty FAQs. You can also download and print the Band of Beauty flyer so that you can share this information when you are having a Social or meeting with people One-on-One.

Members are your all-star, loyal Clients. These people might be really excited about what we are doing at Beautycounter and hope to participate at a deeper level but perhaps don’t want to become Consultants.

On average, Members order twice as often as Clients and have an average order size 30% greater than Clients.

Action Item: Read the Band of Beauty FAQs so you are confident in offering this great program to those Clients who are excited to join our mission and consistently purchase our products.

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**Leader Tip:**

*Share some of your best tips for promoting the Band of Beauty program with your new Consultants and make sure they understand the benefits of membership so they are confident when talking about it.*
**Keeping a Full Calendar**

*Module 3, Post 17*

Your calendar should directly support and reflect your goals. In other words, focus on business-building activities like scheduling Socials and One-on-One appointments.

Here are steps to help you fill your calendar:

- **Go back to your prospect list.** Update it and start reaching out to your contacts about Socials or One-on-Ones. Don’t expect people to call you; make the effort to get in touch with them. In other words, you can’t send a text and say to yourself, “I tried, but no response.” You may need to try several ways/times to connect with people.

- **Pick up the cell phone.** Give yourself a time limit to make the calls. We suggest dedicating 30 minutes to an hour to making calls, and setting a goal for the number of Socials or One-on-Ones you want to get on your calendar.

- **Focus your Socials on getting new Socials and One-on-Ones scheduled.** Ask every guest during checkout if they’d like to host their own Social and reap the rewards of free and half-price Beautycounter products. Schedule as soon as possible—within the next three to four weeks, while enthusiasm is high. Schedule One-on-One appointments by offering to feature products that complement the ones the Client just purchased.

Not everyone will want to learn more about Beautycounter, and that’s okay. Remember that you have incredible products, a powerful social mission, and important information to offer. So ask for future ways to fill your calendar with confidence.

**Action Item:** Take a look at your calendar. How does it look? How many more Socials and One-on-Ones do you want to schedule this month? Use the *Words to Say When Prospecting* training to help you make calls and follow up with the prospects on your list. Start today and do not stop until you get at least one yes.

**Leader Tip:**

*Are your New Consultants happy with their calendar and number of Socials and one-on-ones? If not, review these steps and discuss ways they can add activity to their business.*
Finding a Success Partner

Module 3, Post 18

Success partners—everyone should have them. If you don’t already have a success partner, find one now. It could be someone on your team or not. This is an accountability partner who will provide you with feedback, support, and encouragement for specific tasks. It is peer-to-peer and can be very helpful to your success. Learning from others and being open to feedback are great ways to develop and grow as a Beautycounter Consultant. It is up to you to get the support you need to grow as a leader…and repay that favor to others in the future.

Action Item: Reach out to the Consultants on your team to find a success partner. Set up a system for consistent communication and feedback sessions.

Recruiting

Module 3, Post 19

By now you have heard about recruiting and how important it can be to growing your business. Here are some additional tips to help you become successful.

• Don’t think of sharing only at your Socials or during One-on-One conversations.
• At Socials, offer the business opportunity every time you hear a compliment about Beautycounter or about you. Say, “Thank you, I really love doing this. Have you ever thought about having your own business? I would love to tell you more about Beautycounter”?
• Use your list of contacts and consider who on your list you would like to work with and why they would make great Consultants.
• Compliment people on why you think they would make a great Consultant.
• Always have something to invite interested people to. It’s a great way to get their contact info as well. You can say something like, “Can I get your cell or email so I can message you an invite for my upcoming [call, event, Social, etc.]?”
• Listen for the verbal cues that indicate that this would be a great fit. For example, if you hear, “I think my sister would love to have a Social,” you could respond with “That’s awesome! You should consider joining me as a Consultant so you can help her!”
• Don’t wait for people to approach you. Nine times out of 10, they won’t. It’s your team, so go build it.

Leader Tip:

You can significantly aid in the process of learning your Consultants up with each other as success partners. It will benefit you as the leader in many ways. When they have a partner in the business they can look to for support, they become solution oriented and problem-solvers, and this forms stronger leaders.

Leader Tip:

Get on the phone or video-conference with your New Consultants, and role-play some of the scenarios mentioned in this post. Giving them the words to say and how to say them will build their confidence. The more examples you can give them, the more prepared they will feel.
Action Item: Check the latest Consultant Newsletter for the date and time of the next Opportunity Call. Make a list of prospects and personally invite them to listen to the call. If the call time is inconvenient, send them the link to the recording and schedule a time to follow up.

Create a Recruiting Culture on Your Team
Module 3, Post 20

Create a recruiting culture on your team by acknowledging and talking about it frequently. Make it a point to highlight new team members when they join and share their stories of why they joined Beautycounter. When you do this, it points out the unique backgrounds and skills that each individual brings to the team. This helps your Consultants see that more than one type of person who will be attracted to our opportunity. Be sure to also highlight the new Mentors as well so they are excited and rewarded for doing the activities that build their business.

Action Item: Create a plan of how you will acknowledge and celebrate New Consultants on your team and the Consultants who sponsored them.

Leader Tip:
Share your plan of welcoming New Consultants into your team and how you recognize them and their Mentors. Be sure that you stress that public, verbal recognition can be just as meaningful as any token.

The Importance of Events
Module 3, Post 21

It is important to stay connected to Beautycounter for support. One way to accomplish this is to be sure to attend any local events within driving distance. Consultants across the country host monthly sales meetings that are posted on social media as well as Behind the Counter. You may want to check with your Mentor regarding local meetings.

You will also hear about corporate events that are held in key cities. These events are a way to receive ongoing training and hear from other Consultants about what is working in their business. Also be sure to keep an eye out for the yearly Leadership Conference that is open to all Consultants and is one of the best opportunities you will have for training.

In addition to in-person events, you should make it a priority to attend all the virtual calls and meetings that are hosted by the Beautycounter corporate team as well as your team leaders. These are always great opportunities to help you succeed.

Leader Tip:
Part of your regular communication with your Consultants should include the dates and information about all Beautycounter events. Make sure they understand the value of attending, and mark all important dates on their calendars.
Action Item: Reach out to your Mentor and find out about any events that might be held in your area. Pull out your calendar and mark those dates and the date of the upcoming Leadership Summit. Make these events a priority and start planning to attend now.

**What Is a Leader?**  
*Module 3, Post 22*

At Beautycounter, we believe a leader is someone who possesses the following qualities:

- Innovative
- Open-minded
- Passionate
- Honest
- Kind
- Collaborative
- Respectful
- Thankful
- Devoted
- Health-focused

By always striving to lead with these qualities in mind, we will make our Beautycounter brand and experience a positive one and one that others want to be associated with.

Action Item: Which two qualities are your strongest? Which two qualities need some work? Consider ways you can strengthen those qualities in yourself, and make that part of your monthly goals.

**Leader Tip:**  
Share your leadership strengths and limitations with your Consultants. Also, take the time to point out the leadership qualities that you see in them.

**Where to Spend Your Time to Grow Your Business**  
*Module 3, Post 23*

You’re likely building your Beautycounter business while working a full-time job and being a parent, a spouse, and/or so much more. You want to know where to spend your time in your Beautycounter business to get the biggest return on your investment of time. The key to success is focusing on activities that generate revenue.

First, let’s take a look at some examples of business activities that do not generate revenue:

- Spending time on Facebook to get ideas about your business
- Organizing your office
- Looking at tools, calls, etc. Behind the Counter

**Leader Tip:**  
How many hours per week are your new team members devoting to their business? Are they spending their time on revenue-generating activities?

Help them take a look at where they’re spending her time.

If they want more from their business, discuss how they can allot more time to revenue-generating activities for an even greater return.
These activities can end up sucking your time quickly and not bring you any closer to your business goals.

Now let’s look at revenue-generating activities:
- Reaching out to people on your contact list
- Having a Social
- Having a One-on-One
- Making a product Drop-Off
- Following up on a lead

These activities will directly lead you to more sales, recruiting conversations and new clients.

If you only have five hours a week to spend on your business, here’s a breakdown of how to spend those hours in the most productive manner:
- 1 hour reaching out to people on your contact list (if you are a New Consultant, you will want to spend most or all of your five hours on this activity until you have Socials and one-on-ones scheduled)
- 2 ½ hours having a Social
- 1 hour on a One-on-One
- ½ hour on a Drop-Off

Have 10 hours a week? Work to double your number of Socials and One-on-Ones to two each, spend more time on reaching out to contacts, and add in time for lead follow-up. This kind of consistent activity will lead you to more conversations about our mission, our products, and our business opportunity.

Action Item: Based on the amount of time you have each week to devote to your Beautycounter business, write in your calendar what revenue-generating activities you will focus on within your time blocks within your given week.
Personal Development and Ongoing Learning  
*Module 3, Post 24*

Personal development and ongoing learning strategies are vital to your continued success. Whether it’s reading or attending seminars or watching a TED talk, opening yourself up to learning new information and skills outside of Beautycounter will help you become a more well-rounded leader… and probably provide some additional enjoyment. Navigating the ups and downs of being an entrepreneur can be challenging, and the more time you take to develop the skills to handle it, the more successful you will become.

Here is what personal development will provide:

- A better understanding of yourself and how you tick.
- Greater awareness of your needs and how to meet those.
- Greater awareness of the unique contribution you can make.
- A positive, forward-looking approach.

Where do you go for personal development? There are some great books that will get you started. Check out *Lean In* by Nell Scovell and Sheryl Sandberg and *Not Just a Pretty Face* by Stacy Malkan if you need suggestions.

**Action Item:** Ask your Mentor for suggestions for ongoing learning. Download an audio version or get started on a suggested book today. Make it a goal to dedicate time to personal development on a weekly basis—perhaps 10 minutes a day or whatever makes sense for your schedule.

Leader Tip:
You know as a leader that you never stop learning. Be sure you are setting a great example for your team by engaging in personal development yourself. Share what you are reading and the takeaways that you are learning. Make a plan to follow up with them to support this important piece of their success.

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Next Steps: The Manager Roadmap  
*Module 3, Post 25*

This is the end… but really it is the beginning. Leadership is an ongoing process of discovery and growth. Congratulations on completing this program. Take a moment to reflect on all you have learned and accomplished in these first months of training.

**Action Item:** Take a look at the next steps in leadership with the *Manager Roadmap* training program.

Leader Tip:
It’s time to celebrate! Plan a special recognition for your Consultant for completing the training program.

Learning is an ongoing process, and you want to be sure your Consultants are thinking about the next phase of the process. Prompt them to get started in the Manager Roadmap as soon as possible.