Dream Team
Team Building Tips
Fall 2020

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MINDSET

It's all about mindset.

It really is.
I truly believe that our business opportunity is the best gift we have to offer, and I truly believe that anyone … any age, any background, any personality type can be as successful as they want to be with it.

Mindset when gifting or using a try it package…

If you gift a basic package (for example) to someone who is new to Norwex, you know they will love it. When you follow up – assume that they will want to become a consultant. They tell you how much they love it and you respond with something like:

Example: "I knew you would feel that way. It's magical. Since you're new to Norwex, I'm sure your friends and family would be new to it too. How would you feel about hearing a bit about our consultant opportunity and how you can make some extra money while introducing your friends and family to Norwex?"

Observations from Brian Dill and Deanna Kantola through working one-on-one with Suzanne:

- Suzanne speaks truth. You speak your truth.
- Look for the Opportunity. If there isn't one, CREATE one.
- Suzanne gives away a lot of stuff. Don't be afraid to give away stuff.
- Suzanne works her customer base. She's doing more outside of parties.

If you'd like to watch a replay of the September 10, 2020 team building training with Suzanne and Deanna, you can access it here: https://youtu.be/9KwRGrc-Too

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THINGS PEOPLE TELL ME THAT STOP THEM FROM TEAM BUILDING

I'm making the decision on my own / prejudging that they won't want to do it.

You have no idea what's going on behind that person's front door. They may seem to successful, too busy, too "something" to you, but honestly Norwex may be exactly what they need. I've seen Norwex bring life-saving and life-changing income to so many families that in my opinion – I need to offer it to every single person, every time. Never ever prejudge. In fact, if you don't ask someone, you may be hurting their feelings. People know that part of our job is to bring on new team members so if they are considering it but you never ask, in their mind they may be thinking "She doesn't think I would be good at this"…"She doesn't think I'm fun" … or even "She doesn't like me."

I'm worried people will think I'm pushy.

I've honestly never felt pushy. I would argue that not offering the opportunity is actually being selfish because you're keeping them from something that could potentially change their life.

It's too much work to train new consultants.

This is so far from the truth in 2020. Norwex has put so much time and money into creating fantastic training resources like theresource.norwex.com . Your role is to mentor, guide, and to point them to the tools and training that they need. You can also incorporate things like group calls with your new consultants so that they all get the same information at the same time.

It takes too much time / takes over my life.

This is a choice. You have to choose when and how you are available to your team. When it's time to "shut the door," turn off the ringer on your phone. If you're finding that you're constantly getting pinged by FB messenger – delete it off your phone. Log in and answer questions during your office hours. If consultants realize that you're not going to answer every question within seconds, soon they will learn to use their resources to find the answer for themselves.

Here's an example of something you can say if you know their answers are in the new consultant training: *"Let's set up a time to chat by phone soon. Here's something you may*

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want to look at prior to then. Norwex has updated their online new consultant training. You can access it here: https://theresource.norwex.com/getting-started-online/"

If you're not training people on how to find answers for themselves, leadership will be not be as fun as it should be.

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WHEN AND HOW TO REACH OUT

When you're a new consultant and you really want to invite a friend or family member to become a consultant:

- Example: "I'm having so much fun starting out as a Norwex consultant and it's been so easy to get started. If you're looking for a little something extra right now, it would be so much fun to do this with you as my close friend / family member etc. Would you be interested in checking it out.
- Example: "Isn't it amazing??" (when referring to them trying the product) "I would love to have you help me spread the word about Norwex by doing this with me. What do you think; would you be interested in some info?" (If they say no – then ask them to book a party.)

My favorite recruiting seeds at a party or online demo:

- Example: "My favorite part of my job is training new consultants. If you are looking to learn more about the Norwex opportunity or if you know someone who may be looking for something extra, I'd love to give you some information."
- Example: "There are three ways to get the mop: you can purchase it here today, earn it through hosting a party of your own, or receive it free in your new consultant starter kit like I did."

When I meet someone at a party I really want to join my team or during check out at a home party:

- Example: "You seem like you're really enjoying the party tonight; did you have fun? I bet you have a long wish list, right? (smile and nod when saying this) I'm always watching for people that I think would great at helping me spread the Norwex mission. Has our consultant opportunity crossed your mind at all while I was presenting tonight? I'd love to send you home with some information and then chat further tomorrow; what do you think?"
- Example: "Tonight has been so fun. I'm really looking for people to help me spread Norwex in this area. Would you be interested in taking home some information about our consultant opportunity?" (then schedule a time for a follow up call within 1 – 2 days)

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Ideas for in an online party:

- Have a recruiting seed in your intro and say “I have a small packet of information with information about becoming a consultant. I’d love to mail you one.”
- Recruiting seed in the intro of a home or online party: “As you’re watching this party, if you find yourself thinking of all of the people you know who could use these products also…you’d make an amazing consultant. I’d love to share some info with you.”
- Some top tips I got from Deanna about online parties are:
    - Treat every guest as if I’m meeting them in person – ask questions. If they have a baby or a pet in their profile picture – ask about it.
    - “Like” is lazy. Don’t just like comments; reply to every one to continue the conversation.
    - There’s no rule that says you can’t be the first person to comment on your own post if no one else is commenting
- Private message everyone who comments on your ‘ask me about my job’ post. Thank them for playing, reiterate your answer to their question and make it more personal if possible, and then ask if they’ve been giving some thought to becoming a consultant. What questions can you answer.

When I have handed out samples or a try it kit:

- Example: “What did you think of the product I sent you? Amazing, right? You may think that I sent you samples (or lent you a try it kit) because I’m hoping you’ll make a purchase but actually … I’m looking for people to help me spread the Norwex mission. You were impressed and I would bet your friends and family would be as well. Do you know if many of them have heard of Norwex?” (If the answer is no – then follow up with offering consultant information or asking her to host a party. If she decides to host – offer the business opportunity again during host coaching.)

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DURING HOST COACHING

There are many different things that can be included in host coaching to offer the business opportunity to your host. A few ideas are:

1. Host Kit: ALWAYS include some simple information on the business opportunity in your host kit, even if it is just our business opportunity brochure.
2. Has she given any thought to the opportunity? ASK that during host coaching as she's planning the party.
3. If she's for sure not interested:
    a. WHO is attending that she thinks would make a great consultant?
    b. WHO does she know that is unable to attend the party but who she thinks would make a great consultant?
4. Do parties geographically distant from you: "We need consultants in this area."
5. If you can't do the party as planned: Offer your host the opportunity to sign up and take the party over and make it her launch party.

Are your friends and family familiar with Norwex?

When I'm coaching them on inviting I add in the question about "are your friends and family familiar with Norwex?" and then go on chatting from there. It puts the seed in their mind that it would probably be easy to share Norwex.

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FOLLOW UP & REFERRALS

Thank you response from follow up or orders:

Example: “Please let me know if you would like to chat about hosting or our consultant opportunity sometime. Norwex is booming right now. We're finding people really enjoy online parties; either on Facebook or Zoom. I offer both options and am happy to either help you host a party or teach you to do what I do if you’re interested in that.”

Referrals are important.

Train your customers to send referrals / leads / new customers to you, and reward them for it.

A referral story:

Recently my customer Nancy had a group of friends at her home for the weekend. Throughout the weekend, one friend in particular (let’s call her Jane) noticed all of the Norwex products Nancy was using. She started asking a lot of questions. She then did what so many people are programmed to do these days – she looked for Norwex on Amazon and started filling her cart. She mentioned that to Nancy and Nancy said “Oh no; don’t buy on Amazon. Call my girl Suzanne.”

(Sidebar about Nancy … Nancy has been a long time customer but lives across the country from me. I always do my best to treat my customers special, so any returning customer can receive a discount on their order by ordering direct through me, and an extra discount if they order over $150 at a time. I also send out personal emails to my customer base once a quarter to highlight new products and make a special offer to them. This keeps my name in front of them and it gives them a reason to keep coming back. Nancy may have never met me, but she knows who her Norwex gal is!)

Nancy’s friend Jane called me and was so excited about all of the product she saw at Jane’s house. She started rattling off all of the different items she wanted. I was making notes. I think she had about $400 in that first order. I told her right away that I love her excitement and it’s such a fun part of my job to get to see people when they are experiencing Norwex for the first time. I mentioned that many of these items come in our consultant kit and asked what she does for a living. She said that she owned a boutique and was always running around…SO busy! I said that we really need more consultants in her area and since she’s already raving to her friends about it – I would love to share the opportunity with her. She kind of brushed that off and asked me to just place this order for now. I carry inventory, so I immediately went down to my inventory room to see if I could fill her order. I think I spent close to $30 shipping everything to her (I didn’t charge her for shipping). She got it within three days and called me so excited as she was trying it out. She started listing off more things that she wanted and I stopped her and asked “Are you SURE you don’t want to hear more about our consultant opportunity?” I gave her just the basics, and she signed up and is now sharing Norwex with her friends and family.

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YOUR LEAD LIST

You should always have a recruiting lead list. I keep one in a paper folder (RED because it's important) and also a folder in my email.

Rule #1:

NO ONE gets off your list unless they tell you to take them off the list. I've signed consultants that I followed up with for 8 years before they joined.

Rule #2:

KEEP IN TOUCH. Once a month you should be emailing, texting, Facebook messaging or calling your leads. If you can't think of a good reason to reach out, create a reason!

Sample verbiage:

- Example: Hey Katie. This is Suzanne Holt with Norwex. You were on my mind tonight and I wanted to touch base. We've chatted about the Norwex consultant opportunity in the past and I wanted to reach out to you about a fun change we just made to our new consultant plan. Are you interested in hearing more?

- Example: Hey Katie. This is Suzanne Holt with Norwex. You were on my mind tonight and I wanted to touch base. We've chatted about the Norwex consultant opportunity in the past and I wanted to reach out to you about a fun change we made to our new consultant plan where you can earn the kit for free with just HALF the sales that were required in July and previously.

- Example: Hey Katie. This is Suzanne Holt with Norwex. You were on my mind today and I wanted to reach out. My party calendar is totally overflowing and when I asked myself which of my last hots I think would do a great job helping me share the Norwex mission – you came to mind. Have you ever given any thought to our consultant opportunity?

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ANSWERING QUESTIONS

Do you have to meet a certain sales requirement?

$250 in sales in three months keeps you active. For casual consultants, we recommend that they contact friends & family every three months to gather orders and try to get to $250 in that one month.

How much time will it take?

That's really up to you. Some consultants do a couple of parties a week, some do a couple of parties a month, for some it is their full-time job, and for some it's just a gig where they buy at a discount and share with friends and family. We do ask that you host a couple of in person or online parties in your first 60 days to help you hit your initial sales goal; of course I'm here to help you with that.

How many parties do I have to do in a month?

That's really up to you. Some consultants do a couple of parties a week, some do a couple of parties a month, for some it is their full-time job, and for some it's just a gig where they buy at a discount and share with friends and family. We do ask that you host a couple of in person or online parties in your first 60 days to help you hit your initial sales goal; of course I'm here to help you with that.

What happens if I don't sell enough?

Worst case scenario, if you don't sell $1,000 in 30 days or $2,000 in 60 days, you will owe Norwex $200 for your kit; it's worth much more than that. In my experience, consultants that are willing to host two of their own launch parties rarely don't earn their kit for free.

Why are the products made in China?

(from Lindsay Norman with slight modifications) Thank you for asking this. It's important this information is available on this page anyway. So let me be thorough in my response. First, all of our textiles are made in China. Most of our consumables are made in the North America (most in our EMP research and manufacturing institute in Texas). The big question we get is why China? The reality is, the Chinese lead the world in the textile industry. No country/culture comes close to creating the quality and performance of what the Chinese are able to do. They are truly gifted in this industry. We want to produce our

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products wherever the highest quality can be made and without sacrificing our core values of integrity, trust and respect.

The next question we get asked (and maybe it's not even a question, but more of an assumption) is how we treat/do business in China. Our Norwex China manufacturing plant has an open door policy. You or I can show up at any time and get a tour and see all of the workers and their work. The HR manual that is used for business there has the same guidelines and policies/procedures that get used at our North American headquarters in Dallas, TX. Workers are treated well, paid well, and have great benefits. Our retention rate is 97%...nearly unheard of in China. The employees stay because they are treated well. The building they work is a new building that is environmentally conscious down to the detail. From the paint used, to the green plants used throughout for good air quality, to the materials for the walls and windows...our mission and goal of being environmentally friendly is at the core of that place. Norwex is about people. How we treat people and care about people is just as important as how we do business with people. Also, Norwex actually owns the plant in China. So we know exactly what happens there.

Last point, here's how I know I trust where we manufacture our products. There have been several opportunities in the last decade for us to have the highest quality products made around the world. However, after making site visits, our founder Debbie Bolton has declined making products in locations where the working environment does not respect and honor people. She has literally walked out the door in some places after being there for only 5 minutes because what she has seen does not honor people or align with our values.

I hope this puts your mind at ease, or at least gives you more information. Please do what you feel is best, but also please know, we will always be transparent, squeaky clean, and honest about this. And, honestly, we're proud of our workers in China and count them as partners in this business. We could not do this without them. In fact, when you reach the highest level of Norwex leadership, one of the perks is that they fly you to our plant in China so you can meet the workers and they can show you how to make the cloths. It's something we love and look forward to.

Will Norwex train me or how will I learn?

Example: This question is exciting for me because my favorite part of my job is finding and training new consultants. Norwex has every possible training resource that you could want in online form where you can watch videos, listen to podcasts, or read the content. The best part is that you get me as your personal mentor and guide throughout the whole process! I’m your BFF in your first 90 days and then here for you throughout your entire consultant journey.

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HANDLING OBJECTIONS

Should I join now or later? / It's not the right time.

Your mindset needs to be that NOW is always the best time to join…because it IS!

Example: I know exactly what you mean about not everyone having the same life experiences or passions. Norwex allows us to relate to and solve problems for most everyone.

For me, saving time was one of the big things that drew me to Norwex. At my parties, I always talk about how Norwex can help people in four ways: save time, save money, save your health and save the environment. I rarely find someone who isn't interested in at least one or two of those things. For people who aren't as concerned about chemicals, it's often saving time and money that draws them in.

Timing is important but I've found that people are the most successful when they jump right in when their excitement is high, regardless of what else is going on in life. That's when you're the most passionate and talking about it the most, so I would love to see you get these initial sales from your friends and family.

We find that most people do three to four parties to reach their initial goal. Do you think you could do one every other week for six to eight weeks? I'd help, of course. It's so easy for me to do that in this online world we're in.

Our biggest selling season is August through December, and new products coming out next week are going to be a great jump start to that. It's totally your decision, but I can just speak from my __ years of experience. In that time, I've had people be most successful when they just jump in and learn along the way. I'll be here to hold your hand every step of the way. What do you think? (always end with an open ended question)

If you have the conversation above and they still say it's not the right time

Example: "I completely understand that now may not be the right time for you. I'd love to follow up with you in the future if that's okay. In the meantime, I really need help sharing the Norwex mission. Who do you know that you think may be interested in hearing more about the Norwex consultant opportunity right now?

I'm not sure I will have enough time / I'm too busy

Example: "I know exactly what you mean. I was worried about that when I started too because I was working full-time as a dental assistant, had 2 kids in high school and was cleaning houses on the side.(I know, crazy!) I told myself I would just give it a try and see what happens. The nice thing about Norwex is there's really only a commitment to try a few parties to earn your kit for free. That gives you the opportunity to see what you really want to do with it. I'm here to coach and help you all along the way!"

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Example: “I know exactly what you mean. I was worried about that when I started too because I was working full-time as a financial advisor, my sons were about to turn ages 3 and 6, my youngest played ice hockey my husband was having health challenges. I saw the opportunity though, so I didn’t even let myself question where I would find the time. I just asked my husband to let me try it for one year, and I jumped right in. The nice thing about Norwex is that there’s really only a commitment to try a few parties to earn your kit for free. That gives you the opportunity to see what you really want to do with it. I’m here to coach and help you all along the way.”

Is it hard to get parties?

Example: “That's a great question. I've enjoyed the fact that Norwex makes it easy for me to always have a party calendar that is as full as I want it, whether that means in home parties or online parties. In ten years, I've never run out of people interested in hosting. Whenever I'm sharing Norwex with someone - whether I'm telling them about product, offering them the option to host a party, or sharing the business opportunity - I truly believe I'm offering them something that will make their life better. I don't feel pressured to ask anyone for any of these things; I'm always just offering and if they say no, it doesn't hurt my feelings. I'll still keep offering.”

I need to ask my husband / my husband doesn’t like MLMs … and other husband questions.

Example: “I completely understand that he may have hesitations and you’re so much more likely to be successful if you have your spouse / partner’s consent and encouragement. Would he be willing to do a three way call with you and me and I can answer any questions he may have?”

Note from Suzanne: In my experience, a man wants to know “how much money do you make and how much is it going to cost my wife to get started.” Stick to the facts, use fewer words than when talking with women, and be prepared to talk dollars and cents. For me, my car is often a recruiting seed. It’s just a SUV but if a husband walks me out to my car after a party to help carry things and he comments on the car, I say “I’m fortunate to get a car allowance from Norwex that pays for this (or paid for this).” When on a call with husband and wife – ask if they have a financial goal that she thinks Norwex can help solve.

I’ve Tried Direct Sales Before

Example: “I completely understand. Many Norwex consultants have tried another company previously and have found this to be a unique experience. I also find that Norwex is unique in that so much of our consultant base has never been in sales of any kind before. What did you like or dislike about your previous direct sales experience.”

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Will I have to annoy my friends and family and sell to them?

Example 1: “Absolutely not. When I first joined Norwex, I did invite friends and family to my launch party. If they chose not to attend, I respected that decision. They’ve seen my success on social media and many have to come to me over the years, but I didn’t put any pressure on them. There are ways I can help you reach outside your social circle to share Norwex. Would you be open to some of those ideas?”

Example 2: “I don’t want my friends to keep having to buy from me! My first goal for all of my consultants is to get OUT of their friends circle. The more parties you do, the larger your circle becomes and the further away you get from working with friends and family.”

I know too many consultants in my area.

Example: “I hear that from time to time, but in my experience I haven’t found a single area that had too many consultants. We are only in 2% of homes nationwide, even in the states where Norwex first started. I’ve met people in my own neighborhood that haven’t heard of Norwex even though I’ve been with Norwex for 12 years.”

I don’t know enough about the products.

Example: “You know what? Even after ____ number of years, I still find myself feeling that way sometimes. I started with just a catalog and a new consultant kit and found that it worked well just to learn a few products at a time. If you wait until you think you know enough to start, you’ll never start.”

I’m not very familiar with social media / I’m technologically challenged.

Example: “Let me help you with that. I’ll add you to my next party as a host so that you can get your feet wet and see what I do. In the meantime, you’ll earn both the commission and host credit on that party.”

I don’t want to be pushy / salesy / I’m not a salesperson

Example: “I completely understand, and I can honestly say that I’ve never felt that I have to be pushy or salesy with Norwex. Whenever I'm sharing Norwex with someone - whether I'm telling them about product, offering them the option to host a party, or sharing the business opportunity - I truly believe I'm offering them something that will make their life better. I don't feel pressured to ask anyone for any of these things; I'm always just offering and if they say no, it doesn't hurt my feelings. I'll still keep offering.”

I’m not a salesperson

Example: “Me neither! I didn’t have any sales experience prior to Norwex and most of our consultants haven’t. I find that being a Norwex consultant is so much more about educating and sharing than it is about sales.”

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I’m afraid it will push us into a higher tax bracket

Example 1: “I totally understand. Norwex absolutely caused us to pay more in taxes, but I’m happy to give Uncle Sam a little more when I’m earning more.”
Example 2: “I find that many people enjoy the tax benefits of owning their own home based business. You may want to ask your accountant what he or she thinks of that.”

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OTHER THINGS I ALWAYS DO

Always set up a time to talk after giving out teambuilding info

Example: “Let’s set up a time to chat by phone soon. Would tomorrow or Tuesday work better for you? Tuesday…okay…morning or afternoon? Okay; I’ll call you Tuesday at 2:00. If you think of questions before then, feel free to call, text or email me.”

Talk less; listen more

Most people don’t want “all” of the details.
Answer their questions or give a bit of information and then ask a closing question like:

- How does that sound?
- What do you think? Would you like to get started?
- What are your thoughts so far?
- Are there other questions I can answer for you or are you ready to jump in and get started?
- What would be an initial goal that you think Norwex could help you (or your family) fulfill?
- How do you see this fitting into your schedule initially; do you see yourself doing your launch parties online or in person?

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