



Consultant Basics Training Online



Consultant Basics Training

Welcome to Consultant Basics!

Company History

In 1985, Cookie was in the same position as many of you. She had a dream to start a family, but wanted to stay home with her kids. At the time, she had a job in corporate marketing and worked crazy 15-hour days, sometimes seven days a week. She knew that her dream of being an involved mom could not happen on a schedule like that, so she had to come up with a plan to be her own boss. She tried several side businesses over the years, but then she found something she was passionate about—making and selling jewelry! She gets asked all the time if she ever thought that her business would be this successful—she really had no idea. But, she did believe in herself. She knew that if she set her mind to it, she could do it.

In her first year, she started taking jewelry to her office in a shoebox and sold \$8,000. For the next seven years, she sold the jewelry by herself whenever she could. Through trial and error, she started to learn what really worked when selling jewelry, and developed a program. In 1991, she sold \$86,000 by herself, but knew there were only 24 hours in a day, so the only way she could continue to grow the business was to teach other women how to sell the jewelry, too. In 1992, she signed her first Consultant, Katherine Chrisman, and the dream became a reality. Cookie's hands-on experience selling jewelry, developing unique pieces and sharing her techniques has helped her Consultants achieve success.

Today, Cookie Lee Inc. has provided more than 100,000 Consultants across the United States with the opportunity to own their own businesses, which has resulted in millions in retail sales. The Cookie Lee Corporate Office in Tustin, California, employs individuals dedicated to our success and growth.

Cookie continues to be very involved in the lives of her two kids, Steve and Katie. Owning her own business provides the flexibility that is so valuable to Cookie. Cookie's success story continues to be an inspiration for others who want to own their own business and help others do the same!



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Cookie Lee's Vision, Mission and Values Statement

Vision

The Cookie Lee Company is a caring family that creates opportunities to build relationships, achieve financial freedom and a balanced family life, while having fun making "Cookie Lee" a household name and the leader in the jewelry industry.

Mission

We will do this by:

- Providing a fashion forward product at a good value
- Creating a unique and exciting shopping experience
- Providing tools, training and resources to partner for success
- Generously supporting charities nationwide
- Maintaining profitability
- Delivering outstanding customer service

Values

Celebrate success and reward results

One "family"

Opportunities for all to grow

Keepers of the Golden Rule

Integrity

Everyone have fun!

5 Golden Behaviors

Selling

Recruiting

Developing Managers

Developing Leaders

Retention and Consistency



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What Type of Consultant am I?

Cookie Lee offers Consultants the gift of flexibility. Cookie Lee wants you to be the type of Consultant that's right for you at any time of the year, and to work at the pace that best fits your priorities. You can change the type of Consultant you want to be at any time.

Check the type of Consultant you are today:

Business Builder

I want my Cookie Lee business to be a large part of my income

Part-time

I like to have home shows whenever a new catalog is launched/Holiday season

Full-time

I want to hold four or more home shows a month

Out and about Consultant

I want to earn some extra cash selling to family, friends and co-workers

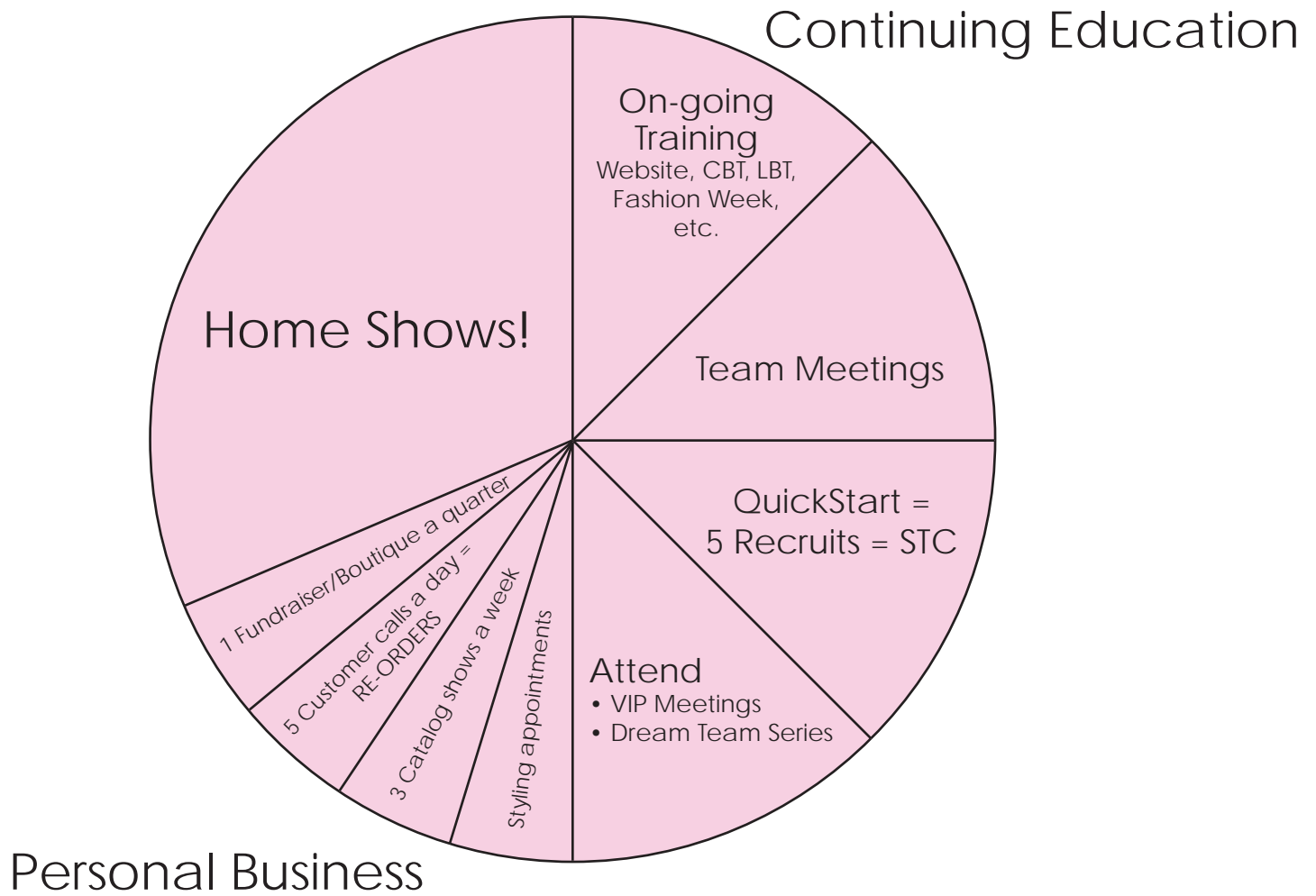
Personal Shopper

I want the Consultant discount to purchase my own jewelry



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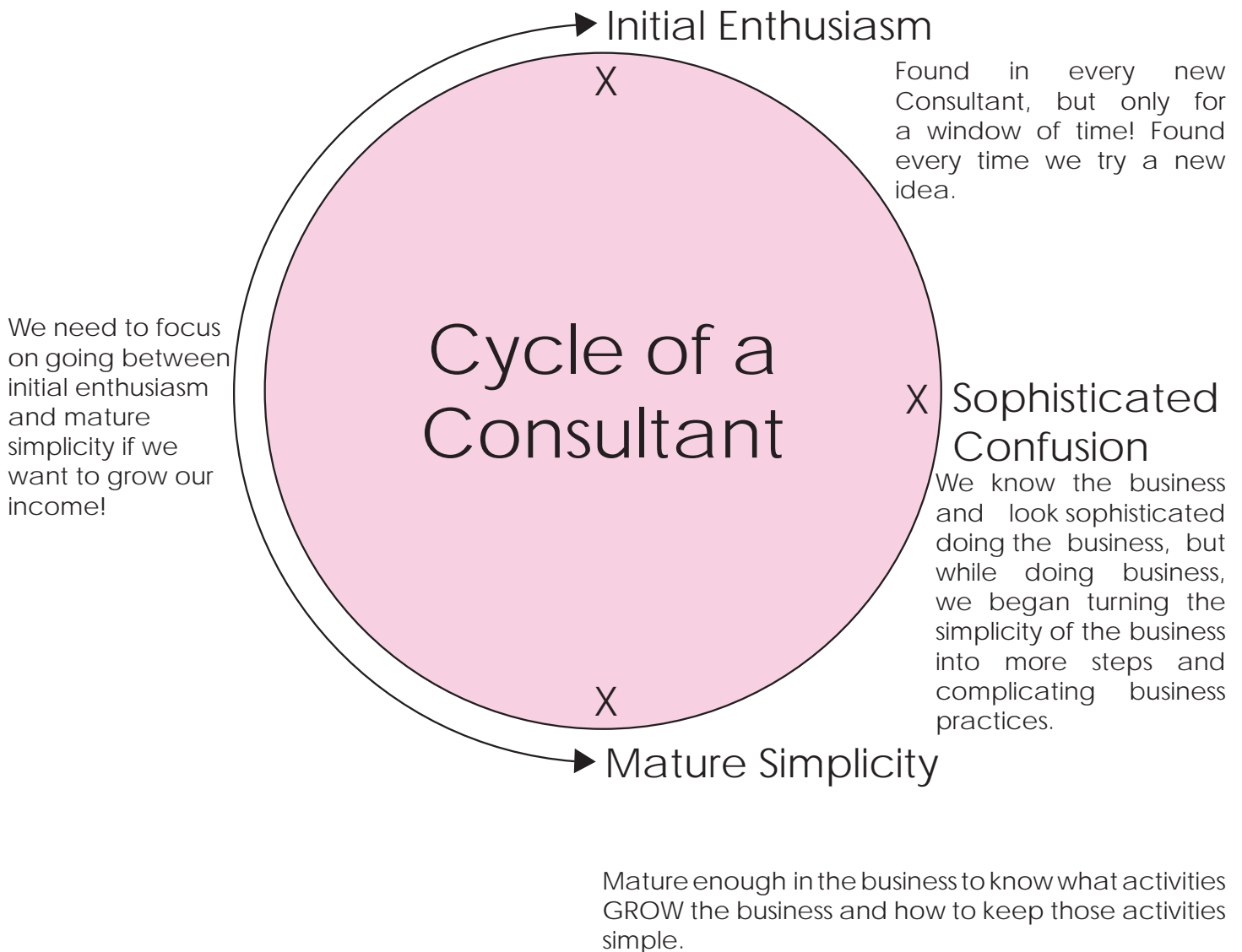
Where Should a Consultant Spend Their Time?





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Cycle of a Consultant



Do you know where you are on the Cycle of a Consultant?



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Questions I Have About...

1. Contacts and Referrals

2. Booking

3. Hostess Coaching

4. The Home Show

5. Follow-Up

6. Recruiting

7. Product Knowledge



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Goal Sheet

SET YOUR GOALS NOW! What will you apply from each Consultant Basic?

1. Contacts and Referrals

24-hour goal

WOW goal (Within One Week)

1-month goal

2. Booking

24-hour goal

WOW goal (Within One Week)

1-month goal

3. Hostess Coaching

24-hour goal

WOW goal (Within One Week)

1-month goal

4. The Home Show

24-hour goal

WOW goal (Within One Week)

1-month goal

5. Follow-Up

24-hour goal

WOW goal (Within One Week)

1-month goal

6. Recruiting

24-hour goal

WOW goal (Within One Week)

1-month goal

7. Product Knowledge

24-hour goal

WOW goal (Within One Week)

1-month goal



CONSULTANT BASICS TRAINING #1

Contacts and Referrals

Let's make a F.R.A.N.K. list!

Take a few minutes to write names beside each of the letters in F.R.A.N.K.

F.R.A.N.K. stands for:

F-Friends

R-Relatives

A-Acquaintances

N-Neighbors

K-Kid's parents

How to create and practice conversation starters for the following scenarios:

- ___A. Introducing yourself with your business card at a school or social function.
- ___B. Standing in a check-out line.
- ___C. "Make it where you spend it!"
- ___D. "Thank you for your help!" Has anyone ever offered Cookie Lee to a waitress or sales clerk?
- ___E. Handing out catalogs while out and about in your busy day?

Needs and Benefits List

Put a name from your F.R.A.N.K. list next to one of the following:

- Wants lots of jewelry
- Would like the Hostess-exclusive Gifts
- Wants to introduce something "new" and "unique" to their friends
- Hates to shop at the mall
- Wants a personal stylist appointment



Trainer's 30-second commercial:

My 30-second commercial:

Referrals

Gathering referrals at your home shows

1. Give every guest three business cards.

2. Ask for a referral in another county or state.

3. Tell each guest at check-out about your referral program.

Gathering referrals while making customer care calls

"4-point customer calls"—4-point customer care call offers each customer all four Cookie Lee opportunities!

Point 1- _____

Point 2- _____

Point 3- _____

Point 4- _____



CONSULTANT BASICS TRAINING #1
100 New Customers in 20__ __

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.



CONSULTANT BASICS TRAINING #2

Booking

Booking home shows is the _____ to your business.
_____ are the easiest and fastest way to grow your income.

When you're discouraged about your business...

- _____ a home show

OR

- _____ a home show

OR

- _____ a home show in your home

Home shows are the answer to every question in your business!

The more you hold _____,

The better you get,

The more _____,

The more money you make, the _____ another home show!

You will sell _____, the jewelry is awesome!

But you will always book _____!

So be enthusiastic and friendly!

Set a goal!

Set a goal to book ___ shows from every show you hold. Think of it this way:

- When you book one show, _____. You've only replaced the one you just held.
- When you book two shows, you've _____ your business!
- When you book three shows, you've _____ your business!

So set a goal to book ___ home shows from every show you hold!

Establish your work weeks

Establish your work weeks for the next four weeks. Plug in all:

- Family dates and priority ("have to be there" appointments)
- Personal commitments such as weddings, vacation dates, house guests, etc.
- Cookie Lee meetings (i.e. Team Meetings)

Now highlight the days you are available to hold a home show. Are there dates you are available to hold two home shows in one day?



Do your homework before you get on the phone

- Make a list of ___ people with whom you want to book a show.
- Circle the ___ names on your list that are MOST LIKELY to say “YES!”
- Of the ___ names you circled, put an (*) next to the name that is a _____ “YES!”
- Complete the following information on that person:
 - > Lifestyle (Married, single, children, etc.)
 - > Outside interests? (Church, soccer mom, PTA, etc.)
 - > Has she ever seen Cookie Lee jewelry?
 - > Is she a past hostess?
 - > What would she like most in the catalog?
- Using your homework card, make the call:
 - If she says, “No,” ask, “Is that ‘No, not now’ or ‘No, never?’”
 - If it’s “No, not now,” ask if you may call her in a month or two to see if then would be a better time.
- If she says, “Yes,” you know what to do...right?

Next: Be prepared to book shows wherever you are!

- At a home show, prepare several “party in a bag” sets for guests and ask, “*Would you like to collect orders at work to earn FREE jewelry?*”
- Have ___ catalogs in your *Tote Bag* at all times. On the front cover of each catalog, put a _____ with the day, date and time of one of your available home show opportunities.

Lastly, be creative!



CONSULTANT BASICS TRAINING #2

50 Ways to Book a Show

Circle your favorite three booking tips!

1. Send a catalog to a co-worker who has moved.
2. Send a catalog to other direct sellers with different home businesses that you know and exchange shows.
3. Place a catalog in the teacher's lounge at your child's school.
4. Place a catalog in your employee lunch room.
5. Hold an open house and offer free gifts to those who bring a friend.
6. Pass out handmade flyers to your office mates or parents at your child's school.
7. Advertise with your local Chamber of Commerce.
8. Give a catalog to the receptionist at your doctor's or dentist's office, nail salon, hairdresser, etc.
9. Include a flyer with your bill payments.
10. Call past hostesses.
11. Put a current catalog in your neighbor's door. Include a free gift coupon with expiration date.
12. Ask friends to have home shows.
13. Join a direct selling networking group.
14. Take your *Tote Bag* everywhere you go and invite others to browse through it.
15. Host an office show or brunch.
16. Host a home show before or during a PTA meeting.
17. Mail out catalogs and wish lists during all holidays to customers. Especially MEN!
18. Host your own home show. Do a fundraiser for your favorite charity.
19. Get a list from Welcome Wagon (www.welcomewagon.com) as new people may be looking for a Consultant or a new job in your area.
20. Set up a display/booth at a fair or event.
21. Participate in a school fundraiser.
22. Have your husband or significant other promote your jewelry at their work place.
23. Have you and your family members wear something with "Cookie Lee" on it (shirt, cap, etc).
24. Hold a home show for men around holidays (Valentine's Day, Mother's Day, Christmas, Hanukkah, etc.). Offer free pretzels and sodas.
25. Offer a wish list to your guests and call the gift giver(s) and tell them what the guests want.



50 Ways to Book a Show (continued)

26. Share your catalog and jewelry with mothers at the park or local fast food playground.
27. Put a “Ask Me About My Jewelry!” button on your purse or coat.
28. Ask past hostesses at home shows to talk about their free jewelry.
29. Hold a Business Opportunity Meeting every month.
30. Send out random mailings to people on your customer list that have not bought from you in a while.
31. Mention hostess half-price items and other benefits at least three times at your home shows.
32. Hold up higher-priced items and mention that your customers can receive those items at half-off that day.
33. Mention how much your average hostess receives in free and half-price items.
34. At the beginning of your home show, mention the hostess’ goal.
35. Share upcoming specials at home shows and during phone calls.
36. Tell your hostess how much she saved by having her home show.
37. Encourage frequent customers to become a preferred hostess.
38. Encourage hostesses to rebook a show in 6–9 months. She’ll get to see the new products at her next home show.
39. Treat hostesses to a special “Hostess Appreciation” event after each catalog launch (twice a year).
40. Encourage relatives to book a home show.
41. Call your realtor with suggestions for helping new homeowners hold a “Welcome to the Neighborhood” home show.
42. Offer mother/daughter home shows or girls’ “Birthday Party with Baubles.”
43. Start an email address book of customers who want to know what the monthly specials are—remember to mention the Hostess Specials!
44. Encourage your hostesses and guests to refer potential hostesses to you.
45. Offer a bridal registry and promote a bridal shower home show.
46. Plan to book as many as you can, then sell extra home shows to other Consultants in the area for 10% of the total profits from that show. The other Consultants make 40% plus all the bookings and potential recruits from the show.
47. Describe and highlight the hostess plan during the home show several times.
48. Have a 5–10–15 home show (5 people–10 items–15 minutes).
49. Have a home show in your home every month.
50. Offer your customers to be a “Four Seasons Hostess” (January, April, August and November).



CONSULTANT BASICS TRAINING #3

Hostess Coaching

Hostess coaching is a 3-step process.

1.

2.

3.

When it comes to hostess coaching, remember to reward the hostess for

-
- Choosing a date and time
 - Making an invitation list
 - Calling all of her guests the day before the show
 - Outside orders
 - Outside bookings
 - Providing two outfits for you to accessorize at the home show



CONSULTANT BASICS TRAINING #4

The Home Show

The home show is your job site. Everything that happens in your business can be done at the home show. It's your all-in-one stop for business.

At a home show you:

- S _____
- B _____
- R _____
- Provide _____
- Train _____

There are two great ways to learn how to have a successful home show.

The first great way to learn how to have a successful home show is:

Watch your *Home Show DVD* in three segments:

- a.
- b.
- c.

BEFORE

Set-up
Meet and greet

DURING

Personal style looks for hostess' two outfits.
Drawings
Booking Tree
Commercials/Announcements

AFTER

Follow-up! This is our next Consultant Basic topic.



The second and best way to learn how to have a successful home show is:

Be creative and have fun with your home shows!

Here are 12 months of ideas for seasonal sales and home show themes:

January

February

March

April

May

June

July

August

September

October

November

December

*All hostesses receive an additional _____ in their birthday month.



CONSULTANT BASICS TRAINING #4

Home Show Observation Checklist

Name: _____
Consultant Observing: _____
Consultant Phone Number/Email: _____
Hostess: _____ Show Date/Time: _____
Hostess' Address: _____

Before the Show

What time did the Consultant arrive? _____
Was it a reasonable amount of time to arrive before the show? _____
How long did the Consultant take to set up? _____

How did she set up her display?

During the Show

Number of guests: _____
Did the show start on time? _____
Opening remarks:

Cookie Tips demonstrated: _____

Interaction with guests:



Mini-Commercials:

Booking

Recruiting

Check-out:

Other Observations:

After the Show

Results:

Sales: _____

Number of recruit leads: _____

Number of shows booked: _____

Number recruited after the show: _____

***Log on to our website at www.cookielee.com to check out additional home show resources under Training—Show Resources.**



CONSULTANT BASICS TRAINING #5

Follow-Up

Follow-up is the _____ in our business.

Follow-up to every business interaction you have will build a _____ reputation.

Customers will return again and again to business people who deliver _____ and who _____ with their purchase.

The 48-hour difference

We're talking about the **48 hours** _____ a home show.

Most Consultants would agree the end of the home show is _____, as you leave her home.

Move your home show finish line _____ **after** your show!

Within those 48 hours, call the following _____ groups of people:

1. Your Hostess

2. The No-Shows (Apply the 4-point call here)

3. The Outside Orders (Apply the 4-point call here)

4. Potential Recruits

REMEMBER—NO EMAILS!

The 24-hour difference applies to: _____



CONSULTANT BASICS TRAINING #6

Recruiting

- Recruiting is the _____ of your business!
- Recruiting is a ____!
- Recruiting is a _____!

It may not be so much that you _____, but more like you _____ to recruit. Maybe you've never heard about the _____ of recruiting.

These are the top 10 reasons why women join Cookie Lee:

1. Y.O.B _____ rather than a J.O.B.
2. _____ fashion jewelry
3. _____ hours
4. _____ based on performance
5. _____ everyone can earn
6. Competitive _____ structure and variety of _____
7. _____ territories
8. Unlimited _____
9. _____ what you do
10. _____ right off your body!

The recruiting process consists of:

- Making a _____ list
- Doing your _____
- Making the phone call to schedule _____ OR conducting the _____ on the phone
- Holding a recruiting interview using the _____ Cards
- Having a New _____ with your new recruit
- Explaining _____ and then helping your new Consultant achieve _____
- Attending a _____ with your new recruit

Make a **recruiting contact list**. Using the acronym F.R.A.N.K., write down the names of people with whom you would like to share our income opportunity.

F-Friends

R-Relatives

A-Acquaintances

N-Neighbors

K-Kid's parents



Do your homework! Choose the person on your F.R.A.N.K. list who is MOST likely to say “YES” to our income opportunity. Complete the information about that person on a sheet of paper:

- Name
- Lifestyle (Married, single, student, empty nester, etc.)
- Children’s ages
- Occupation
- Outside interests
- Has she been a hostess for you?
- Has she expressed an interest in becoming a Consultant in the past?
- What does she love about Cookie Lee jewelry?

HOMEWORK CARD

OFFER _____ HESITATION _____ MY RESPONSE _____

1. “I don’t have enough TIME to become a Consultant!”
2. “I don’t have the MONEY!”
3. “I have to TALK TO MY HUSBAND first.”

Set yourself up for SUCCESS! How?

- At your home shows, be sure to offer everyone an opportunity to _____.
- Invite them to _____.
- Tell them you are always looking to _____.
- Use your _____ and let them help you promote our income opportunity.
- Use a _____ to show how easy it is to get bookings.
- Offer everyone the _____ at your check-out table.
- Bring several _____ to every home show.
- Identify _____ people at every home show that you will call the very next day to schedule a recruiting interview with.



Prepare your Recruiting Packet Contents

Consultants like to make up their own personalized version of the Recruiting Packet (or “information packet”). Below is a list of items you might like to include:

Letter of Introduction and Business Card

It’s a good idea to provide some information about Cookie Lee and yourself in a letter of introduction. You should share your “I” story and have your business card enclosed in this letter.

Recruiting Brochure

Prospective Consultants can easily see which type of Consultant they would like to be after looking at this brochure. It also explains what their costs will be to sign up with Cookie Lee.

Current Recruit Offer Flyer

Entice your prospective Consultants with our latest recruit offer! Past offers have included free jewelry with sign-up, cash off their starter kit and even FREE Fashion Week registration! You never know what will catch their eye!

Compensation Plan Handout

This breakdown of the management levels and commission structure gives an overview of all the benefits of starting a business with Cookie Lee.

Catalog

Allows prospective Consultants to see the latest jewelry line and familiarizes them with our product.

Jewelry Order Forms

When a prospective Consultant is excited, sometimes they want to start jotting down items they want to order right away. Sometimes they are motivated to start immediately and fax in their order in that same day—especially if they have “Jewelry Order Forms” with them.



When you call them, offer them an opportunity to meet with you over coffee and make them three promises:

1. Won't take more than _____
2. No _____ to decide anything
3. I'll answer all your questions about _____
_____. And if I don't know the answer, I'll find it for you!

Your 6 Recruiting Cards can be done:

- In _____ over coffee
- On _____

Download the 6 Recruiting Cards at www.cookiee.com under Business Tools—Business Resources—6 Recruiting Cards along with the instructions (6 Recruiting Cards—How to Use). Be sure to call your Upline to help you practice!

Have a New Consultant Orientation with your new recruit.

Review the QuickStart program with your new recruit. This is included in your New Consultant Orientation outline.

Attend the next scheduled Consultant Basics Training with your new recruit. Why would it be important to attend CBT with your new recruit?



CONSULTANT BASICS TRAINING #7

Product Knowledge

Product Knowledge:

At Cookie Lee, fashion is all around you!

Cookie, our designer

Catalogs

Remember, YOU are _____ in department store jewelry counters!

Company resources for product knowledge

Online product training

- Watch it the first time for _____.
- The second time you watch it _____.
- After that, watch the online product training at _____.

*Cookie Tips

*Traditional looks



*It's important that you know the total price of every sensational look YOU are wearing or demonstrating. Once you state the price, you can quickly add, "***BUT when you book a show, this look is only (X dollars) because you can purchase the most expensive piece at 50% off!***"

Notes: