



Recruiting CONVERSATION TIPS

Recruiting conversations don't have to be difficult! Use these tips on who to talk to, what to say and how to invite as you work on building your team.

Who should you talk to?

- Your friends and family. Start with the people who love and support you!
- Your best Hosts and customers — they often make the best teammates because they are already so invested in Scentsy.
- The five most successful people you know. Often the most successful people are those who are busy and can multitask. Look for people who would bring that same energy to your Scentsy team.
- Referrals. Ask for bookings and referrals so you can meet more new people. Ask party attendees, Hosts, customers, acquaintances, family, etc. You can ask for referrals directly or create a different system (place a sticker on each of your orders, initiate social media challenges, mail postcards, etc.).
- Anyone and everyone. You just need to find out something about the person you're talking to, or a situation you can both relate to, then get the conversation started.

What should you say?

- Communicate what's currently happening that might appeal to prospective team members. (e.g., new catalogue, products, programs like Scentsy Club and Whiff Box, partnerships with Disney, etc.)
- Communicate what's happening this month, and why this month is the best time to join Scentsy.
- Share your own Scentsy story and include the personal reasons why you joined.
- Once you know this person and how Scentsy could benefit them, share that with them. Be sure to focus on their interests (not yours) and how the Scentsy opportunity can fill their needs.
- Get people to ask you about Scentsy. When someone shows an interest in your business, you have them hooked — there's no need to pressure them into joining.



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Now that you've shared your message about the Scentsy opportunity, it's time to extend the invitation to join. A simple way to move from your message to an invitation is through a bridge statement. This provides a natural transition from speaking about your Scentsy experience to inviting them to become a Consultant.

A good bridge statement incorporates your best understanding of who you are inviting. What interests or motivates them? What unique traits do they have that would help them succeed in this business? Here are a few ideas for bridge statements:



For good customers: "You already love the product and have told everyone how much you love Scentsy. You would make a perfect Consultant!"



For friends/family/people you already know: Tell them what you've been up to with your business. "Wouldn't it be fun for us to work together?"



For party attendees: "We have so many amazing products in our catalogue. Since the product is so easy to sell, it's a great way to make some extra income. Are you at all interested in joining?"

Here are a few ideas for bridge statements you might use based on their unique traits that would make them great for Scentsy:



"You're so friendly. I think you'd be great at Scentsy."



"You mentioned that you love to travel. I think Scentsy would be great for you because you can earn exciting trips abroad, or take more time to travel solo."



"You're so motivated. I think you'd be a great addition to my team."



"I think Scentsy would be a great opportunity for you to meet new people and gain a network of supportive and positive people with similar goals."

Right after your bridge statement, ask them if they're ready to get started! Express confidence in them and let them know they wouldn't be in this alone — you'd be with them every step of the way. And don't overthink the invitation — just ask! If the answer is no, that's okay. Sometimes a "no" just means "not now."

Use the Share the Opportunity Worksheet to craft your join message in detail.