

# Team Building

## TRAINING GUIDE

*“Leaders should influence others in such a way that it builds people up, encourages and educates them so they can duplicate this attitude in others.” – Bob Goshen*



Take a moment to think about how you felt when you first joined Scentsy. Were you excited? Overwhelmed? It’s a thrilling time, but it may have felt scary to take a big risk.

No matter how you felt, you decided to go for the future you always wanted, and now you’ve been given a gift — YOU get to help team members achieve THEIR dreams! Of all the Consultants they could choose from, they chose YOU as their Sponsor. And while you’re helping new team members learn and grow, you’ll be growing personally and professionally, too.

To help you be a successful and effective leader, we’ve identified a list of fundamental skills to help guide you as you guide your new team.

THEY ARE:



Think of these as actions you can take to engage and support your team as you help them achieve their goals. You can’t do one without the other! These steps work in tandem to build a successful foundation for supporting your team members. When you understand how these fundamentals work, you can use them in every aspect of your business — especially through positive leadership — so your team grows and excels with you.





# ▶ Prepare

*“Luck favours the prepared.” – Louis Pasteur*

**Sometimes we think people are just lucky. In reality, they are the product of preparation.** For example, Directors are not magically promoted by chance. From the beginning, they established a plan for their business and how they would achieve it. Take time now to set yourself and your team up for success with the tools necessary to support one another and achieve the goals you each desire.



**Being prepared means leading with intention.** You are more likely to excel if you're deliberate in thinking about what your team needs beforehand. You should have a few systems in place so you feel competent mentoring new team members, and confident in taking what you did to be successful and sharing that knowledge with your team. Think about what you've done that has led to your personal success with Scentsy, and identify the tools needed to lead your team to the same success you reached through hard work and dedication.

- What helped when you first started your Scentsy journey?
- What do you wish you had known in the beginning that will make your team members' first steps more manageable?
- What helped you get to this point?
- How did you get new team members?

What you do today will affect your business two years from now. Putting systems into place on Day One will ensure you have a game plan to help your team. In turn, team members will be prepared to take on the challenges of running their own independent Scentsy businesses.

**So how do you ensure your team members get the support they need? By creating scalable systems!**

Scalable systems break down large tasks into smaller, achievable to-do lists that you can maintain whether you have a team of one or 100. They can be used for each component of your business.

Apply a scalable system to communicate with your team and customers to help the people connected to you feel like their needs are being met. Simply organise communications to specific days of the week.

Here's an example of a scalable system that includes devoting additional time to team members who are just starting their journey.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Hosts	Customers	Team member #1	Team member #2	Potential recruits

# Prepare



As you streamline your communication process by taking advantage of Facebook groups, text blasts and team meetings, you may only need one day a week for your team.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Hosts	Customers	Team	Potential recruits	Team leaders

Here's another way to look at it. Consider the three phases of your team members' journeys to determine how much time to spend and with whom.

DAYS 1-70	DAY 71+	TEAM BUILDERS (Lead and above)
Weekly individual contact	Weekly team contact Monthly individual contact	Weekly individual contact

You can take these systems further by adding daily, weekly or monthly Consultant recognition and business tasks. That means things like Scentiversary postcards, Host thank you notes and customer samples. **The system that works best is the system you'll use.** Figure out what works for you and your business, and you'll be rewarded by the results and the achievements of your downline. Make sure you share this scalable system idea with new Consultants to help give them a strong start.

New Consultants need to be prepared to take on a new business, and you can help facilitate that with a welcome packet. It's a great way for them to get started without feeling overwhelmed. Your packet should provide direction and inspiration.

## MAKE SURE YOU INCLUDE:

- A brief welcome letter sharing your excitement for their new adventure and thanking them for choosing you to be a part of their Scentsy journey.
- Your contact information and availability.
- Contact information for Consultant Support (live chat, support tickets and phone number).
- Links to Scentsy Facebook groups and your team's Facebook group.
- Information about training opportunities available through Scentsy training calls, online through Facebook Live and Zoom, as well as in the Training Centre.
- Encouragement to work toward earning Shooting Star and Scentsational Start.
- A small welcome gift that won't break the bank and can easily be repeated. A magnet with your contact info or an enamel pin are great options!

Email a digital version of your welcome packet to Consultants who aren't local, and pop your small welcome gift into the mail.

You don't need a perfect system in place on Day One for your downline to achieve their goals. **The great thing about scalable systems is you can improve them as you grow.** Just have a few things in place to start, so that when writing thank you notes, leading team meetings and cooking dinner, your brain doesn't break!







# Prepare



Know the products, be familiar with sales and become a Scentsy brand ambassador. When you take the time to learn about products, promotions, news and events, you'll be prepared to address questions and concerns from your team. Active preparedness means checking your Workstation's **News** tab for announcements, reading product training guides and learning the best practices for running your business. When you're comfortable with the brand and answering questions from your team, you'll be confident in your skills as a leader. More importantly, your team will view you as a credible leader. In turn, they'll replicate what you do. It becomes a cycle that continues as your downline recruits their own team members. **Lead the way by preparing yourself now.**

Take initiative! You *will* experience obstacles and feel overwhelmed sometimes. You may question how you'll maintain your own sales while also building a team. But you will overcome those obstacles and be stronger because you implemented the right systems early on. This allows you to maintain business momentum while providing your downline with the tools needed to ensure their success.

## Active preparedness reinforces your ability to accomplish the other fundamentals.

-  **1** You are ready to discover how to support your new Consultants!
-  **2** You are prepared to coach them toward their goals!
-  **3** You can connect them to people and resources that will best benefit them!
-  **4** You can replicate scalable systems with your team so they can continue the cycle with their downline!



You can run your business *and* mentor your new team. Time management helps! Make sure you schedule time to complete your tasks and communicate with your customers and team members.

When you're prepared to meet challenges head-on, you'll be confident in your ability to build your team into a strong, dynamic group of people working together. It's doable and worth it!

## Tip!

The **Business References** tab of your Workstation has a Daily Action Sheet to help track business needs, weekly goals and communication with your team and customers. It's a great way to make sure you're hitting the goals you set for yourself.





# ▶ Discover

*“The art of teaching is the art of assisting discovery.”*  
– Mark Van Doren

Discovery is the foundation of building a relationship with the people in your downline. Your goal is to discover more about each team member, help them learn about you and establish trust in you and Scentsy. This discovery is a two-way street, meaning you discover their needs, desires and how to best support them, and they discover your goals, expectations and enthusiasm for helping them succeed. You learn about your downline and solidify the relationship so they’ll be more likely to open up to you. **Be a part of their journey by helping them discover ways to build their business.**



Consider your “why” — the personal and heartfelt reason you joined Scentsy. It’s part of your journey and how you’ve grown your business. Take time at the start of each team member’s journey to discover their “why.” The right questions will build trust and excitement for the journey you’re taking together. Plus, they’ll feel comfortable sharing their vulnerabilities and especially their “why” with you.

## *Who are they?*

Get to know their story, and learn more about who they are. Where are they from? What are their hobbies? Do they have kids? No need to get too personal, just get them to share a bit about themselves without prying. The goal of discovery is to learn what you can to successfully coach and connect. Remember: Coaching and connecting are related!

If you already have an established relationship, you don’t have to rehash the information. Instead, ask questions about how things are going for them and how they’re feeling. Use this opportunity to reinforce trust and excitement in Scentsy and the new adventure you’re taking together.

## *What are their goals?*

What do they want to accomplish with their Scentsy business? Is it simply for fun, or do they want to make it a full-time job? Your goals for your Scentsy business may be different than the goals of your new team members. Many Consultants already have full-time jobs or can’t commit the time it takes to grow a business and earn promotions. You will better serve them if you make it about their goals. Understand what your team members want to achieve, so they can successfully meet the goals they set.

## *Where do they plan to focus their efforts?*

Is your new Consultant in love with doing home parties? Do they enjoy the simplicity of connecting through social media? Understand what works best with their level of commitment, then coach and connect them to the resources to be successful.



## When do they want to work on their business?

Do they have the time and ability to work it full time? Are they planning their Scentsy business to be an evening or weekend hobby? Find out how much time they want to dedicate to their business so you can make a schedule for checking in. For example, stay-at-home parents and full-time students may not be able to meet during the day. Knowing things like this helps you understand who they are.

## Why did they join Scentsy?

This is the question to ask and one you can build up to since they're more likely to share it when they trust you. Their motivation and "why" is likely something personal. What made them take the chance now? Knowing this will help you support their needs.

## How can you support them?

Discover how often they need or want your help. Some Consultants need extra support and encouragement in the beginning. Others are excited to jump right in and discover things on their own. Knowing their needs will help you coach them to the best of your ability and connect them with the right people and resources.

### DISCOVERY IS A TWO-WAY STREET!

<b>SPONSOR</b>	Learn the <b>Who, What, Where, When</b> and <b>Why</b> for each new team member. Figure out how you can best support them.
<b>NEW CONSULTANTS</b>	Share their "why." Identify the type of support they need from you as their Sponsor. Discuss possibilities for the future.

**Discovery is an ongoing process.** Remember how much you've learned and grown since starting your Scentsy journey. The same will happen with new Consultants. Don't stop discovering who they are, what gets them excited about their business and the new challenges they face. Their "why" might change as they see new possibilities and dedicate more time and effort to their Scentsy business. Continually rediscover how your frontline changes, and find new ways to support them on their path.

## Tip!

Take the Scentsational Start journey with new team members to learn their engagement level. Do they check their email every day? Are they going into their Workstation and completing the tasks? Figure out who is engaged with their business so you can focus your efforts on those who are committed to Scentsy. Help make their first 70 days awesome!





## ▶ Coach

*“Give a man a fish and you feed him for a day.  
Teach a man to fish, and you feed him for a lifetime.”  
– Maimonides*

Coaching empowers team members to take initiative and learn what works best for their business. It's a win-win situation for you and your team. New Consultants need to develop their own effective systems and become experts at running their business – it boosts confidence and builds excitement! They'll also be more likely to stick with their Scentsy business and recruit their own downline. In turn, you'll constantly be growing your team, and when team members can run their business with minimal support, you can focus your efforts on developing your new frontline. **By empowering your team, you can continue working your business and have the time you need to provide attention and encouragement to everyone.**



Coaching is not a one-time event; it's a process. When you model the behaviour you want to see from your team, you set them (and yourself!) up for success in the future. Take time now to train them on the Six Skills of the Selling System (Six Skills information is available in the Training Centre!) and develop them into strong leaders for their new team members.

**The TIME acronym – Teach, Illustrate, Mentor and Empower – will come in handy for coaching and mentoring your team:**

### 1. Teach.

Explain the purpose of the task or behaviour so they understand the relevance to their business. Share how this behaviour has helped your business. This first step of coaching introduces new Consultants to what you want them to do.

### 2. Illustrate.

Show them the task or behaviour you want them to duplicate. For example, demonstrate how to set up an online party or enter party orders. Then they can ask questions and better understand their Workstation.

### 3. Mentor.

Have them perform the task while you sit beside them and provide direction. Mentoring can often be difficult, because we want to do a task for someone or take over if they struggle, but the struggle is where learning and growth happen. Don't take that opportunity away from them! It's worth the time and effort to encourage them to do tasks on their own.

### 4. Empower.

Now that they know how to do the task or behaviour, let them do it on their own! Instead of taking an active role in their learning, you are now taking a passive role. *They* do the work, you support and encourage.



Think of TIME as a ladder your team climbs to achieve mastery of a skill. They start on the lowest rung, where you teach them an idea or behaviour. You do much of the heavy lifting, but with each step up the ladder, your level of involvement decreases until they find success by doing it on their own. When they reach the top, they've mastered the skill or behaviour.



## PEOPLE LEARN BEST WHEN:

- **Individual learning styles are respected.** Vary trainings so every kind of learner has the opportunity to understand the task or behaviour that makes sense to them (visual, audio, tactile, etc.).
- **The process is supportive and positive.** It's an exciting time for new Consultants, but it can also be overwhelming. Keep it fun and engaging. Learning new skills should be enjoyable for both of you!

Goal setting and accountability are large parts of coaching, because they provide motivation to work toward what you want. It's about creating a plan and being accountable for achieving your goals. However, goal setting can be tricky if you haven't done it before. An easy way to remember how to set goals is to make them SMART goals!

- **SPECIFIC:** What do you want to accomplish and why?
- **MEASURABLE:** How will you know when you're done?
- **ACHIEVABLE/ATTAINABLE:** Is it challenging but possible?
- **RELEVANT/REALISTIC:** Does it matter? Is it the right time? Will it drive you forward?
- **TIME-BOUND:** Does it have a clear start and end date?

INSTEAD OF THIS	TRY THIS!
I want to earn extra money.	I want to earn £300/€300 ( <i>specific/measurable</i> ) each month ( <i>time-bound</i> ) to cover my car payment ( <i>achievable/relevant</i> ).





Holding your team accountable for their goals is important, because when they achieve their goals, they see that the effort they put in is worth it! They will stick with it and push to stay on track, and you will have helped them make it happen! Remember, this is about their business and *their* goals. Encourage them and help them stay accountable, but don't forget that their definition of success will be different than yours, and that's OK! **Your job is to provide guidance and accountability for what they want from their business.**

## The easiest way to help your team members stay accountable is to:

1. **Have them post their goals.** This is a great opportunity to use social media! Have everyone share their goal and purpose on your team's Facebook page. When you identify the reason behind goals, you commit to something greater (the larger things that drive you, like family, friends, security, freedom).
2. **Check in with team members frequently and consistently.** Schedule follow-up appointments to chat with them. Ask them how they're doing. Are they getting close to achieving their goals? What challenges are preventing them from reaching their goals? What can you do to support them? Reinforce that you're on their team and are there to help. Provide support, knowledge and encouragement to help them reach their goals.

Finally, celebrate the goals they accomplish and then help them create new ones! **What is rewarded gets repeated, so recognition of your team's achievements will contribute to a strong community that is supportive and driven.** Recognition doesn't take a lot of time or work. It should be simple and repeatable. Most importantly, it should be heartfelt and genuine.

## Here are some easy ways to recognise your team's efforts:

- Shout-outs on social media and in team meetings.
- Texts and phone calls.
- Emails and newsletters.
- A postcard saying how proud you are of their accomplishments.

**Recognition can easily be implemented as a scalable system.** Create a calendar with everything you plan to recognise each week, so you don't miss anyone you want to celebrate!

Support, encourage and challenge your team. How can you support them when they hit a roadblock? How will you celebrate milestones and small successes? How will you challenge them to push themselves? Don't forget you can reach out to your upline or Sponsor for support, as well — it's continuous!

## Tip!

Use simple terminology. If you use terms like TWV and GWV, it may be confusing. Use terms that are straightforward — new team members will learn Scentsy terminology as they continue on their journey.





## ▶ Connect

*“Connection is the energy that is created between people when they feel seen, heard and valued – when they can give and receive without judgment.” – Brené Brown*



### Within Scentsy, “connect” has a variety of meanings:

- Connect with new team members.
- Connect team members to each other.
- Connect your team to resources and tools to help them learn and grow.
- Connect team members to the home office for events, resources and communication.

All of these meanings are important when we talk about connection!

**Connect with new team members.** You built a relationship with your team members during the Discover step. As their Sponsor, you continue to support and encourage them. Schedule some time each month to answer any questions or concerns. Recognise them for the small successes and for achieving their goals. As your team grows, find simple ways to connect that will make everyone feel welcome and supported. For example, a monthly team meeting is a great way to show your excitement for their growth. Plus, you can share ideas and experiences, and provide support.

**Connect team members to each other.** Build a community by creating opportunities for team members to connect with one another. Start with a Facebook page for your team and host monthly team meetings so everyone can get to know each other better. They can provide one another with ideas, tools and a strong support system to collaborate, share successes and offer solutions to challenges.

Attend Scentsy events as a team. Scentsy events provide great learning opportunities, and your team will be able to meet in person and form friendships that will encourage them to keep working their businesses.





**Connect your team to resources and tools to help them learn and grow.** Build confidence and self-reliance in your team by making sure they know where to find tools and resources provided by Scentsy, you, and other Consultants. Connect team members with people who have experience in areas where you may not. If a Consultant is interested in fairs and shows, but you've never done one, connect them to a Consultant who is a fair and show rock star so they'll get the information they need to be successful. You can *prepare* by having a list of people who are willing to help other team members.

**Connect your team to the home office for events, resources and communication.** Help your team see they're part of something bigger than themselves. When your downline connects with the home office, they'll receive company news, a healthy dose of Scentsy Spirit and be excited for what's to come!

## Examples:

- Encourage your team to attend Scentsy events like Scentsy Family Reunion and World Tour, and to earn incentive trips! Not only will they get plenty of tools and ideas to run their business, but they'll feel rejuvenated and motivated.
- Trainings in your Workstation are constantly being added and updated to reflect best practices. The Training Centre contains a wealth of ideas and resources to help with every step of the Scentsy journey. There are also weekly training calls for all levels of Consultants. Topics are taught by Directors and the home office so your team will receive fresh ideas they can implement right away.
- Social media is a powerful connection tool. Follow Scentsy on various social media channels for engaging content and opportunities to interact with members of the home office team, including Heidi and Orville Thompson!

Make it a priority to ensure your downline feels like they belong at Scentsy and on your team. When they feel confident in their abilities to contribute, they will continue the positive cycle of recruiting new team members and following in your footsteps.

Maintain a record of when you reached out to your team members during their first 70 days; note when you last talked, what you talked about and follow-up action items.

Post a message to your team's Facebook page every day to keep it active and engaging. Include shout-outs to people reaching promotions, challenges to keep your team excited and reaching their goals, and product training to help them grow their business.

## Tip!

Your Workstation has a wealth of help and support. Encourage your team to log in to their Workstation every day to stay connected.





# ▶ Replicate

*“We rise by lifting others.” – Robert Ingersoll*

Replication is not just another step in the process. When you consistently *Prepare, Discover, Coach* and *Connect*, your business will grow. Your frontline will see the importance of these fundamentals and replicate them with their frontline and continue the cycle. Once that happens, you gain momentum in your business that cannot be achieved through individual effort alone. When your team begins to build their own teams, that’s where the magic happens!



How do you achieve replication? Through consistent application of these fundamentals. The behaviours will turn into habits, habits into routines, routines into systems and systems into a lifestyle. Your team members will see the results and want that for their business, too.

It should be an ongoing cycle that continues through each stage within their business. Remember, it starts with you! Model these fundamentals so it’s an easier process for your team members to adopt.

## Takeaway



*“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” – Maya Angelou*

You play a critical role as a mentor and leader for your team. Be there for them, show them the possibilities with Scentsy, and encourage them to do the same for their new team members. Scentsy’s core values are Simplicity, Authenticity and Generosity. Don’t overthink it: Be yourself and continue to bless others with the Scentsy opportunity.

At the end of the day, everything you do is about the relationships you create and the people in your life. Sponsoring is a wonderful privilege, and you get to help your team members realise their potential and achieve their goals. That’s a gift you can always treasure!