



Huge Spring Party Sales & Customers for Life Study Guide

Welcome everyone to "Huge Spring Party Sales & Customers for Life" webinar. Let's nail this training! Download the study guide and get ready to attract high end party sales and repeat customers for life. Step into the moment, enjoy the training and my invitation to you is to schedule time within the next 72 hours to review the transcript and take action..

Take a breath and get grounded. If you have a question about the training, please add your question in our question box at any time. I promise to answer your questions at the end of our webinar. At the end of the webinar I would love to connect with as many of you LIVE as possible. This is an opportunity for you and I to connect live answer your questions, coach you around the process and give you a customized action plan to achieve greater results. At the end of the training we will remind you how to open up your line to connect with me live. We're also giving away some awesome drawings for those of you that share your greatest takeaway from our webinar. After the event, pop over to my Facebook page and share your greatest takeaway from our training and we'll enter you into drawings for Lifeline product at www.facebook.com/SteveWiltshireLifeline.

During our training I'll share several Success Strategies on how to attract extremely high party sales and customers that continue to come back for more and this equates to high profits in less time and repeat business from your live and virtual events.

Success Strategy #1: "Create a VIP Program that will attract customers for life:

By far the greatest decision you can make to give your customers greater value and engage guests and customers to be a customer for life, is to create a VIP Program. You could give your program several different names. It's basically a program that gives your customers special services and opportunities.

Ok, let's breakdown the process

- Come up with a name for your VIP Program.
- Create a Private Facebook Group for your customers.
- Do monthly drawings.
- Create a Customer Care Packet (letter, coupon and business card).
- Host a VIP Party quarterly.
- Post weekly tips regarding your product.
- Most importantly, design and practice your commercial.

All of you that our Gold Members or join our Gold Program today will receive all the documents and learn how to create an incredible VIP commercial which is basically what I said earlier when your sharing your VIP Customers during your party experience. All of this and more is located in my course, "Exploding Your Personal Business Over The Top," which is one of 9 courses we offer in the Protege Gold Program.

Success Strategy #2: Use tools that affirm your customer’s interest level about purchasing, hosting and learning more about your business opportunity.

Wish list

When you check in with the guests during the shopping experience you simply thank them for joining you and ask two questions.

- *What are your favorite items?*
- *Is that what you want to get tonight?*

Gold members, I have an extraordinary wish list in the course “Exploding Your Personal Business over the Top.” Simply visit the Gold Library, click on courses and then click on the “Exploding Your Personal Business over the Top” course.

Guest Care Card

How do you determine your guests interest level regarding purchasing, hosting or seeking your business opportunity?

I offer my Gold members an extraordinary user friendly guest care card. For example, three of the questions on the guest care card are...

- Indicate your interest level on a scale of 1 – 10 about joining my complimentary Customer VIP Program and receiving a \$50 shopping spree at 30% off.
- Indicate your interest level on a scale of 1 – 10 about hosting your own friend’s night out party.
- Indicate your interest level on a scale of 1 – 10 about learning more about our business opportunity.

Million Dollar Protégé Gold Membership Program



The program for direct sales professionals who want consistently high sales, high personal recruiting, huge results and *more time for what matters*. Build your personal business and unlock your potential with Lifeline's best resources at an AMAZING price— and get **membership for LIFE!**

Benefits of the Gold Program

Personal Access to Lifeline's Protégé Library

Your own personal username/password for the Protégé Library with 24/7, 365 days/year, lifetime access.

9 Instant-Access Ecourses (\$2,900 value)

Nine online self-paced ecourses to build your ideal business, increase your income, leverage your time and live an empowering life!



Exploding Your Personal Business Over the Top



Choice Management: Taking Back Your Life, Time & Business



Partnering With Your Hostess: How One Hostess Can Lead You to Hundreds



Launching Your Greatest Holiday & New Year



30-Day Recruiting Mastery Boot Camp



Designing a Life & Business Plan



Rev Up Your Sales & Recruiting through Facebook Parties, Facebook Opportunity Events and Social Media Secrets



Launching the New Year With an Ideal Personal Business and Income



Living a Life of Self Esteem

Private Community (\$195/yr. value)

Connect with other Gold members in our Private Facebook community to share ideas, ask questions, network and get inspired!

Shareable/Downloadable Training Materials (\$495 value)

An entire library of Complimentary Resources with shareable videos, audio and document trainings with short training to build your business and train your team.

Monthly Group Coaching with Steve Wiltshire or a Lifeline Coach

(\$1,600/yr. value)

Coaching Works! Every month you'll have the opportunity to join Steve for a Group Coaching Experience and receive coaching! Can't attend? It is recorded and added to the library.



“Direct Sales University”

Membership (\$195/yr. value)

Your Protege membership includes

lifetime access to Lifeline’s “Direct Sales University.”

BONUS: Specially Priced Coaching & Group Coaching Opportunities

Protégé Gold Coaches, *Jennifer Andersen* and *Christina Hanthorn*, lead Group Coaching and Masterminding groups each quarter. This is a specially priced offering that is completely optional but a big bonus!



Jennifer Andersen



Christina Hanthorn

Special Price – This Event Only: \$5,300 Value

~~12 payments of \$67~~

12 payments of \$37

Total \$444

(Regularly \$804.00)

~~4 payments of \$137~~

4 payments of \$87

Total \$396

(Regularly \$548.00)

~~1 payment of \$487~~

1 payment of \$297

(Regularly \$487.00)

Success Strategy #4: Create an extraordinary shopping experience that yields high sales and mega bookings

In my 20 years of being in the field I very rarely sold under \$7,50 in a month even after I built a \$19 million a year business and I mastered developing strong personal producers. This was my intention for every party!

- My #1 objective was for my guests to approach me on their way out at say, *"This was the best party I have ever been to!"* Seriously!
- For guests to have a blast and realize it wasn't a typical, boring direct sales party.
- Bringing meaning to others; to connect and bring out the best in others!
- Connection with guests; fun, energetic and playful.
- All guest orders complete that evening.
- Guest scheduling future parties.
- High sales.
- I wanted my hostess to participate with the guests, support me in writing up the orders and I wanted her wish list completed by the end of the party so I could solidify her free shopping and usually she was my highest order.
- I wanted my host focused during the shopping experience instead of distracting the guests by showing her vacation photos, serving them or showing them her brand new patio furniture.

What do you want?
