



## **WORDS TO SAY**

This guide gives you all the words to say to accompany our Work Smart Plan in Self Made University as you Follow our 4 Step Cycle to get sales & new customers and share what it's like to be an Ambassador.

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### Top Tips to reach out like a Pro:

- It's a numbers game. Use our tracker to count it down. Reach out to 10 potential customers weekly to create momentum. You will average a reply from just a few of every 10 reach outs, resulting in 1 yes! That 1 YES is what you're looking for and makes it all worthwhile.
- Be direct. Always includes a simple offer. Attach a marketing image or video. Find or create your own in your essential Mimi App.
- Referral Rewards are a win-win-win that you'll always want to offer in a warm and direct way. Her friends access exclusive deals, she gets free and half price items and you get to meet new potential customers - win, win, win!
- We find that a 3-touch outreach works best since you won't often hear back on touch 1, 2 or even 3 and we give you words for all 3 touchpoints.

## Build your List of 40

Your big list of 40 is a living list that keeps your sales thriving and is key to your business. Here are some words to say to keep it growing.

### The Order of Offer

#### Meet New People Via Referral Rewards

Referral links are win-win-win. The referrer shops for free and half price, customers access 50% off items, and you gain access to a whole new network of people. Add them to your 40 list for future reachout (see 3 touch reachout words below).

*I love your selections! Did you see these other items that are similar - they feel like you too! Why don't we get you this now- & you can share your referral link to share with friends so they can have the same experience! You'll earn free and half price- and we can add an online event or even pop up in your kitchen and have fun shopping together. I can set up your event right now - shall we do it?*

### On the Go

You're meeting new people every day as you're out and about in your busy life. Here's how to turn a stranger into a warm connection.

When you get complimented on your style, sentiment or glowing skin:

*Thanks! I love it too - it's one of my go-to's! Have you heard of Stella & Dot Social Retail? I rep the line- and I love it. Why don't I send you my website so you can check it out? Should we connect on insta? What's your handle and I'll follow you right now.*

*When you get asked "what do you do?: I am a \_\_\_\_\_, but I also share style, sentiment and skincare through my Stella & Dot Social Retail shop - which i really love because it's a departure from my every day and has been super fun!*

*Would you like to see what I'm talking about? (Show your personal website or a couple of pics saved to your phone). I'd love to send you my link- i think you might love it!*

## On Social Media

Share regularly and look for likes and comments. Like them back or direct message to say thank you and share more. Say something like:

*Thank you for your like. That look I am wearing has been so popular and fun to share. Here are a couple more versions of it (share 1 or 2 shoppable mimi images). I would love to share with you some more fun looks like it- let me know what you liked most about it and I'll personalize a board for you. We could even shop it free!*

## Touch 1 Reachout Words to Say

**Touch 1** is your Reachout where you share Style, Sentiment and/or Skincare, over \$200, focused on best sellers, based on what is happening at that time and what will appeal most to your customer. It always includes the offer to get a personal link from me, that you can share with your friends and family, and we can get together virtually or in person to share.

### SEASONAL WANTS & NEEDS

*I've included a few items I think you will love, along with a personal link for you to shop and share. This link gives access to 50% off select items for the friends you share it with, and when they shop, can you 50% off any item you choose, as well free shopping credit!*

### SALE

*We have an amazing limited time sale right now! Here are a few pieces that I think you would love with some of my favorites, and I can help you earn them for free or half price! I'd love to help you share what you love with*

*friends and family! I'll send you a personal link from me, you'll share it with your friends and family, and then we can gather them for some fun either in person or virtually. Why don't we just do it!*

#### GIFTS

*I know you've got some gifting coming up and I thought of some great suggestions for you. Here's one. Would you like to see another style or price point? I'd love to help you share what you love with friends and family and get you rewards too! I'll send you a personal link from me, you'll share it with your friends and family, and then we can gather them for some fun either in person or virtually. Why don't we just do it!*

#### GIVE BACK

*I wanted to share with you - I am so happy to be able to give back through my S&D Social Retail business by sharing this amazing offer. For every piece sold, \_\_\_ happens. Thank you for supporting this cause with a purchase. I'd love your help making a bigger impact! And, I'll get to say thanks by offering you free and half off shopping! I know you'd love it- here's a pic - and I think your friends might love it also! Would you be interested in grabbing some great pick me ups or gifts and at the same time helping a great cause? I'd love to help you share what you love with friends and family and get you rewards too!*

*I'll send you a personal link to shop and share, you'll share it with your friends and family, and then we can gather them for some fun either in person or virtually. Why don't we just do it!*

#### BIRTHDAY REWARDS

*Happy Birthday! Your \$25-off birthday gift is waiting and it's a great time to pick up some new style, sentiment or skincare! You so deserve it and your friends do too - I pulled together this look for you, knowing your style and this must have (SKINCARE). I'd love to help you share what you love with friends and family and get you rewards too! I'll send you a personal link to shop and share, you'll share it with your friends and family, and then we can gather them for some fun either in person or virtually. Why don't we just do it!*

## INSIDERS CLUB REWARDS

*Liz! Did you know that you have \$XX in Loyalty Rewards set to expire? I don't know about you, but I hate missing out on anything free! I took a few moments and put together some pieces that remind me of you most - did I come close to what's calling your name right now? I'd love to help you share what you love with friends and family and get you rewards too! I'll send you a personal link to shop and share, you'll share it with your friends and family, and then we can gather them for some fun either in person or virtually. Why don't we just do it!*

## SKINCARE REPLENISHMENT

*How fun that you tried that EVER Sample/product - trying products are always fun! Here's a link to our beauty quiz-i was thinking it might be the perfect time to try it out and see what other products would work for you. Our products are formulated to work together for optimal results, so I'd love to share a few recommendations too! What do you think? I'd love to help you share what you love with friends and family and get you rewards too! I'll send you a personal link to shop and share, you'll share it with your friends and family, and then we can gather them for some fun either in person or virtually. Why don't we just do it!*

## **Touch 2 Words to Say - Follow Up**

**Touch 2** is sent 2 days later if you haven't heard back as your message has most likely gotten lost, forgotten or is unseen. The goal of touch 2 is really to bump your message back up to the top of her text, messenger or inbox. This sounds something like:

*I didn't want this message to get lost- just bumping it back up because I don't want to miss connecting with you. Let me know what you think because I know you'd love this look!*

## Touch 3 Words to Say - Make the sale or close the loop

**Touch 3** is 7 days later. Your goal here is to close the loop with an order, referral link or enrollment, or close the loop in such a way that it's not the end, but more of a “not right now and I'll reach back to you next season”. Your goal here is to leave her feeling better than when you met.

*It looks like you're busy and I totally get it! I'm here for style, skincare or sentiment whenever you need it- a pick me up, a gift, or great product! I'll circle back with you next season to see how I could help you then! but please reach out any time! Put her on your follow up list for next quarter - you left her feeling better than when you met!*

## Order of Offer Words to Say

Whether you hear yes or no, it's a victory because you offered her the greatest value by sharing the chance to earn Referral Rewards. Here's what to say either way following our Order of Offer.

### No to Referral Rewards

When you get a No, offer all the ways to get maximum value, following our order of offer.

*No problem! You know, I'd love to be your go-to for gifts and pick me ups when you need it! Let's get you the most value now.*

- If she's shopping on a referral link: *Which of these 50% off items would you love to grab? Perfect for upcoming gift needs - and of course one for you too!*
- If she's buying skincare: *I know what you're going to love- 10% off, and never run out. We have this amazing program called Subscribe to Save that puts the easy button on your skincare. And the 10% discount starts today!*
- Every Customer: *I would love to offer you our VIP Program called S&D Insiders Club! You get a free gift for joining, free shipping and 10% back in shopping credit! Kind of a no-brainer and pays for itself so fast!*

- When her order is over \$100: *Free shipping is available at \$125 USD/\$150 CAD. I don't know about you but i'd always rather grab a gift I am likely to need anyway and save the shipping. Would you like some suggestions?*
- When her order is over \$100 and on subscription: When your order is on subscription and \$100+/\$125+ CAD you receive free S&D Insiders Club membership!

## Yes to Referral Rewards

You got a Yes! Share how to make the most of her Referral Rewards.

*Amazing! Let's decide how to make the most of your rewards! Offering your friends an experience is going to make it super fun for them, and get you the most! We'll share a link - should we add on a virtual event or a pop up at your place? Which would be the most fun for your group?*

Then add on what it's like to be an Ambassador - you won't know until you share! Say something like: if you want to earn free products and cash, you should be an Ambassador.

Again, after her event, remind her that she could earn cash and product by once again sharing something like: *That was fun! You love all the products and your friends are amazing! Your Referral Rewards double (as in 2x the shopping spree!) when you join as an Ambassador in the next 30 days! What do you think?*

## Sharing what it's like to be an Ambassador

Now you're sharing the Ambassador opportunity with all those who say yes to a Referral Rewards link, but you're also going to meet and think of people to ask outside of that conversation. Here are the words to share in your own way about why this chance to earn and be a part of our community may be perfect for them! We recommend following 3 simple steps to be the Messenger, not the message- so much simpler!

1. Purpose
2. Products
3. Profits

PURPOSE: "I'm always excited to share as a Stella & Dot Brands Ambassador. Our award-winning accessories and clean beauty brands truly stand apart and our products deliver confidence! But now, I'm more proud than ever! Our purpose-driven company exists to help women rise and just announced it will now give with every single order! I'm looking to amplify our impact and am looking for 10 people who are curious about how you can do well for yourself while doing good for others with your own flexible business."

PRODUCTS: "You seem to really love our products... why not turn that into a payday? As an Ambassador, you'll shop and save 25% or more with our amazing Ambassador discount. *(Share points of difference).*"

PROFITS: "Earn 20-40% and more in our rewarding pay plan. How much you sell, and what products you share, is totally up to you."

## The Confident Close: Turn "maybe" into action

This approach to conversations comes in handy all the time; when you're having a reachout conversation, an enrolling chat or even when helping someone shop. Assume people want what you have to offer, be confident and share that. Many times a "maybe" is a "tell me more" or even an unconscious "convince me". This comes in most handy whenever someone says "maybe". Follow the formula- "we could", "but", and "let's" or "why don't we". Here are some examples:

Maybe I'd like a Referral Link - can I ask my friends and get back to you?

**We can** do that, **but** I know you'll find it simpler to find out what your friends would like when you give them the link- then they know what we are talking about, and I know they'll love it just like you do! **Let's** set up the link and then if they're not into it, we can always just shop!

I might be into hearing more about the Ambassador info. Can I think about it?

**We can** totally think about it, **but** I really think you're going to love what you hear and I'd hate you to miss out. **Why don't** I send you this short video and digital brochure? Take a look and I'll message you in a couple of days. If it's not for you - no biggie- but then you'll know!

## The Power of Yes! How to answer Common Objections

What would be weird? If every offer you made got a yes. Whether you're talking about sharing a referral link, what it's like to be an Ambassador, offering the perks of Subscribe to Save or anything else, you can expect questions and be confident in your answers. When someone responds with, "I don't think i know enough people" Don't say, "Ok then, never mind," and take it as a no. Instead, try feel, felt, found, if I could and offer a solution. Here are some words to use to help you prepare for common questions so that you can share confidence & fun.

<b>Common Concerns</b>	<b>Feel, Felt, Found, If I could</b>	<b>Solution!</b>
I don't know enough people to share a Referral Rewards link with	I understand how you feel- Lots of people feel that way- what I've found is that you know more people than you think. If I could help you brainstorm a guest list, would you be interested?	You don't need a lot of people to have a lot of fun. I'd be so excited to share online or in person with even 8 or 10 friends! Let's think of people from all areas of your life – friends, neighbors, family, kid and professional contacts, social media, your holiday card list.
I'm too busy	I know how you feel - i sure have felt that way too! What I have found is that it really takes no more time to share a referral link than it does to text a friend. If i can make it so easy, would you like to share & shop free?	Referral links are so simple to share! I'll text it to you and you just text your friends and add me. Adding a facebook event makes it even simpler - i'll do all the sharing, you just like and comment!
My friends don't have money to spend.	I know how you feel. If I could show you and your friends our	Half of our line is under \$50 and more affordable than a new outfit. I can show you some great steals!

	Style for a Steal, would they enjoy it?	
I love it- and thanks for thinking of me - but I don't know if I could do what you do.	I know how you feel. You know - I had never done anything like this before either! If I could help you, would it be something you'd like to know more about?	This is all about sharing things you love with people you love - I bet you do that all the time already! I'll help you every step of the way - and really, there's nothing to lose and so much to gain. Should we give it a try together and earn you some free product and cash?