



The Core Elements of Building A Team

Scentsy is “VERY” Unique

- It is a young company
- Has a product that touches the senses
- Founders that are real people
- It is a company with integrity
- Parties are simple to do
- Creating new trends in the industry
- Provides real value to new consultants
- Has high-end income potential
- It's Fun!!!

Your Biggest Challenge

Scentsy Products Great

&

Selling More Than Sharing the
Opportunity

*“The Mass of Men Lead Lives
of Quiet Desperation”*

Henry David Thoreau

What is Recruiting

“Finding people and discovering what they truly want and then if the timing is right showing them how your company can help them attain it”

Building vs. Just Selling

- Selling is limited to your time
- If you stop selling your income stops
- Recruiting leverages your time
- Recruiting creates residual income
- Recruiting adds a multiplying factor to sales

Change A Person's Life

- Sell a person a warmer – “That’s Nice”
- Recruit them and give them an opportunity
– **“You can change their life forever”**

The Value of Extra Income

- The difference of staying home or having to take a job
- The difference of health insurance or none
- The difference of paying off debt or not
- The opportunity for personal success
- The opportunity to use more of your talents
- The opportunity to have HOPE

Party Income

- $\$500 \text{ party} \times 25\% = \125.00
- $\$125 \times 2 \text{ parties/mo} = \250.00
- $\$250 - \$50 \text{ (tax \& expenses)} = \200.00

How much debt could you pay off with \$200 each month?

$\$200 \times 12 \text{ months} = \$2400 \text{ off a credit card}$

$\$200/\text{mo} \times 24 \text{ months} = \4800

$\$4800 \text{ one time deposit at } 10\% \text{ for } 35 \text{ years}$

Age 65 = \$156,665.52

Path To Director

- Recruit 3 Active Frontline Consultants
- \$500 in personal Retail Sales (1 party)
- \$10,000 in Group Wholesale Volume

10 consultants doing \$1000 each per month
= \$10,000

That may take 20 consultants total

The Magic of Compound Recruiting

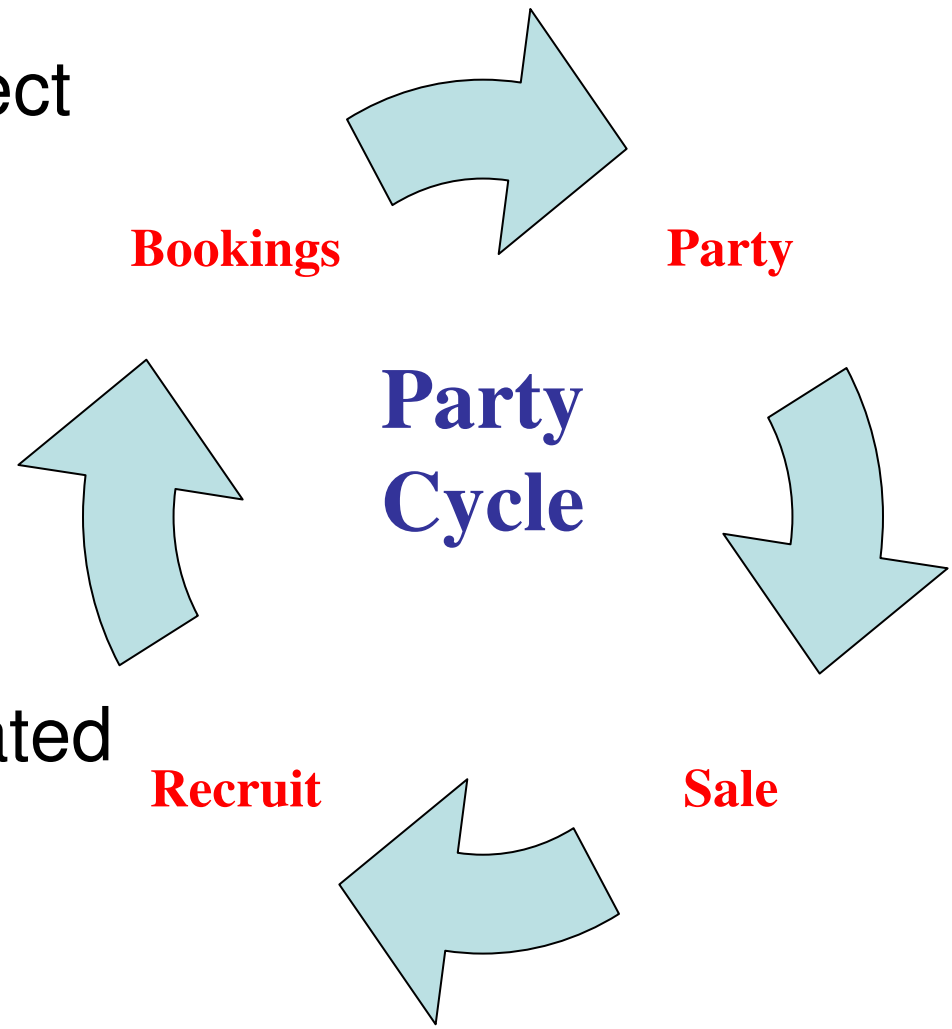
- You recruit 10 consultants
- Who recruit 5 consultants each = 50
- Who recruit 2 each = 100
- $10 + 50 + 100 = 160$ total consultants
- If only half of the 160 do 2 parties/month
- $80 \text{ consultants} \times \$1000 = \$80,000$
- Director bonus = 2% - 9% (average 5.75%)
- $\$80,000 \times 5.75\% = \mathbf{\$4600/mo}$

**Create an Environment
Where...**

***Recruiting & Building
Powers Your Business***

Party System

- Hostess helps prospect
- Fun Environment
- High Sales Volume
- Retail Profit
- Mini Opportunity Mtg
- Book more parties
- Predictable & Duplicated



Law of Attraction

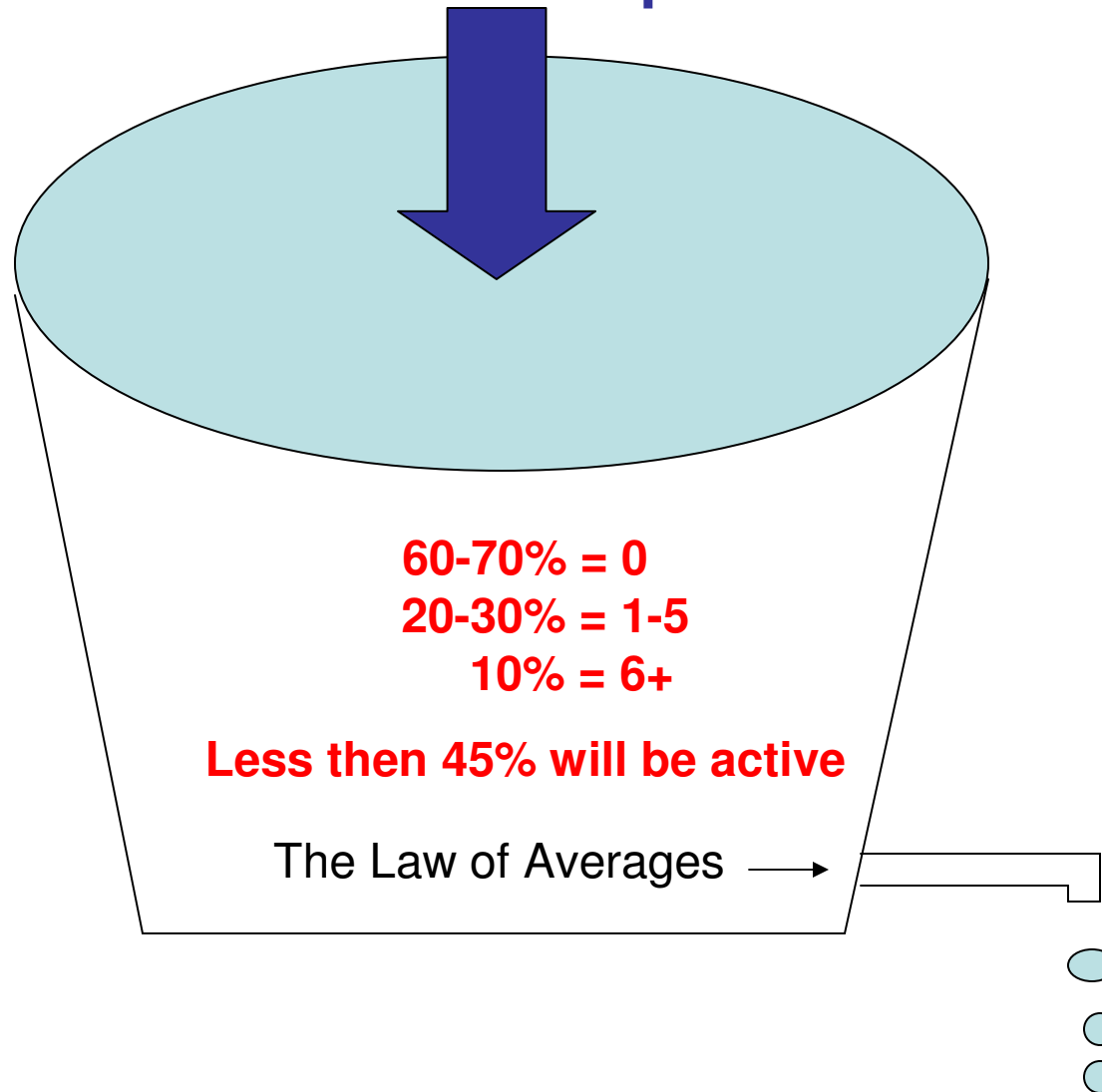


Numbers Business

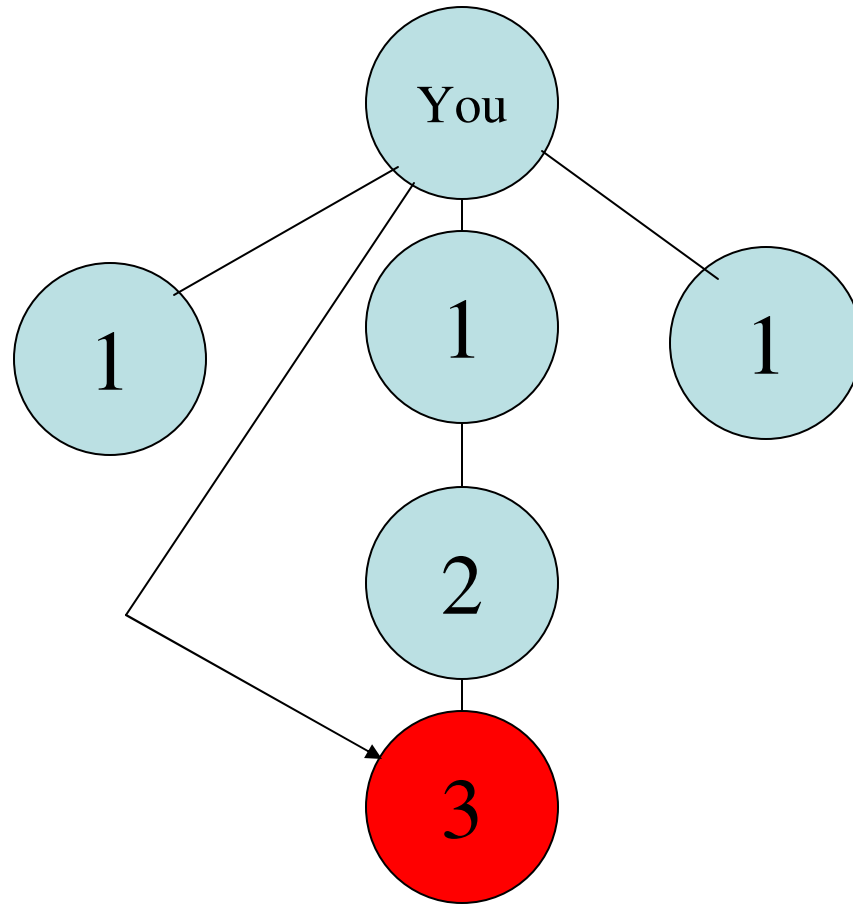
- No matter how much potential your business has
- No matter how good your products are

*What determines the success or failure of your business is the number of people you **Recruit and Keep** & how they **Feel** about their experience with you*

Recruit Large Amounts of New People



Tap Root System



Overlapping Leadership

Be a Lighthouse



Be A Lighthouse

- Be an Example
- Be positive
- Provide support to your team
- Treat others with respect
- People want to know if they can trust you
- Take negative issues upline
- Protect the name of Scentsy

Summary

- This is and always will be a business of numbers.
- The person who recruits the most wins
- The person who books the most wins

Final Thoughts

- Stay focused on Recruiting
- Create an environment where recruiting never stops

Thank You

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