

INTERNATIONAL SPONSORING GUIDELINES

Before actioning any of the guidelines below, check with your upline Emerald and Diamond first. They may have a business in the same country as your prospect. If they do not – follow the instructions below. If a lead form is received into the Diamond Focus office or by an international foster sponsor directly, it is assumed your upline is not active in that country. You can talk to your upline Emerald or Diamond as to why it is important to check upline prior to actioning any lead forms.

THE PROCESS:

1. Study the information below
2. Proceed to International Contacts and establish where you should send your lead form.
3. When your prospect is qualified complete an International sponsoring lead form and forward to the local foster sponsor or to the Diamond Focus office (refer to International Contacts).

WHAT IS CONSIDERED AN INTERNATIONAL LEAD?

Generally speaking an international lead form is completed if you have a prospect in another country who you wish to introduce to the Amway business. Lead forms are prioritised as detailed below:

HIGH PRIORITY:

An existing IBO moving to another country to live and starting up their Amway business in the new country of residence, or someone who has had significant exposure to Amway or N21 and have advised you they are READY TO JOIN.

MEDIUM PRIORITY:

Someone who has already seen the plan, a preview or attended a N21 or Amway function, or listened to Network21 CDs.

LOW PRIORITY:

Someone who has not yet seen the plan, a preview or been given any N21 or Amway material. WE suggest you move this prospect up to a "Medium Priority" category.

INTERNATIONAL SPONSORING LEAD FORM

Complete an international sponsoring lead form (islf). This can be found on the DF web site and completed on line.

QUALIFY YOUR PROSPECT BEFORE COMPLETING AN ISLF.

Qualify your prospect. That is you have communicated with your prospect in regards to a business opportunity and they have indicated they are prepared to have one of your business associates contact them. It is vital to provide as much information as possible to ensure when the foster sponsor makes contact – your prospect is genuinely expecting to be contacted and will be responsive. Pay particular attention to the Amway/N21 questions on the islf.

UNQUALIFIED LEADS WILL NOT BE ACTIONED.

When completing an islf – complete ALL details on the form. Pay particular attention to contact details. We must have a phone number and an address. Lead forms not showing this information will not be actioned. An email address is not an acceptable form of contact detail.

When YOU have qualified YOUR prospect and completed all the required information on your islf you are in a position to send your lead form.

Refer to international sponsoring on the DF web site and you will be guided through a step by step process as to where to forward your leads. In most instances you can forward directly to the foster sponsor, in other instances the lead will come to the DF office. Identify where you need to direct your lead form from the "International Contacts" section under "International sponsoring" on the DF website. Add the foster sponsor's email address where indicated on the islf.

Once the lead form is received by the foster sponsor they will contact the prospect. The better you have qualified the prospect and the more information and contact details you provide – the easier it is for the foster sponsor to achieve a positive result for all concerned. As a guide – reverse the situation. Consider what information you would like to see on a lead form if you had to contact a prospect. If you received a lead form that showed no phone number or no address – or indicates "doesn't know its Amway/doesn't know its N21" - no indication that the prospect is prepared to be contacted – how serious would you take that lead form – what priority would you give it?

FOLLOW UP/WHAT'S HAPPENED TO MY LEAD FORM?

YOU FOLLOW UP YOUR PROSPECT.

It is not possible for us to feedback on the outcome of islf. It is your responsibility to follow up your prospect. You should allow a **MINIMUM** of 6-8 weeks from the time you sent the lead form. **YOU CAN THEN CONTACT YOUR PROSPECT** "how are things going....has my associate been in touch with you yet...etc". If they have not yet been contacted it can be for a myriad of reasons. You may like to take that opportunity to double check contact details etc.

If after contacting your prospect, they have not yet been contacted and are genuinely waiting to be contacted you can suggest your prospect makes direct contact with the foster sponsor.

Obviously you will edify the foster sponsor (your business associate) to your prospect.

Alternatively you can follow up with the foster sponsor directly. No follow up will be made by a foster sponsor or the Diamond Focus unless you have first followed up directly with your prospect. No follow up will be actioned under a period of 6-8 weeks.

If a response on a specific qualified lead has been received it will be forwarded to you. Contacting the foster sponsor with a "have you heard anything yet" – type question is not necessary. If they have any information for you they will forward it onto you.

USA/CANADA

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We have now received the N21USA office for foster sponsors not to contact leads that have not been fully qualified. In other words **ONLY** High and Medium priority leads will be contacted. **NO** low priority leads will be followed up.

Unless the lead form meets the above criteria it will not be actioned.

GREAT OPPORTUNITY

International sponsoring offers many great opportunities and we want you all to take advantage of those opportunities. By following these simple guidelines you will have the best possible chance of a positive outcome for all concerned.

GOOD LUCK WITH YOUR INTERNATIONAL SPONSORING