

# What Qualities Does It Take To Be A Successful Pure Romance Consultant?

Do you wonder what sets the top Consultants apart from the others? We have found that many top Consultants share the same qualities and have uncovered the top 5 qualities that they share. The good news . . . these are all qualities that you can strive to achieve!

## 5 Important Qualities of A Successful Consultant:

### 1. ALWAYS HAS A POSITIVE ATTITUDE.

- Always is excited about her Pure Romance business and the opportunity to help others. Shares this excitement with everyone she meets.
- Looks on the bright side of things.
- Values every contact, even when somebody says, "No." Has learned that, "No" often means not right now. The leads of today will likely be the Hostess or recruit of tomorrow.
- Leaves her personal worries at home, they will be there when she gets back!
- Always talks in positives, for example: "When," you book a party or "When" you become a Consultant, not "If."
- Surrounds herself with positive people.

### 2. ALWAYS LOOKS PROFESSIONAL.

- First impressions are lasting impressions. – Be sure it's a good one!
- She wears Pure Romance Gear often. Chooses professional attire at all times, even when going to the grocery store, the gym, etc.
- Her hair and makeup are nicely done.
- She is somebody you want to do business with because she looks organized and professional.

### 3. ALWAYS PREPARED TO DO BUSINESS.

- Has ample inventory to provide excellent service to her customers.
- Always has a smile on her face and is approachable.
- Listens more than she talks – let's others know how Pure Romance can benefit them.
- Knows that she will reach her goals by helping other people reach their goals.
- Has business cards, catalogs and Hostess Packets with her (with name & phone # stamped on applicable paperwork).
- Has her Planner with her and knows her next available dates for parties.

#### When at a party:

- She is organized, which makes for easy set up and quick fulfillment of orders.
- All printed materials are ready to go (stamped with her name, phone #).
- Her demo's are clean, in good condition and attractively displayed.

### 4. ALWAYS LEARNING AND GROWING.

Follow the motto: the more you learn, the more you earn. Put this in action by:

**Watch the Sales Training DVD & the Party Demonstration DVD.** These two DVD's include sample parties from top Consultants. Watch the Sales Training DVD first, then move on to the Party Demonstration DVD which provides the complete demonstration of the Consultants featured on the Sales Training DVD. Even if you have watched these before, you will benefit from a refresher.

**Sexual Health CD-Rom** This CD-Rom offers comprehensive information about female and male anatomy and the sexual response of both. This provides detailed information to give you a strong foundation on which to base much of your sexual health information.

**Product Information Cue Cards** Test your knowledge of each product by using the Product Information Cue Cards. For example, without looking at the card, name the product features of B.O.B. Then look at the card to determine how many you remembered. Select a few products each day and before long you'll be an expert on all items offered by Pure Romance.

**Shadow ... and regularly!** You should be shadowing other Consultants by attending their parties on a regularly basis. This isn't an activity for only new Consultants . . . even experienced Consultants can benefit from shadowing.

When you do not have a party of your own scheduled, make plans with a sister Consultant in your area to attend one of her parties. Whether the Consultant is new or experienced you can gain valuable tips and a different perspective on holding a Pure Romance party. This will be valuable information for perfecting your own demonstration.

Before leaving meetings or events, exchange information with a few Consultants that you'd like to shadow. That way, you'll have plans underway and this won't slip by.

**One word of advice:** When you are planning to bring another Consultant to a party, just be sure to touch base with the Hostess to be sure it is OK with her. Remember, you are a guest in her home.

**Pick a Business Building Book to Read** There's a wealth of information written for business owners to improve their results. Whether you select a book that is specifically written for the direct sales industry, or a book to help you become a more effective person, it doesn't matter. – The important thing is that you are finding ways to improve your business.

**The following are some popular books you may want to read:**

- **A New Earth:Awakening to Your Life's Purpose**, by Eckhart Tolle
- **Change Your Questions, Change Your Life: 7 Powerful Tools for Life and Work** by Marilee G. Adams (Author), Marshall Goldsmith
- **Getting Things Done: The Art of Stress-Free Productivity** by David Allen (Author)
- **Little Gold Book of YES! Attitude: How to Find, Build and Keep a YES! Attitude for a Lifetime of SUCCESS** (Jeffrey Gitomer's Little Books)
- **Little Red Book of Sales Answers: 99.5 Real World Answers That Make Sense, Make Sales, and Make Money** (Jeffrey Gitomer's Little Books)
- **Making Great Decisions in Business and Life**, by David R. Henderson (Author), Charles L. Hooper (Author)
- **Phone Power: Increase Your Effectiveness Every Time You're on the Telephone** by Doc Morey (Author)
- **The Human Equation: Building Profits by Putting People First** by Jeffrey Pfeffer (Author)
- **The Traveler's Gift: Seven Decisions that Determine Personal Success**, by Andy Andrews (Author)
- **Top Sellers Tell....**, by Moehr & Associates (Author)
- **Other Sexuality, Relationship, and Sexual Health Resources** Many popular women's magazines feature articles on sexuality, relationships or sexual health issues. Take time to stay current with the hot topics. This will not only help you increase your own knowledge but may also help you learn what your customer's are viewing as the latest information as well.

**Visit the Consultant Forums** Join in the group discussion that occur on the Consultant Forums to learn tips to help increase your business. You can share demonstration tips, party tips, team building information, or share in a "round of applause" when you need a little boost from some good news!



**Read Current News and Email** The Corporate Office sends updates on a regular basis to help you stay up-to-date with the latest news. Make a point of visiting the Current News postings on the Consultant Website to access the recent announcements.

**Know Your Online Consultant Guide** The Online Consultant Guide, which can be found in the Business Tools section of the Consultant Website (under documents and manuals), reviews a number of policies and procedures for Pure Romance Consultants. Pick a few chapters each day to review and soon you will be well versed on how to process orders, credits cards, warranty returns, etc. Learning the policies outlines in this guide will boost your confidence as a recruiter.

**Attends All Meeting and Events** Meetings and events provide limitless opportunities to network with other Consultants and learn tips to build your business. When other meetings or conference calls are offered by the Corporate Office or your Sponsor or Up-line be sure to take advantage of these.

## **5. KNOWS WHERE SHE IS GOING AND WHY.**

- She knows what she wants from her Pure Romance business every month:

**# of parties**

**Dollar amount of sales**

**# of recruit leads**

- She knows how much money she wants to earn each month.
- She knows what positions and incentives she wants to earn.
- She has set her goals – for 6 months from now, a year from now, 5 years from now.
- She doesn't get discouraged– she keeps going until she reaches her goals.