

# Streamline Sponsoring Guidelines

The following are ***strong suggestions*** for implementation of the Streamline Sponsoring philosophy.

These “rules” are based upon the experience of several profitable Advanced Mentoring Team leaders and allow you to learn from our mistakes instead of trying to “re-invent the wheel.”

1) **BEGIN WITH THE END IN MIND** – Knowing that your stability comes from depth and your profitability comes from width, do your mental planning from the understanding that, although you are beginning your work initially in a single Streamline, you will soon have many “offshoots” from that Streamline and you will begin new Streamlines yourself that will build your profitability as your organization matures. Remember, to “Maximize” the Shaklee compensation plan, you will ultimately need to find 6 key builders

2) **APPROACH YOUR “KEY PEOPLE” QUICKLY** – This is a “Jet Propelled, Warm Market List-Building System!” Knowing this going in, you are wise to get your best prospects into the Streamline as QUICKLY as possible. You are doing them a tremendous favor by doing this because of the “feeding frenzy” that is about to occur as your Streamline takes off! In our experience, the most productive online marketing systems have been driven primarily by “warm market” contacts.

3) **CHOOSE A “GATEKEEPER”** – If you are building your Streamline manually, you will need to assign a “Gatekeeper” (yes, this is probably going to be you at first) in each individual Streamline. This person is simply one who has regular access to a computer and can check things in “real time” to assign the Placement ID# to the next new member who is joining. This system prevents the possibility of inadvertent “forks” in the Streamline caused by 2 new members using the same Placement ID# unintentionally. You can “pass the torch” to a new Gatekeeper when the timing is right (see below).

4) **DON'T GIVE UP TOO EARLY** – The most common question I get asked is, “When do I begin a new Streamline?” The simple answer I give is, “When you have replaced yourself as the driving force in that Streamline.” It is not as simple as “when you have 10, 30, 100, etc. people in the Streamline”. Every situation is different and requires some thought and counsel with your Upline. Until you have a strong Associate (someone with 1,000PV) it is probably too early to begin another Streamline and doing so can cause stagnation in what would otherwise be a growing, vibrant leg. Always ask yourself the question, “What is best for the new Member I am Sponsoring?” Will they be better off as the “focal point” of the current Streamline, or at the top of a new one I am starting?

5) **NO “SOMETHING FOR NOTHING”** – Any Welfare system that rewards people for non-production is doomed to fail. Streamline Sponsoring, if done properly, can build great POTENTIAL for people, but they MUST be required to spread the Shaklee

message themselves if they ever expect to turn it into anything great. If you make the mistake of giving 3 "GOLD Ambassadors" (wide) to someone to artificially make them personally qualified for Phase two, just realize you just started a trend to take \$25 or more GAP Bonuses out of your own pocket!

## **Additional Streamline Rules**

1. You must do both: Build Deep and Wide, but always start with depth. This will build synergy, team work, momentum, excitement and most important of all will maximize retention.

2. Never build someone past Director. It is up to them to get to the next level themselves. Once you reach Coordinator with 1 personally sponsored Director and 2,000PV in one leg and the leg has leadership and is growing without you, you must go wide and start a 2nd leg. Sometimes a leader will get to Director before you have had time to start other streamlines and build up more Personal Volume. This is a great problem to have because your leg is now starting to grow without you and generating new group volume. If this happens do not stress. This is only temporary while you get to Coordinator and onto Senior Coordinator.

3. If you recruit a heavy hitter please follow these rules. A heavy hitter is someone who has already proven their ability to build a successful network with a previous company and has already made a substantial amount of money in the industry with NO EXCEPTIONS (Not people who just say they were good!). You have 2 OPTIONS and please consult with your upline:

Option A: Start a new Streamline leg with this individual and take personal sponsorship.

Option B: If there is no leadership in your existing leg then place this new heavy hitter at the bottom of your existing leg. This will lock up that leg and help you advance to the next level. It must have leadership. Then you can go wide and start your 2nd leg.

Please continue to check back as we are constantly updating these rules to help you succeed with Streamline sponsoring.

To Your Success,

***The Advanced Mentoring Team***