

LEADER DEVELOPMENT GUIDE

Your Leadership Journey
with Norwex Starts Here!

Learn. Share. Grow!

Norwex[®]

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These 5 Fundamental Leader Skills are the foundation and building blocks for every Leadership level.

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Watch.



Listen.



Read.

In addition to this guide, many resources for training resources including podcasts,



courageous

commitment

rewarding

curious

enthusiastic

open-minded

free-thinking

strong

thoughtful

Leadership is about your passion and how it influences others toward a common purpose.

friendly

empowerment

vulnerable

humble

decisive

fabulous

influential

and tools are available to support you. Visit TheResource.Norwex.com (US) or TheResourceCA.Norwex.com (Canada) videos and support documents to help you continue developing as a Leader.

FUNDAMENTAL 1

Lead with Vision

One of the most important steps to Leadership is having a clear vision of where you are heading. You'll also be paving the way for others—that's what Leaders do.

*"A leader is one who knows the way,
goes the way, and shows the way."*

– John C. Maxwell

Why this matters:

- Vision keeps us focused on our destination, even when others can't see it.
- Vision helps Leaders to focus on the most important 20% so that the remaining 80% can be delegated and handled by others.
- Sharing your vision inspires both you and your team and gets everyone excited about the future.

What to do:

To help create your vision and dream **BIG**, answer these questions:

What is your
vision?

What do you dream
for your family?

Yourself?

Your team?

DREAM BIG!



"If your dreams don't scare you, they're not big enough."



Debbie had a vision to start a global company with a little red cloth that used only water to clean. That cloth and Debbie's vision inspired the company and the Mission we live by today:

To improve quality of life by radically reducing chemicals in our homes.

Visualize Your Dreams

Pinterest has easy tips for creating a digital vision board. Or make one that hangs in your office with cut out pictures, words and quotes. This is a great team activity too!



 **Watch.**
 **Listen.**
 **Read.**

Are you starting to dream yet? Check out more about building a vision and hear how other Leaders dreamed their visions on TheResource.Norwex.com (US) or TheResourceCA.Norwex.com (Canada) > **Leadership-Fundamental-1.**

FUNDAMENTAL 2

Create a Plan

After identifying your vision, the next step is to set clear goals and outline a purposeful action plan to get there.

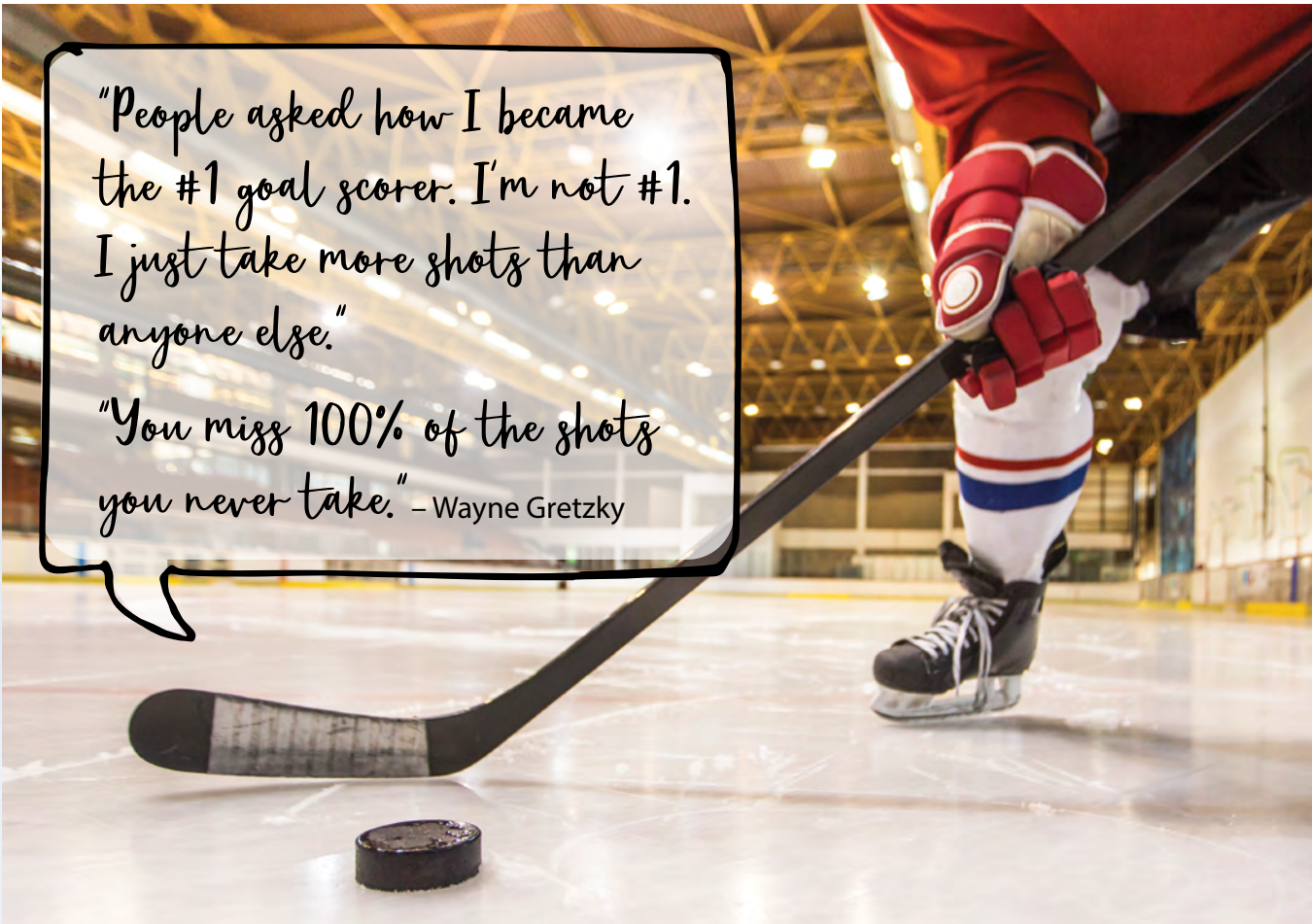
After all, a vision without a plan is only a dream.

Why this matters:

Developing a healthy business plan helps Leaders turn vision into reality.

To create your plan for success, ask yourself:

"How can I achieve my goals?" Be specific about the steps you need to take to get there. Successful people stay focused on their goals and constantly work on them every day.



"People asked how I became the #1 goal scorer. I'm not #1. I just take more shots than anyone else."

"You miss 100% of the shots you never take." – Wayne Gretzky

What to do:

Start with knowing the four opportunities you and your team have before you every day to maximize the Career Plan.

4 WAYS TO EARN

STEP 1 Consultant Compensation

Unlock 35% Discount on all your personal retail sales.

STEP 2 Promote & Grow Bonus

Unlock bonuses for promoting yourself and personal team members to Team Coordinator and Sales Leader. (See the Promote & Grow Bonus flyer.)

STEP 3 Group Commission

Unlock:

- a. Team Coordinator: An additional 3% Commission on the retail sales of your personal Consultants.
- b. Sales Leader: 5% on Group retail sales; 2% Commission on retail sales of Personal Consultants of Team Coordinators in your Group. (See the Success Builder Brochure.)

STEP 4 Downline Levels

Unlock even more! (See the Success Builder Brochure and special bonus incentives as your team continues to grow.)

Create a Healthy Business Plan

Did you know that those with written goals are 10 times more likely to succeed?

Crazy, but true fact.

Determine Your Current Status

What do you want your Norwex business and life to look like in 3 months, 12 months and beyond? The first step is to evaluate where you are now in order to set goals and create a plan.

Look at last month; how many parties did you hold? _____

How many guests were in attendance? _____

What were the party sales? _____

How many leads did you follow up with from every party? (2-2-2) _____

How many led to new Consultants? _____ How long did it take? _____

Did you hold enough parties to generate enough leads? _____

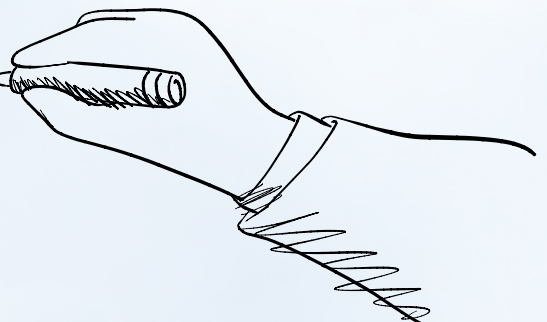
Divide your parties and sales for the month. What if you increased by one party?

What if you increased by two?



A great goal for you as a Leader is to re-promote yourself to Team Coordinator every month. This sets an example your team will follow and creates momentum for everyone.

"Knowing where you are going is the first step to get there." – Kenneth Blanchard



Assess and Create a Plan

Now that you've evaluated where you are, determine what actions you will take to achieve your goals. Remember, you are setting the pace for your team.

Parties:

What's working well? *(Ex. I love my Safe Haven 5 demo!)* _____

What would I like to improve? *(Ex. I would like to plant more Team-Building Seeds during my parties.)* _____

What action(s) will I take? *(Ex. I will immediately add 2 more Team-Building Seeds during each party.)* _____

Bookings:

What's working well? _____

What would I like to improve? _____

What action(s) will I take? _____

Team Building:

What's working well? _____

What would I like to improve? _____

What action(s) will I take? _____

New Consultant Success:

What's working well? _____

What would I like to improve? _____

What action(s) will I take? _____

Work/Life Balance:

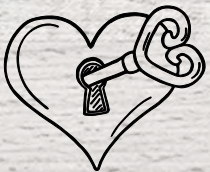
What's working well? _____

What would I like to improve? _____

What action(s) will I take? _____

Prioritize Your Time and Stay Centered

Use this graphic as a reminder to start each day at the center and then move outward so you will always touch the most important parts of your business first. **These circles will guide you to focus on the 20% that will bring 80% of your results!**



The key to sustainable success is focusing first on what's most important every day.



Watch.



Listen.



Read.

Outlining your goals and fundamental at **TheResour**

My Why:

At the core is your “why.” It sits at the core because it gives you purpose and reaffirms why you are a Norwex Leader.

PERSONAL PARTY BUSINESS:

This is the biggest and closest to the center because everything else in your business revolves around your own strong party business.

NEW CONSULTANTS:

Next, move your attention to getting your brand-new Consultants off to a strong start.

TEAM COORDINATORS:

They are on their way to Leadership, which can accelerate your income! Spend time helping them grow.

BUILDING CONSULTANTS AND LEADERS:

Focus on people on your team who are engaged, performing and matching your efforts.

CASUAL CONSULTANTS:

Check in with them occasionally but concentrate on the core of your business first and then work your way out from there.

A clear vision and a plan work only when you **TAKE** action. **ACTION** is what the next three Fundamentals are all about.

FUNDAMENTAL 3

Consistently Hold Parties

As a growing Leader, consistently holding parties is the key to increasing the number of Consultants on your team.

Why this matters:

The party is where you will continue to meet people, book even more parties and, in turn, continue to build your team.



Teach your team that parties can be anywhere—in homes, online or on the go!

What to do:

Set your goals to grow to the next level and to maintain a healthy business using the Leadership Growth Plan.

This plan is based on the core 4 + 2 + 2 Party Formula for Success and represents the best practices of actual Norwex Leaders six months prior to their moving to the next level.

Leadership Growth Plan:

Personal Business	Building to TC	Building to SL	Building to ESL	Building to SESL
Parties per month	4	5	6	8
Bookings per party	2	2	2	2
Team Building Conversations per party	2	2	2	2
New Consultants per month	1	2	3	4
TEAM	TC	SL	ESL	SESL
Train New Consultants to achieve FreshSTART goals with the 4+2+2 Party Formula	➔			
Develop Team Coordinators		1 every other month	➔	
Develop Sales Leaders			1 every 6 months	➔

Based on actual results from Norwex Leaders with a strong growth pattern.

Know the potential of 4 + 2 + 2

Let the 4 + 2 + 2 (or more) Party Formula for Success be your team's guideline to keep your calendars full and your team growing!

Based on the 4 + 2 + 2 Party Formula*



GOAL: 4 Parties per month x 10 Guests per party = 40 people per month

Not there yet? Fine tune your booking and Host Coaching skills.



GOAL: + 2 Bookings = 8 new parties

Need a party calendar boost? Practice your Booking Seeds.



GOAL: + 2 Team-Building Conversations per party = 8 interested guests to have follow-up conversations with

Need help? Work on Team-Building Seeds and Conversations as well as follow-up skills.

**Based on an average \$500 party with 10 in attendance*

Piggyback Party:
add a Facebook party to a live party already scheduled

Booking incentive in Facebook VIP Group

Booking Blitz

Customer follow-up calls (2-2-2)

Need more parties?

Check out these ideas.

Securing two or more bookings at parties is always best, but imagine that you (or your team members) needed one or more parties on your calendar in the next two weeks. What could you do?

Networking groups

Pop-up party

Fairs, trade shows, vendor events

Re-book former Hosts

Host your own party

Double-Host parties*

F.R.A.N.K.I. List

Power Hour of booking calls

Referrals

Mop or Butter Demo Team Challenge

Lend a "TRY ME KIT"

Open House

Re-Launch Your Business Party

Local businesses

You + 2 (Party of 3)



Did you know? In the direct selling industry, it is not unusual to have a 20% cancellation/rescheduling rate. You can't control that fact of life, but you can book extra parties on your calendar to make up for it!

*Treat this as two separate parties held at the same time and place. The first Host gets to count the second as a booking.

Team-Building Conversations

The key to building a solid team is to be intentional and know your goals.

- 🌱 **Be intentional** with goals. What is your team-building goal? Just as you set booking goals for every party, use the same mindset and set team-building goals too. Remember, “What you think about comes about.”
- 🌱 **Be intentional** when planting seeds. Do you plant Team-Building Seeds and Leadership Seeds?
- 🌱 **Be intentional** with your word choices. View Norwex videos and podcasts to learn how.
- 🌱 **Be intentional** to be replicable by saying the same things over and over. Repetition is key, and sooner or later, your team will start to adopt the same “words that work!”



One-on-one checkout: Shift the conversation at checkout to focus on finding new Consultants and potential new Leaders.

Use Compliment/Offer/Close.

Compliment: *“Susan, I loved your energy tonight. You are the kind of person I’d like to work with and would be such an asset to our Leader team.”*

Offer: *“I’d like to offer you some information for you to look over and see how Norwex might fit into your life, alongside your busy job/busy schedule.”* (whatever she has already expressed about her life).

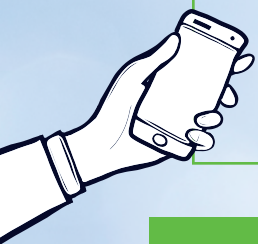
Close: *“I can’t wait to hear what you think. Which day would you be able to connect? Tomorrow afternoon or Thursday morning? How does ___ (time) work? What is the best number to reach you?”*

Follow-Up: During follow-up conversations, listen and let them ask questions. Also, guide the conversation using word choices like:

- 🌿 *“Has anyone ever told you how easy it is to become a Consultant with Norwex?”*
- 🌿 *“I’m so glad we’re connecting! Since the party last night, what interested you the most about Norwex?”*
- 🌿 *“Before I take you through starting a Norwex business, is there anything you would like to know right away?”*
- 🌿 *“If our team could show you how to (achieve goals/interests), would you be willing to take a closer look?”*
- 🌿 *“Of everything we just reviewed, what interests you the most?”*
- 🌿 *“On a scale of 1 to 5, where are you in deciding to start your own Norwex business?”* (**THIS QUESTION IS MOST IMPORTANT** because it asks for the decision.)



Even if you have your checkout conversation down, teaching others this simple approach makes the conversation feel doable, and it’s easier when you practice it yourself.



SOCIAL TIP All of these phrases can be used in voice messages on Messenger or Instagram. Remember, it’s all about them hearing your voice and then you being patient enough to wait for a response. #silenceisgolden

 **Watch.**  **Listen.**  **Read.**

Consistently holding parties and having intentional Team-Building Conversations are key components to growing your team. Find additional resources for this fundamental at TheResource.Norwex.com (US) or TheResourceCA.Norwex.com (Canada) > **Leadership-Fundamental-3.**

FUNDAMENTAL 4

Get New Consultants Off to a Successful Start

You know what success looks like, so train new Consultants to have their Launch Parties right away and commit to the 4-party try.

Why this matters:

When new Consultants start their business with a party in the first 15 days, they are:

- **THREE times** more productive (parties and sales)
- **FOUR times** more likely to build a team (promote to Team Coordinator)
- Will stay in Norwex **THREE times** longer (retention)



Set Expectations

Onboarding actually starts during your very first Team-Building Conversation.

- 🔥 Ask questions that can help you both set goals for her new business: *“How many parties a week do you think you’d like to do that would be comfortable for you and your family?”*
- 🔥 Based on her response, show her how to calculate her potential earnings.
- 🔥 Example: *“One party a week means you would earn about \$175 a week, or \$700 a month, based on a \$500 party average. How does that sound? How would that change your family budget and benefit your family?”*

“A brave Leader is someone who says I see you. I hear you. I don’t have all the answers, but I’m going to keep listening and asking questions.” – Brene Brown

What to do:

2 Have a Simple System

You will have the most success with onboarding when you consistently point your team to the available training tools. This both saves you time and shows them how easy your job is as a team builder. They are watching—**so be duplicatable.**

It's as easy as:

Direct new Consultants to **TheResource.Norwex.com** (US) or **TheResourceCA.Norwex.com** (Canada) upon sign-up.

- 🌿 Do all of the steps first yourself—this is key.
- 🌿 Note how long each of the 5 steps takes to complete, including watching the videos and listening to the podcasts.
- 🌿 Jot down ideas to review with your new Consultants.

Connect before or after a Norwex Coach text goes out.

- 🌿 Example: Send a text the day before a text is coming from Norwex.
- 🌿 Let them know it's coming and how long the video is.
- 🌿 Ask them to tell you something they found interesting or offer a challenge.

Give additional tips and answer any questions they may have for each step as well as before and after their first parties.



Visit **TheResource.Norwex.com** (US) or **TheResourceCA.Norwex.com** (Canada) for the list of Norwex Coach text alerts sent to new Consultants.



Keep in mind: Newer Consultants are strong team builders, they just don't know it yet. They attract others because they are doing something new and out of their comfort zone!

💡 Think “tennis match.” It’s a two-way conversation, so always leave them with a question or something they can respond to. You will know when to end the conversation if they never lob the ball back to you.



💡 **TheResource.Norwex.com** (US) or **TheResourceCA.Norwex.com** (Canada) is your new Consultants’ training hub. Be sure to use it and the New Consultant Checklist (at right) to make sure you’re doing everything you can to help them be successful.

- The electronic version of the New Consultant Checklist includes hyperlinks, making it easy to access helpful videos, podcasts and PDFs.

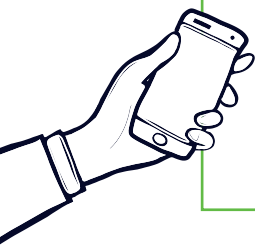
3 Use Shadowing

“You plus who?” As a newer Leader, you will want to continue to spend the majority of your time on your personal business, so what better way to train someone than by having them shadow you? **“Watch how I do this for free!”** (You get paid, they learn for free).

- 💡 This is a great Team-Building Seed for a Host. When you share that you’d like to bring a Consultant in training, she will know that if she joins, she can receive on-the-job training too.
- 💡 Got a long distance live party? A new Consultant would appreciate the travel time in the car with you! Or have new Consultants zoom or facetime into the party.
- 💡 Have them shadow business-building activities like Host Coaching and follow up—either through live three-way calls or by sharing your online system.



Use an online schedule-sharing program or app to make it easy for your team to sign up and shadow you.



SOCIAL TIP Shadowing can be done virtually, too! Add your Consultants to your Facebook VIP Group so they can see the activities you do there. Just like with an in-home party, make sure they understand that they are there just to observe and not interact. #VirtualShadowing

Share the Party Observation Form from The Resource website with your new Consultants so they know what to look for while they shadow you.



New Consultant Checklist

Welcome! Wondering what to do first to get started in your Norwex business? Use this checklist as a quick action plan.

Visit **TheResource.Norwex.com** (US) or **TheResourceCA.Norwex.com** (Canada) for training and resources.

RIGHT AWAY: OPEN FOR BUSINESS

- Watch **Step 1: Make an Impact/Launch Parties**
- Book your two Launch Parties and let everyone know to “save the date” and send invitations
- Share your new website, provided by your free subscription from Office Suite, so people can start shopping!

WITHIN A FEW DAYS: GET SET TO PARTY

- Watch **Step 2: Fill Your Calendar**
- Use your FRANKI List to book 2 or more Parties within your first 30 days
- Watch **Step 3: Your Best Demo** to learn all about your Party Demo using the Safe Haven 5 products included in your Starter Kit to see how easy it is to hold your first Parties

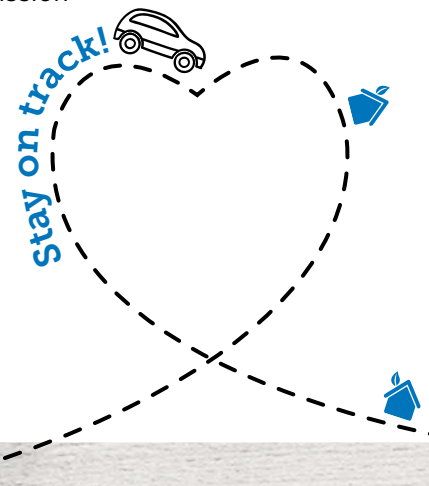
WITHIN FIRST 15 DAYS: PARTY TIME

- Submit at least \$400 in sales to earn **FreshSTART** Sales Step 1 (That’s over \$139 in free products!)
- By holding your Launch Parties and booking new Parties, you will start enjoying a great income and FreshSTART rewards.
- Focus on Host Coaching to ensure successful Parties for you and your Hosts and watch **Step 4: Stay Connected** to learn more.

WITHIN FIRST 30 DAYS: PARTY TIME

- Submit at least \$1,000 in sales to earn **FreshSTART** Sales Step 2 (That’s over \$190 in free products!)
- Keep booking and holding Parties to earn **FreshSTART** Sales Step 3 (That’s over \$235 in even more free products!)
- Watch **Step 5: Share the Mission** and get excited to start sharing our Mission
- Use your FRANKI List to ★ the people you would love to invite to join you in Norwex as a Consultant.

The most important connection that you have in your new business is the person who invited you and welcomed you into Norwex.





Help keep track of your new Consultants' progress through the FreshSTART Steps using the Team Relationship Manager on your *Consultant Office > My Team*.



Stay Connected

Guide your new Consultants to success by staying in touch.

- 🌿 For best results, check in before and after each of their first six parties, then weekly after that, if they're doing parties each week.
- 🌿 Connect them to your team Facebook page, meetings, etc.
- 🌿 Recognize their efforts (e.g., Congratulate them when they hold their first two Launch Parties and when they reach a FreshSTART goal.)
- 🌿 The number-one reason new Consultants “fall” is that they weren't consistently getting bookings at their first parties. Try to “catch” them before this happens.
- 🌿 If you use an automated texting service, it should be a catalyst for your personal connections, not a replacement.





 Watch.  Listen.  Read.

Successfully onboarding new Consultants can help you grow your team exponentially. Discover additional resources for this fundamental at TheResource.Norwex.com (US) or TheResourceCA.Norwex.com (Canada) > [Leadership-Fundamental-4](#).

FUNDAMENTAL 5

Promote Team Coordinators and Sales Leaders

One of the best indicators that your business is on the fast track is the speed at which you can duplicate yourself. Learn how to do it yourself, and then teach others to do the same.

Why this matters:

The fastest and most effective way to build your income in our Career Plan is to help others become Team Coordinators and Sales Leaders. This strengthens your team, and Leaders tend to “stick with it” much longer!

What to do:

Follow the four “I’s”

INSPIRE:

- Inspire them to want more through your example.
- Show them the possibilities. Share your own successes and what you love about Leadership.
- Let them know which Leadership qualities you see in them. Make Leadership look fun and attainable!

Coaching is an important skill that benefits you and your team. Take time to go through our Coaching training on The Resource website.



IDENTIFY:

- Use your TRM Reports on the Consultant Office to identify Consultants who are consistent in sales and parties as well as those who have one or more new team members.
- Who comes to meetings? Who returns all your calls/emails/texts? Who's positive? Who always seems to want to help?
- Be on the lookout for those who are performing consistently but might not see themselves as Leaders yet.

INVITE:

- Invite them! Ask them to take a closer look at Leadership and what that might look like for them.
- Hold a “Take a Look at Leadership” meeting and invite prospective Leaders.

INVEST:

- Everyone works at a different pace, but the more parties they hold, the faster their results will be. So break it down for them.
- Support your emerging Leaders by combining their business calendars with yours. This helps you track their upcoming events so you can coach and support them.
- Schedule regular coaching calls centered on goals and accountability. Match the amount of time you spend with them based on their effort—effort for effort.
- If you have identified several high-potential Consultants, provide group training geared toward Leadership.
- Use your TRM reports regularly to track your team's progress. Focusing on key indicators can help drive impact.
- Recognize everything—encouragement is free! Reward the behaviors you want repeated and celebrate progress with the team.
- Invest in your own coaching skills. Print the Coaching Questions from The Resource website.



Use your Team Relationship Manager reports to identify up-and-coming Leaders. Be sure to add your top in Sales and Team Building to your Coach List!



Watch.



Listen.



Read.

Find more resources for promoting Team Coordinators and Sales Leaders on your team at TheResource.Norwex.com (US) or TheResourceCA.Norwex.com (Canada) > [Leadership-Fundamental-5](#).

Career Plan at a Glance

	Consultant		Team Coordinator		Sales Leader	
	Qualify	Maintain	Qualify	Maintain	Qualify	Maintain
Monthly Personal Retail Sales		\$250	\$250	\$250	\$250	\$300
Personal Engaged Consultants			3		5	
Personal Active Consultants				3		5
Commissionable Downline Engaged Consultants					10	
Commissionable Downline Active Consultants						10
Months of Consecutive Maintenance		3		6		6
BENEFITS						
Personal Sales Retail Discount		35%		35%		35%
Group Sales		0%		0%		5%
Team Coordinator Personal Consultants*				3%		2%
1st Level						1%
2nd Level						
3rd Level						
4th Level						
5th Level						
Free Product per Qualified Personal Consultant	\$300 Shopping Spree		\$300 Shopping Spree		\$300 Shopping Spree	
BONUS						
Car Bonus						
Eligible for Promote and Grow Bonus**				\$100		\$150
Eligible for Matching Promote and Grow Bonus**				x		x
ADDITIONAL AWARDS AND BENEFITS						
Jacket and Scarf						
Custom Norwex Pin						
Opportunity to earn gifts and rewards from sales and team-building efforts	x		x		x	
National Conference	x		x		x	
Leadership Conference			x		x	
Eligible for nomination to company Advisory Groups						
Monthly Facebook Leader Meeting						
Hall of Honor						
One-time invitation to attend SESL Academy						
Leaders Summit						
Black Jacket EVP/SVP Meeting						
Eligible for SVP Growth Bonus						
One-time trip to Norwex Plant in China***						

All Title Qualification and Maintenance based on the Commissionable Month. See *Success Builder* for details.

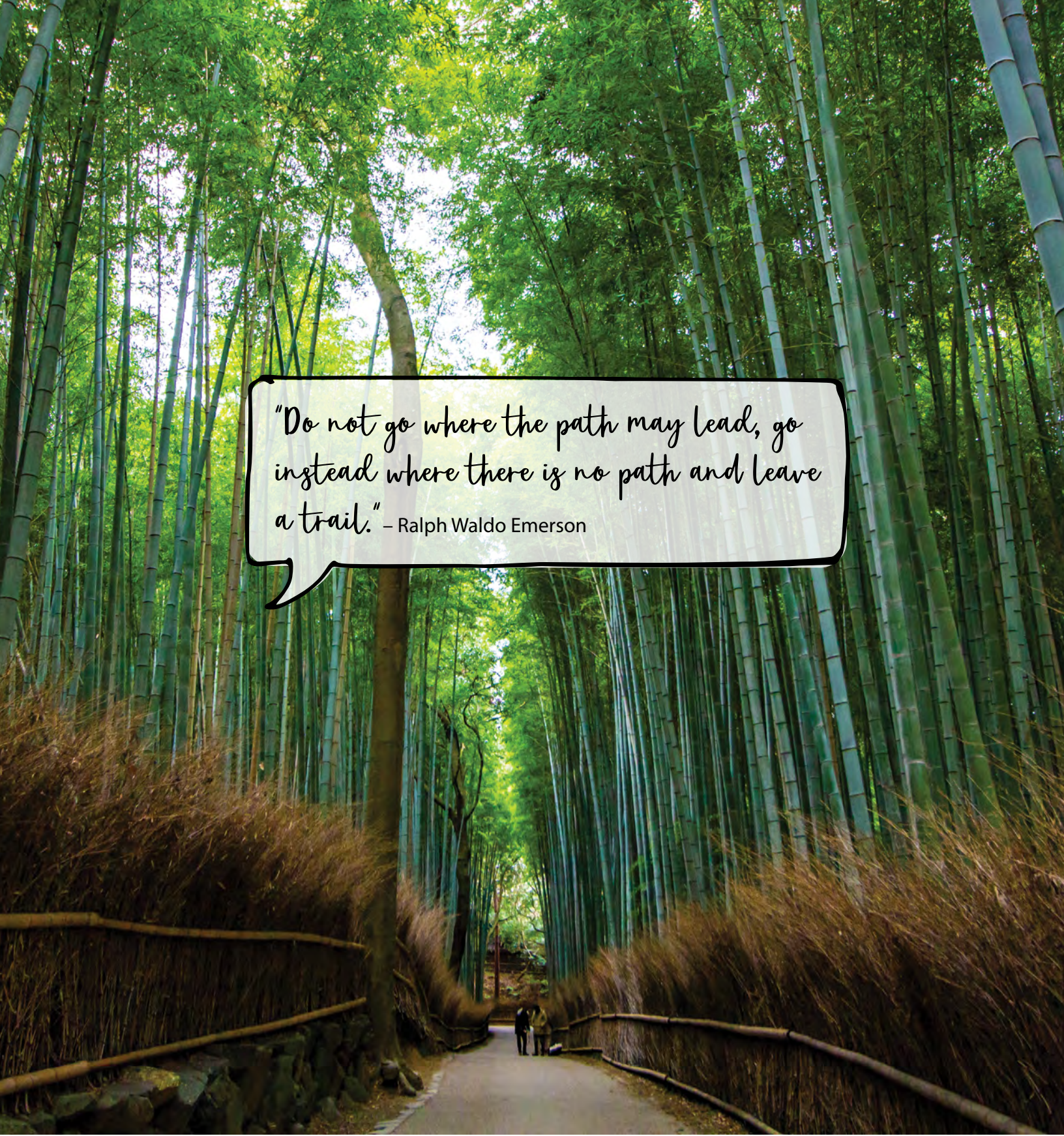
* Team Coordinators receive 3% Commission on retail sales of Personal Consultants.

** See *Success Builder* for details.

Executive Sales Leader		Senior Executive Sales Leader		Vice President Sales Leader		Executive Vice President Sales Leader		Senior Vice President Sales Leader	
Qualify	Maintain	Qualify	Maintain	Qualify	Maintain	Qualify	Maintain	Qualify	Maintain
\$300	\$400	\$400	\$550	\$550	\$750	\$675	\$1,000	\$750	\$1,000
10		25		45		65		85	
	10		25		45		65		75
25		75		200		400		600	
	25		75		200		400		600
	6		6		6		6		6
35%		35%		35%		35%		35%	
5%		5%		5%		5%		5%	
2%		2%		2%		2%		2%	
2%		2%		2%		2%		2%	
		1%		1%		1%		1%	
				1%		1%		1%	
						0.5%		1%	
								0.5%	
\$300 Shopping Spree		\$300 Shopping Spree		\$300 Shopping Spree		\$300 Shopping Spree		\$300 Shopping Spree	
		\$250		\$500		\$500		\$500	
x		x		x		x		x	
		Red Jacket		Black Scarf		Black Jacket		Red Scarf	
						x		x	
x		x		x		x		x	
x		x		x		x		x	
x		x		x		x		x	
x		x		x		x		x	
x		x		x		x		x	
		x		x		x		x	
		x		x		x		x	
		+		x		x		x	
						x		x	
								x	
								x	

*** One-time trip per each Senior Vice President Sales Leader.

† Invitation to Leaders Summit includes Senior Executive Sales Leaders and above for Canada.



"Do not go where the path may lead, go instead where there is no path and leave a trail." – Ralph Waldo Emerson

Tools at your fingertips.

Look for additional materials for leading and growing your team at
TheResource.Norwex.com (US) or TheResourceCA.Norwex.com (Canada) > [Training](#) > [Leadership](#).



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