

Alternative Health Marketing  
Hat Write Up – Independent Representative

## **Xyngular Independent Representative**

(aka Distributor, Team Member, Team Leader, Coach )

The hats you wear:

1. You are an independent representative (self employed, 1099 Independent Contractor)
2. You are an entrepreneur (the CEO of your own business).
3. You are a salesperson involved in the direct selling of a product.
4. You are a member of a network that is made up of other independent representatives.
5. You are a mentee to your sponsor and your upline.
6. You are a mentor for those whom you sponsor in the business.
7. You are a leader for your team - your downline.

To whom you are responsible, and what those responsibilities are:

1. To Corporate
  - a. Abide by your Corporate Agreement.
  - b. Abide by your Corporate Policies and Procedures.
2. To Yourself
  - a. Be coachable – work with your sponsor and other members of your upline.
  - b. Attend weekly online training and participate in chats and other FB groups.
  - c. Drill inviting, handling objections, and closing the sale.
  - d. Know the product – read the FAQs and learn a story or two.
  - e. Know the Corporate rules – read the Policies and Procedures.
  - f. Learn how to use your back office and review it frequently.
  - g. Do income producing activities daily.
  - h. Get and stay organized – phone calls, scheduling, bookkeeping, etc.
  - i. Know your statistics (stats), for example, 1.) Number of new people you start communication with (first approach may not always include the product information or an invitation), 2.) Number of people enrolled, and 3.) Conversion rate. Stats may be kept daily or weekly.
  - j. Be professional and courteous to all people. Someone is always watching.
  - k. Keep in excellent communication with your sponsor and downline team members. Be concise, and always polite. This is your team.
  - l. Keep your check lists and check sheets in proper order.
  - m. Each independent representative is responsible for the organization itself; for its physical appearance, its public image, its performance. It cannot properly perform unless each independent representative makes it do so.
  - n. Follow Corporate policies regarding social media publications.
  - o. Have fun.
3. To Your Customers
  - a. Be professional and courteous at all times.
  - b. Answer all questions and address each concern with politeness.
  - c. Provide the best service.

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#### 4. To Those You Sponsor

- a. Be an understanding mentor. A “mentor” is a person who has the experience that can be used to help others learn and develop a networking business. Mentorship is not merely advice, it is a bilateral commitment between two people based upon mutual trust and a commitment. The commitment of the mentor is to provide advice and help to the mentee with the mentee’s best interests in mind. The mentor is willing to share these experiences in a manner that the mentee can understand and apply to his/her business.
- b. Be reasonably available.
- c. Be a leader who leads by example.
- d. Foster team effort to bring about individual success.
- e. Do not by-pass your team member. Work with your team member to develop a successful downline.
- f. Train each on the product and business opportunity in good detail.
- g. Provide tools to help team members stay focused and motivated.
- h. Encourage participation in training and team activities.
- i. Recognize and reward your downline team members who are doing well.
- j. Do not wear your team member’s hat. It is their business. Train them to duplicate your business and be successful, but do not RUN their business.
- k. Forward, if necessary, all communication received from your upline team members to your downline team members.

#### 5. To Your Sponsor

- a. Be coachable. Be a mentee. The commitment of the mentee is to be ready to listen to the advice and take the help and act upon it.
- b. Be reasonably available.
- c. Your sponsor should be the first person you seek assistance. Please allow a reasonable amount of time for your sponsor to respond.
- d. Do not force communication or make demands. Your sponsor will assist when he/she is available, for it is in their best interest to do so.
- e. Do not by-pass your sponsor.
- f. Duplicate your sponsor’s success by duplicating him/her.
- g. Forward, if necessary, all communication received from your downline team members to your Sponsor.

#### 6. To Your Fellow Independent Representatives

- a. Be professional and courteous at all times.
- b. Answer all questions and address each concern with politeness.
- c. Work together for the team effort will bring about individual success.