**ASSISTANT TRAINING DOCUMENT**

*Sample letter from Jill to her assistants:*

Hi Ladies,

Please read page 163 in the new Sonlight catalog to see “What’s New” and also notice *[insert anything new that you want them to know.]*

**SPECIALS:** We will have some convention specials this year *[insert specials]*.

THE MOST important thing is to get contact cards filled out. If someone actually refuses, you can still give them one, but please ask for them to fill it out. Many people may say they are already on the mailing list, etc. Just tell them it helps Sonlight know how many booth visitors we have and also helps us get paid. People want us to get paid, so that oftentimes will be what gets them to sign. *[Insert any drawings, etc. you may be having as a sign-in incentive].*

**DRESS:** Please remember that I ask that everyone wear black or khaki pants or skirt. If you don’t have any, you don’t need to go buy something, just don’t wear BLUE JEANS. I want us to look professional. Do the best you can. Wear your most comfortable shoes and you may want to bring an extra pair. Some folks find they need to change up their shoes if their feet get tired. I will be wearing running shoes.

 Please wear a black, white or off white shell, tee shirt or other shirt that a blue shirt will look good over (Sonlight yellow works well too.) I will have blue woven, button down shirts that many of us wear over our shell/tee shirt so we look uniform. If you haven’t given me your size, please do. They run a bit small, but we usually don’t button them up, but leave them open. They are in even sizes like 12, 14, 18, 22.

If you have a name/nickname preference for your name badge please let me know.

This year we are focusing on getting people to see themselves using Sonlight. If you have short stories of your own to share, great, but use them to focus back on the prospect. Know why you love Sonlight, and then put that in the prospects mind. For example: “I love the books and having the plans done for me. My kids would cuddle up and we would share stories, talk about characters all while I transferred my core beliefs to my children. Can you see yourself doing that? Can you imagine yourself waking up and your planning is already done, you gather your children together and share great literature? “

I know, a bit hokey, but this is just off the cuff. The main thing is, if you have stories; good! Personal testimony is GREAT…***but then turn the conversation back to them***. Listen to them. See how Sonlight can help this family. If it would be a bad fit, you may tell them that. Tell them that Sonlight may not be a great fit for their family, but perhaps they might like the science, or summer readers or math. We don’t have to drive them away, but be honest.

**BOOTH BOSS:** *[This is not original to me. A former SCC, Nancy in California introduced us to this concept several years ago and I think it is worthwhile to bring it up here in case you think it would be helpful to your team.]*

Who is the booth boss?? If you said me, well, that is not really the answer. ☺ We are all the Booth Boss. If you see someone getting the life sucked out of them by someone who is taking too much of their time, go over and say something like, “Jill, when you get done here that couple over there needs some help.” People get kind of comfortable with us and sometimes it makes it hard for us to escape. This type of polite interaction signals to them that we are very busy and usually they wrap up quickly and are on their way. We want to help everyone but we can’t do that if someone is monopolizing our time. If you feel caught in a situation you can’t escape from, hold up a catalog or something by your head and one of us will save you. We are all the Booth Boss, so please, let’s keep the customers/prospects cycling through the booth .

Please let me know if you have questions or would like to chat. I am glad to do that and pray that this will be a great convention season for all of us. Thanks for joining our team.

**Some housekeeping:**

*[Insert booth number, who will be doing what job, etc.]*

*[I like to give them a reason for why we do what we do. You may not, but this is what I include.]*

The reason for the no blue shirt is that you will not leave the front tables—or I should say you will only leave the front tables if you see someone coming in the side of the booth and you need to greet them and give them the catalog and get their contact information. You can give them a brief Sonlight summary but then you need to tell them they will need to talk to a “Blue Lady.” You can point out the Blue Ladies and be firm in saying that you can cannot leave the front table. Your job is to stay up front. People understand that you have a job to do.

*[I tell them how it works in my booth so they know what to expect.]*

 Jenni has arranged it in the past that she will put people in a queue so that she will say to a prospective customer “I will put you with the next available Blue Lady—that should be about 10 minutes. Would you like to look at \_\_\_\_?” She will train Angi and anyone else in the hostess/greeter position on how to do this. And for you Blue Ladies, keep an eye on Jenni for directions and keep your conversations short if possible. Also, come to Jenni or Angi to find out who needs help next. The queue only works if we all work together.

**FOOD AND WATER:** *[This is the place to let them know what you provide, what they may want to bring, rules of the convention hall as far as food and drink, etc. You will want to include information about time off for lunch and so forth. I also include the following. I have experienced looking around to find I am the only advisor in a busy booth. So, now I include the following:]*

You can take bathroom breaks and so forth as needed, but please let Jenni know so we can cover your job. We can’t all leave at once, so if we check in and out with Jenni we can be sure not to be short-handed.

*[At this time I also include information about meals at hotel, team meals. I include a menu if I know what we are doing for dinner, let them know if hotel has kitchen etc.]*

**HOTEL :** *[I include hotel link, room assignments, anything else related to the hotel.]*

I hope this has been helpful. If you have questions, please feel free to contact me. Please arrive at the Sonlight booth by 5:00 pm on Thursday so you can get a feel for the booth and we can go over any details. Jenni and I will be setting up in the afternoon, so if you feel like you want to come help set up to familiarize yourself with the booth, we would love to have you.

Jill

Cell phone number