

# WATKINS

TRADE MARK

*Message / Message:*

System for Success  
Way to Manager Guide

*Connecting Generations  
Since 1868*





### **My Commitment to Success**

As a Watkins Manager I will grow my Watkins business by developing productive, committed leaders. I am goal-oriented and dedicated to building a growing sales organization through encouraging and working with new Associates. I have accepted responsibility for communicating, motivating, teaching, and developing all Associates.

As a Manager I am a leader who promotes belief in the Watkins Business Opportunity and all company programs. I lead by example and adhere and comply with the Watkins Code of Ethics and Rules of Conduct.

As a Manager I will continue to learn, embrace change, and improve my business skills. I will continue to do my share as a partner with Watkins and grow my business to the point of unlimited residual income. By doing so, I will create the lifestyle I desire.

As a Manager I am dedicated to enhancing lives one person at a time.



# Watkins System for Success: Way to Manager Guide

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# Get Ready to Advance to Manager!

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Welcome to the “Watkins Way to Manager!” As a Watkins Manager, you continue to build your personal business through sales and sponsoring while you learn to help those you sponsor build their businesses. A little preparation will go a long way toward making your goal of advancing to Manager achievable.

Here's what to do first:

- ❑ Update your “Who Do You Know?” list. Add everyone you can think of and ask everyone you talk to for referrals.
- ❑ Block time on your calendar for your Watkins business. You should plan to commit a minimum of ten hours a week to your business.
- ❑ Review “Getting Started” and “Getting Organized” sections in the Watkins *System for Success* Training & Reference Guide. Complete any activities you skipped and revise any information that has changed.
- ❑ Make sure your follow-up system is set and easy to use. You’ll be talking to lots of people, and you don’t want to waste a lot of time searching for information.
- ❑ Order the Business Support Tools you will need to actively sell and sponsor as you work for promotion.

Here are some items you will need during this 8-week exercise: At least ten “Business Interview Guides,” ten Action Planners (these are automatically included when you order a package of “Business Interview Guides”), two Watkins Business Opportunity audio CDs (downloadable from the [www.WatkinsOnline.com](http://www.WatkinsOnline.com) website), Monthly Order Forms, Catalogs, and Product Samples (chicken soup, pepper, cinnamon, liquid dish soap, hand and body lotion etc.).\*

- ❑ Commit to working all eight weeks of the “Watkins Way To Manager” program. This program may be done as a self-study course, completing each week’s assignment before going on to the next week. If an upline leader in your organization is taking a group through the program, working as part of a group will offer you even greater benefits. (We recommend obtaining 3-way calling for training purposes.) It is recommended that you complete each week one at a time before moving on.
- ❑ Enroll in the Watkins Loyalty Program.

The eight-week “**Watkins Way to Manager**” program is part of the *System for Success*. As you work the program, you will develop the skills and self-confidence that will make being a Manager more rewarding. Please answer the following questions:

What is your goal for participating in the “Watkins Way to Manager” program?

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Name a daily habit you could do in your business (that you are not consistently doing now) that would make a big impact on your results if you did it every day.

My single daily habit is: \_\_\_\_\_

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\*Please check your Monthly Order Form for the article numbers of Business Materials.

# Week 1 Good Business Habits

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**The focus this week is on developing good business habits.** “The challenge isn't managing the calendar. It's managing ourselves.” When you learn to make the time you spend on business count, you maximize your profits on the time you spend. When your time is out of control, you feel out of control.

This week's assignment:

- ❑ Plan your month in advance. Block out at least 10 hours for business each week. Time blocked for business should be spent on business.
- ❑ Make sure your emphasis is on “people work,” not paperwork.
- ❑ Use a daily planner to integrate your business into your life. At night before you go to bed, write down the ten most important things, business and personal, you will do the next day. Also note how many business-building contacts you will make.
- ❑ Make a minimum of five business-building contacts each day. That is, contact five people who are potential customers or Associates. Give these prospects a Watkins Business Information Pack. Suggested contents of a Business Information Pack can be found in the “Building a Team” section of your Watkins *System for Success* Training & Reference Guide.
- ❑ Prepare your sales and sponsoring materials. Make sure everything has your name, Watkins Associate Identification Number, phone number and e-mail address on it. Make sure to include your Web site address if you are an e-Associate.
- ❑ Write down the total number of Associates in your group. \_\_\_\_\_
- ❑ Record your results for this week on the Watkins Way to Manager Activity Tracker located at the end of this workbook.

Note the progress you have made working on your “single daily habit.”

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What are you pleased with this week?

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What help do you need?

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# Week 2 Power of the Products

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**This week you focus on understanding the power of the product.** Your income opportunity hinges around the product you represent. Your residual income will escalate in direct proportion to your passion for the “daily consumables” when you share the knowledge you gain from using them.

This week’s assignment:

- ❑ Personally commit to using the daily consumable products that build the business. If you have not already done so, sign up for the Watkins Advantage Program and the Promotional Earnings Pack (PEP) Program.
- ❑ Make sure you also have products for demonstration.
- ❑ Review the avenues for building your business in the “Getting Organized” section of “*Watkins System for Success* Training & Reference Guide.” Choose two or three ways to explore meeting new people during the next few weeks.
- ❑ Build your customer base. Actively introduce the product to people and work on your sales skills.
- ❑ Continue to make five or more business-building contacts each day.
- ❑ Use the Prospect Contact Chart to track your contacts and make notes for follow-up.
- ❑ Record your results for this week on the Watkins Way to Manager Activity Tracker.

Note the progress you have made working on your “single daily habit.”

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What are you pleased with this week?

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What help do you need? How will you get it?

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# Week 3 Planting the seed of Opportunity

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**This week you will focus on planting seeds of opportunity wherever you go.** Your goal is to develop your active listening skills, build relationships, and practice your interview skills.

This week's assignment:

- ❑ Explore your reasons for wanting to sponsor. Take a look at what you wrote on the what is your Action Motivator activity in the "Setting Goals" section of "*Watkins System for Success Training & Reference Guide.*" Have your reasons changed?
- ❑ Listen to the Relationship Sponsoring audio CD (downloadable from the [www.WatkinsOnline](http://www.WatkinsOnline) website). Pick out two or three tips and try them.
- ❑ Learn to prospect when you're out and about on your usual activities: go out at least four days this week and make two new "friends" each day. Exchange names and numbers.
- ❑ Continue to make five or more business-building contacts each day.
- ❑ Offer business opportunity information, the Watkins Business Interview Guide, and Watkins Business Opportunity audio CD (downloadable from the [www.WatkinsOnline.com](http://www.WatkinsOnline.com) website) at least five times this week. Get a phone number for each contact and arrange a time to follow up.
- ❑ Call to see what your prospect found interesting about Watkins.
- ❑ Record your results for this week on the Watkins Way to Manager Activity Tracker.

Note the progress you have made working on your "single daily habit."

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What are you pleased with this week?

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What help do you need? How will you get it?

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# Week 4 Gaining Confidence on the Phone

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**This week you concentrate on gaining confidence on the telephone.** The phone is your best friend for creating new business and getting the most from the business you already have.

This week's assignment:

- Make at least five business-building contacts on the phone each day.
- Create new business on the phone by calling people on your "Who Do You Know?" list.
- Always ask for referrals.
- Practice your follow-up phone call technique with anyone to whom you have given a Watkins Business Information Pack.
- Phone past customers. Tell them what's new at Watkins this month. Listen for how you can be of service. Take orders or offer business opportunity information if you identify a need.
- Make sure the phone you use for business has 3-way calling. It's inexpensive and one of the most effective tools you can have for building your business.
- Practice making 3-way calls with someone in your upline who gets good results on the phone.
- Check your progress. Are you on target to meet month one Manager qualifications? If not, discuss with your upline what you can do to improve your activity and your results.
- Record your results for this week on the Watkins Way to Manager Activity Tracker.

Note the progress you have made working on your "single daily habit."

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What are you pleased with this week?

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What help do you need? How will you get it?

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# Week 5 Practicing Interviewing Skills

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**The focus this week is on practicing your interview skills.** Sponsoring is a process of developing relationships. The more you practice the process, the more you'll learn the value of active listening. You will get comfortable learning what questions to ask, what to say, what not to say, and how much to say.

This week's assignment:

- ❑ Continue to make five or more business-building contacts each day.
- ❑ Photocopy the "Getting InFORMed Interview Sheet" in the "Building a Team" section of "*Watkins System for Success Training & Reference Guide.*" Practice asking relationship building questions with people you meet this week.
- ❑ Talk to someone who gets good sponsoring results about what he or she does and how he or she does it.
- ❑ Do two face-to-face "practice interviews" and two phone "practice interviews." You'll be amazed how cooperative people are when you tell them your assignment is to practice. The amazing thing is you are just as likely to sponsor from a "practice interview" as a "real one."
- ❑ Learn to handle concerns without getting defensive. Practice listening for the real question, continuing the conversation and using the "feel, felt, found" technique in the "Building a Team" section of "*Watkins System for Success Training & Reference Guide.*"
- ❑ Use your "Getting InFORMed Interview Sheet" to make notes. If the prospect isn't interested in joining Watkins at this time, ask if you may keep in touch. File the interview sheet in your tickler or follow-up system.
- ❑ Involve your upline on 3-way calling in any situations that you don't know how to handle.
- ❑ Record your results for this week on the Watkins Way to Manager Activity Tracker.

Note the progress you have made working on your "single daily habit."

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What are you pleased with this week?

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What help do you need? How will you get it?

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# Week 6 Working with New Associates

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**This week you practice coaching and working with the New Associates you've sponsored.** Coaching with the *Watkins System for Success* strengthens their chance of success. It also begins the duplication process, which is the key to your long-term residual income.

This week's assignment:

- ❑ Continue to make five or more business-building contacts each day.
- ❑ Hold a "Getting Started" training for new Associates in your group. This can be done in person or on the phone if your group is long distance. Review the "Getting Organized" section in the "*Watkins System for Success* Training & Reference Guide" with them and help them make their "Who Do You Know?" list. If you need help with this ask your upline.
- ❑ Use the Associate Information Record in the "Building a Team" section of the "*Watkins System for Success* Training & Reference Guide" to make notes about each New Associate's goals and the time he or she is willing to commit to their business.
- ❑ Make sure your new Associates have placed their first order.  
Explain why the Watkinize Your Home Product Assortment is such a good choice. Explain how home product presentations can be used to introduce both products and the business opportunity to their friends and accumulate points. Don't forget to promote the benefits of Watkins Loyalty program\*
- ❑ Contact your new Associate every 5 to 7 days to answer any questions, as well as to train for sales and sponsoring. Find out who needs your help and who wants to grow.
- ❑ Help your new Associates follow up on prospects. They will probably need your help in person and on 3-way calls until they begin to get comfortable.
- ❑ Record your results for this week on the Watkins Way to Manager Activity Tracker.

Note the progress you have made working on your "single daily habit."

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What are you pleased with this week?

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What help do you need? How will you get it?

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\*Discuss additional business materials that your new Associate should purchase.

# Week 7 Communicating with Your Group

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**The focus this week is on communicating with your group while you keep your personal business strong.** Your purpose is to provide training, encouragement, recognition, and information. Communication methods to explore include meetings, newsletters, e-mail, conference calls, and one-on-one training. Make sure you continue to personally build your business while providing training and support for your existing group.

This week's assignment:

- ❑ Discuss the communication and training methods listed above with your upline and develop a strategy that best fits your situation. Implement at least one component of your plan this week.
- ❑ Make five business-building contacts every day to personally sell and sponsor.
- ❑ Keep working with your new Associates. One of the skills you learn as a Manager is to spend your management time with those who are working. Initially though, you must do the same things with everyone so each new Associate has an equal chance of success.
- ❑ Pay particular attention to recognizing those who are on track to earn reward points in the 90-day Fast Start program.
- ❑ Record your results for this week on the Watkins Way to Manager Activity Tracker.
- ❑ Take a look at your goals. Are you on track for promotion? Is there any area in which some extra effort would yield big results? If you need to readjust your goals, don't get discouraged, just refocus.

Note the progress you have made working on your "single daily habit."

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What are you pleased with this week?

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What help do you need? How will you get it?

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# Week 8 Working on your Leadership Skills

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**This week you celebrate what you've learned! Continue working on your leadership skills as you keep your personal business strong.** Keep your activity level high. Your advancement to Manager is just the first step toward additional income and recognition.

This week's assignment:

- If promotion is right around the corner, make a plan to “re-promote” yourself in the next eight weeks. If you are short of your goal, go back and assess the areas in which you need to get stronger. Make a plan to use what you've learned to promote in the next eight weeks.
- Continue to make five or more business-building contacts each day.
- Help your new Associates approach prospects on their “Who Do You Know?” lists. Your Associates will introduce you to the people who will eventually become the most successful in your group. Treat all Associates as if you had personally sponsored them. Know their goals and help them make a plan to achieve those goals.
- Work with your upline to learn to use the reporting information the company provides.
- Be on the lookout for Associates who want to grow.
- Continue to pay attention to getting people involved in the 90-day Fast Start Program.
- Record your results for this week on the Watkins Way to Manager Activity Tracker.
- Pick out someone who shows signs of wanting management and invite him or her into the eight-week “Watkins Way to Manager” program. Mentoring that person and going through it with him or her again will cement your learning and help you develop your first Manager leg.

Note the progress you have made working on your “single daily habit.”

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What are you pleased with this week?

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What help do you need? How will you get it?

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Congratulations! Whether you've achieved your goal of advancing to Manager or you need a little more time, you deserve recognition for developing personally and professionally. Use what you've learned to continue to grow and as you continue to advance up the Manager levels you'll be rewarded with Watkins Team Building payout. Talk to your upline about the next step in your Watkins career. Pat yourself on the back for a job well done!

# The Watkins Way to Manager Activity Tracker

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	Progress Check	# Contacts	# Follow-ups	# Sponsored	Single Daily Habit Progress
Week 1	Sales \$ _____				
Week 2	Sales \$ _____				
Week 3	Sales \$ _____				
Week 4	Sales \$ _____				
Week 5	Sales \$ _____				
Week 6	Sales \$ _____				
Week 7	Sales \$ _____				
Week 8	Sales \$ _____				

My goal for working the program is \_\_\_\_\_

My single daily habit is \_\_\_\_\_

