

BEAUTYCOUNTER  
**COUNTER INTELLIGENCE**

**THE FIRST 30 DAYS:  
AN ACTION PLAN FOR NEW CONSULTANTS**

**CONGRATULATIONS**

ON BECOMING A  
BEAUTYCOUNTER CONSULTANT  
AND STARTING YOUR OWN  
BEAUTYCOUNTER BUSINESS.

We are so excited to have you as part of our team,  
and we are here to help and support you in any way  
we can going forward.

We created this action plan because the first 30 days are  
incredibly important to shaping your Beautycounter business.  
It's the best time to become familiar with how to successfully  
operate your new business, learn about our products and  
social mission, set measurable goals and map out your monthly  
schedule of business activities.

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How you invest your time building your Beautycounter business is directly related to successfully reaching your goals. There are four fundamental activities necessary to growing your Beautycounter business. In your first 30 days – and each month following – consistent focus on these four activities is the best way to grow your new business.

### **1 PROSPECTING**

Prospecting includes identifying new Clients, Band of Beauty Members and Consultants, and developing a plan for how you will connect and communicate with them about Beautycounter.

### **2 SCHEDULING**

Scheduling includes setting up Socials, one-on-one appointments and recruiting conversations. Planning and allotting time for this is essential to building your business. In addition, scheduling allows you to hold yourself accountable to your goals.

### **3 SELLING**

Selling means inviting your Clients, Band of Beauty Members and Consultants to purchase Beautycounter products. Selling can happen in several ways, including Socials, one-on-one appointments, email, and through social networks such as Facebook and Twitter.

### **4 RECRUITING**

Recruiting involves finding and adding Consultants to your team. Recruiting is important to growing your business because building a team takes your efforts and multiplies them. The Beautycounter Compensation Plan was built to reward both the growth of your personal volume as well as the growth of your team.

Following is a recommended week-by-week action plan for your first 30 days as a Beautycounter Consultant.

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### THE FIRST 30 DAYS: WEEK ONE

In week 1, you should meet with your Mentor for guidance and goal setting. This is also a good time to review the New Consultant Training Guide and complete the exercises found in the New Consultant Training Workbook

Please print the New Consultant Training Workbook and complete the exercises. They will help you hone the following important aspects of your Beautycounter business:

#### WRITING YOUR STORY.

Your personal Beautycounter story should detail why you joined Beautycounter. Share your story with your Mentor as they can provide great feedback as you perfect it. Once perfected, sharing your story will be one of the most compelling and effective tools for sharing Beautycounter with others.

#### SET YOUR GOALS.

You started your Beautycounter business for a reason. What do you want to achieve? These are your goals. Use the exercise in your workbook to begin to define your goals for this month and the months to follow. A goal is just the beginning; after you set your goals, it is time to plan your activities to reach them.

#### ORGANIZE YOUR CALENDAR.

One of the most amazing parts of being a Beautycounter Consultant is that you build your business around your existing schedule. However, in order to run your business like a business, it's important to determine how much time you can realistically devote to it. When planning your schedule, make room for the following:

**Your Beautycounter “business hours”** – time for making and returning calls, emails and posting across your social media channels including Facebook and Twitter.

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**Business-Building Activities** – such as Socials, one-on-one appointments, and recruiting meetings.

**Beautycounter Education** – set aside time for continual learning about our products, social mission, and company. The weekly Consultant training calls, and the weekly Beautycounter newsletter are important parts of this time.

**Networking Meetings/Events** – attending both corporate-sponsored and local events is a great way to connect with other Beautycounter Consultants and meeting potential new recruits.

### **GROW YOUR NETWORK.**

Your *New Consultant Training Workbook* recommends listing up to 100 people in your network who may be potential Clients, Band of Beauty Members, Hosts and Consultants. We recommend keeping this list handy and visible so that you can update it frequently. A growing list of prospects demonstrates you are in activity; make sure to always continue to add names to your list over time. This is important because as is the nature in sales, you will only close a certain percentage of those in your pipeline. Keep growing the group size to ensure personal success.

### **INFORM YOUR COMMUNITY.**

As you did with your Beautycounter Story, work with your Mentor to develop your Beautycounter announcement. Your announcement to be shared via social networks and email should include your Beautycounter Story and inspire your friends and family to learn more about Beautycounter and our Social Mission.

### **ORDER YOUR BEAUTYCOUNTER PRODUCTS.”**

If you did not order your Beautycounter products upon enrollment, week one is the perfect time to do so. Be sure you have enough products for your own use as well as to sample with your Clients and Band of Beauty members. Your Mentor is a great resource and can help you decide which products to order. Remember, when you accumulate at least \$200 Personal Volume (PV) in your start month, you’ll

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receive a \$50 product credit to use in your second month. The Complete Collection is the recommended first purchase to allow you the opportunity to sample all the products before selling them. To order product, go to **BTC > Order > Start a Personal Order.**

**ORDER YOUR BEAUTYCOUNTER BUSINESS CARDS AND LABELS.** We kindly ask that you use business cards available at Behind the Counter to ensure brand consistency out in the marketplace – this is something incredibly important to us. Beautycounter has made ordering your business cards easy. Go to BTC and click on “Print Shop” in the bottom right-hand corner. Click on the gray bar when you place your first order. Business cards make it easy to share your phone number and email address (it’s best not to include your home address on business cards). Beautycounter labels are a great way to personalize your product shipments and any Beautycounter products you choose to share as gifts.

**LOOK FOR THE BEAUTYCOUNTER CONSULTANT E-NEWSLETTER.** Each Tuesday, Beautycounter emails a weekly newsletter to Consultants with the latest must-have news, information and exciting updates on what is going on in the world of Beautycounter.

**LISTEN TO THE WEEKLY ALL-CONSULTANT CALL.** Every **Wednesday at 11am PST**, Beautycounter hosts a live call where Consultants can ask questions as well as hear directly from CEO & Founder Gregg Renfrew. The 30-minute call also includes important company updates and sales training not available via any other outlet. All calls are recorded and archived in **BTC > News > Trainings & Webinars.**

**SCHEDULE YOUR LAUNCH SOCIAL.** Select a few dates that work and start inviting guests using your 100-person list. Be sure to keep your Mentor informed so that they can attend if possible.

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### WEEK ONE RE-CAP



- MEET WITH YOUR MENTOR TO SET GOALS.
  
- PRINT THE NEW CONSULTANT TRAINING WORKBOOK AND COMPLETE EACH EXERCISE INCLUDING:
  - Your Story
  - Your Goals
  - Your Calendar
  
- ORDER YOUR BEAUTYCOUNTER PRODUCTS.  
Visit BTC > Orders > Start a Personal Order.
  
- ORDER BUSINESS CARDS & LABELS.  
Visit BTC > Print Shop.
  
- READ THE BEAUTYCOUNTER CONSULTANT E-NEWSLETTER.
  
- LISTEN TO THE ALL-CONSULTANT CALL EVERY WEDNESDAY.  
Access archived calls BTC > News > Training & Webinars.
  
- SCHEDULE YOUR LAUNCH SOCIAL.

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### THE FIRST 30 DAYS: WEEK TWO

Get to know the Behind the Counter (BTC) section of your Personal Website (PWS). It contains valuable resources for all Consultants, and is frequently updated with new information and tools to support your business. During your second week, please complete the following:

#### REVIEW TRAINING MATERIALS.

Please review the documents included in your Beautycounter Starter Kit, including the Product Training Guide, Career Plan Guide and Glossary of Sales Terms. To access it go to BTC > Tools > Training Guides.

#### READ THE “WEB PORTAL QUICK-TIP GUIDE.”

You started your Beautycounter business for a reason. What do you want to achieve? These are your goals. Use the exercise in your workbook to begin to define your goals for this month and the months to follow. A goal is just the beginning; after you set your goals, it is time to plan your activities to reach them.

#### WATCH THE VIDEOS, “INTRODUCING BEAUTYCOUNTER” AND “BEAUTYCOUNTER LAUNCH EVENT.”

One of the most amazing parts of being a Beautycounter Consultant is that you build your business around your existing schedule. However, in order to run your business like a business, it’s important to determine how much time you can realistically devote to it. When planning your schedule, make room for the following:

#### LISTEN TO THE “NEW CONSULTANT ORIENTATION” MESSAGE FROM BEAUTYCOUNTER VP OF SALES, GINA MURPHY.

One of the most amazing parts of being a Beautycounter Consultant is that you build your business around your existing schedule. However, in order to run

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### **READ THE BEAUTYCOUNTER HEALTH AND SAFETY INFORMATION.**

Learn about Beautycounter product safety and the science behind the Beautycounter. Mia Davis, Beautycounter's VP of Health and Safety, has written a great deal of helpful information about how Beautycounter products are developed, and how ingredients are carefully selected. Additionally, make sure to familiarize yourself with the contents of the Beautycounter Never List. This information can be found in **BTC > Tools > Health and Safety**.

### **RECRUIT YOUR FIRST BUSINESS PARTNER.**

Recruiting your first business partner is an important strategy as it allows you to learn alongside a good friend. Remember, your Mentor is there to guide you and your team. If you love what you do, asking a friend to join you is easy. Review your 100-person list and choose 10 people with whom you will introduce the business opportunity during week 2.



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### WEEK TWO RE-CAP



- REVIEW TRAINING MATERIALS.  
Visit BTC > Tools > Training Guides.
- READ THE “WEB PORTAL QUICK-TIP GUIDE.”  
Visit BTC > Tools > Training Guides.
- WATCH THE VIDEOS, “INTRODUCING BEAUTYCOUNTER”  
AND “BEAUTYCOUNTER LAUNCH EVENT.”  
Visit BTC > Tools > Videos.
- ORDER BUSINESS CARDS & LABELS.  
Visit BTC > Print Shop.
- LISTEN TO THE “NEW CONSULTANT ORIENTATION
- READ THE BEAUTYCOUNTER HEALTH AND  
SAFETY INFORMATION.  
Visit BTC > Tools > Health and Safety.
- RECRUIT YOUR FIRST BUSINESS PARTNER.

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### **THE FIRST 30 DAYS: WEEKS THREE AND FOUR**

You are now ready to be in full business-building activity. Continue to prospect, sell and recruit and focus on the following activities:

#### **SCHEDULE AND HOLD SOCIALS.**

Invite your Mentor (if possible) to your launch Social, so they can help show you what to do and share some tactics on what works best. If they are not available, use the tips in your *New Consultant Training Guide*.

#### **HOLD ONE-ON-ONE APPOINTMENTS.**

One-on-One appointments are a wonderful opportunity to get to know your prospect and invite them to become involved with Beautycounter in the way that is right for them. A schedule full of one-on-one appointments and Socials is a balanced approach to growing your Beautycounter business.

#### **READ THE SOCIAL QUICK TIP GUIDE.**

The training document is essential to learning about how to process Social orders.

#### **CONTINUE TO SHARE THE BUSINESS OPPORTUNITY.**

Socials are a great place to meet future Consultants, so make sure to share the business opportunity with everyone in attendance. Continue to tap into your 100-person list and reach out to anyone you identified as a potential new Consultant.

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### WEEK THREE AND FOUR RE-CAP

- SCHEDULE AND HOLD SOCIALS.
- HOLD ONE-ON-ONE APPOINTMENTS.
- READ THE SOCIAL QUICK TIP GUIDE  
Visit [BTC > Tools > Training Guides](#).
- CONTINUE TO SHARE THE BUSINESS OPPORTUNITY.

