

The Partnership Agreement

... is a document that can be adapted to any company and any situation and will go a long way in creating open communication and a clear understanding about what people want, what resources they have and need, and to develop a working business plan. It's purpose is to help you and your new people in goal setting, creating a weekly action plan and taking on personal accountability.

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Success in network marketing revolves around creating a win-win partnership between the sponsor and the new distributor. Duplication begins when each person knows what to do, how to do it, and has a "working business plan" in front of him or her.

One method I have found to be effective in creating this partnership from the beginning is in using a "Partnership Agreement." This is a document that can be adapted to any company and any situation and will go a long way in creating open communication and a clear understanding about goals, desires, personality traits, and that working business plan.

When a new person signs up with my in my business, I immediately send a welcome email, a Roadmap to Success training guide and a Partnership Agreement. My desire is to get that completed agreement back within the first week and then to set a time to review the agreement with him/her.

The Partnership Agreement is THE most important first step that he/she will take for me. I want to know how seriously this person is taking this business.

This is my first “assignment” and let’s me know right away what (and who) I have to work with. From this, we can determine goals and a “working” business plan.

Each question tells me important pieces of information about my new partner and gives me insight as to how to best approach our relationship and partnership.

Let me offer a sample of a Partnership Agreement, and then detail the components and what they mean. My explanations and comments will be in **bold red**.

Your Partnership Agreement

Welcome to the team! You are an important spoke in the wheel of our team's success, and I would like to know you better. The Partnership Agreement is important for us BOTH, so that we are both clear on goals, commitments, expectations, etc. And, by clearing thinking through your answers, you'll begin to develop a working business plan that can be adapted from week to week, and month-to-month.

PLEASE print this off, and then set aside some time, undisturbed, to really think about what you want out of your business. A business like this has the potential to provide so many things in your life, and although it starts out being about the money, as your business grows, and money no longer is an issue, this business will provide more than you can ever imagine.

Once completed, email to Jackie@streetsmartwealth.com

Once I have it back, we will set aside some time to discuss it, and develop a clear business plan to help you in achieving what you have specified that you want.

One thing important to note - if you have questions or need assistance, **CALL ME and let's talk about it. Do not wait for me to be the one to make first contact. Also, email today is very unreliable these days so that won't always get through. I am here to support you and no calls are silly. I want to hear from you.**

Make sure you save a copy of it and refer to it.

This is your roadmap to success!

Some things may be optional, such as a personal web site, so just disregard those areas. However, if you see this as something you will want to do down the road, please indicate such, as we will incorporate that into your business plan as well.

Name

Address

City

State

Zip

Phone numbers (main, fax, mobile, etc.)

Birthday

Married? Children? (names and ages)

Email address

Distributor ID number -

Company Web Site Address (if applicable) -

Personal Web Site Address (if applicable) -

The above questions are just to tell me needed contact information and a little about my new partners demographics. Knowing if he/she has children, remembering birthdays, etc are ways to communicate and work together.

1. What is your strongest reason "WHY" for doing this business? What do you want to get out of your network marketing business? Spend some time on this and please be specific. If it is financial security and freedom, define what that means to you. Your answers here will determine your ultimate success.

This question is designed to get us both to the heart of why a business is desired. I've found that the more in-depth the answer, the higher the likelihood is of longevity and success.

2. What is it about our company that makes it special to you?

I like to know why he/she chose this company above others.

3. What motivates you? (Example - recognition, money, learning, helping others)

Provides some insight into personality type and "hot buttons." A "hot button" is that thing that gets each of us going. For me, my hot button is always around being there for my children, and not having them in the care of someone else as I go off to a job.

4. What are your greatest strengths and talents that you will share with your team?

I like to know that my partner is able to identify and acknowledge talents! It's amazing how many people struggle to answer this question and I want to assist in developing positive self talk as much as possible.

5. What three words would you use to describe yourself (not physically!)?

Just more insight into how my new partner sees him/herself.

6. What do you perceive to be your weaknesses and what can hold you back, if anything? Are there any obstacles or hurdles that we need to overcome?

This is a very important question as it will possibly lend insight on down the road if there are challenges. Often, a simple look at this question when a phone call comes in that "things aren't working" can identify some possible reasons why not.

7. What is most important to you in a home business?

Expands on the first question a little and creates a "hot button."

8. How much time are you willing to commit each week to your business?

More on developing that working business plan.

9. Are you willing to give your business one to five years for your success?

How serious and committed is this person and does he/she understand that this is not a "get rich quick", overnight success type of venture.

10. What do you currently see that your weekly plan of action steps consist of and are you willing to COMMIT to it? (i.e.: make five calls introducing product, contact organizations about fundraisers, host an in-home party, ask five friends to host a party for you, learn to market online, recruiting others, learn to use leads, run ads, etc.)

More on developing that working business plan and determining which methods of working the business are appealing at this point in the business.

11. If you have been in network marketing before, and have failed to reach some of your goals, what do you think really stopped you?

If my new partner has been involved in our industry before, his/her answer to this question may tell me a lot about personal accountability; expectations; commitment and more.

12. What are you looking for in terms of income for your first three months? Six months? One year? Five years?

More on the business plan and understanding how income works. If my new partner has an unreasonable income expectation in short order, we need to spend some time here. I also like to measure this question with questions 8. and 10. Expecting \$5,000 a month after three months on a five hour weekly commitment is not realistic. I feel it is my job to make sure there is a clear understanding here so that no one is disappointed.

14. What was the first possibility that came into your mind when you first understood what network marketing could offer?

I love the variety of answers that this question generates and it helps me understand his/her understanding of what our industry offers.

15. What do you like best about your current job? What do you like least?

This question creates more "hot buttons" and offers more insight into the "why."

16. Are you aware that network marketing is largely a Self-Development course? The more you work on yourself, your vision, attitude, beliefs, and willingness to change and grow, the more money you will make. Are you willing to read books, listen to tapes and invest in yourself?

I feel very strongly about this part of our business and want to get the topic out on the table as early as possible. I attribute all of my own personal success to my willingness to work harder on developing myself than on any other aspect of the business.

17. What are your expectations of me as your upline and partner? How can I best serve you?

This is a very important question, so I can be clear on my new partner's expectation of me and I can communicate what I am willing to do and not willing to do. Again, open communication is important and I like to communicate on this subject from the beginning.

18. Do you feel clear on what is going to be expected of you to make your business successful? Share a little about what you perceive that to be.

I feel this is another important point to get my new partner thinking about. It's not the lottery and it's not a gamble. I want to know where this person is on this topic.

19. Belief is the most important aspect of this business, and it has several components. You must have -

- Belief in yourself
- Belief in the company, management team and product
- Belief in me as your sponsor and upline
- Belief in our system
- Belief in others

On a scale of 1-10, how would you rate your level of belief in each of these four areas?

Yourself -

Company, management team, product -

Me, as your sponsor and upline -

Our system -

Belief in Others -

Belief is of the utmost importance in anything and certainly in this business. Where does this person fall in that area? The answer to each one will tell a lot about longevity and commitment.

20. What are your next five action steps? (I.e.; call five friends, host a party, call someone about a fund-raiser, etc?)

1.

2.

3.

4.

5.

More on developing that business plan, defining some action steps and personal accountability. I have found that if a person quits within the first month or two of joining the business, he/she did not complete these 5 action steps. The simple act of completing them, in most cases, generates enough success to further develop belief and keep he/she in the business.

21. Are you teachable? Yes No If not why do you feel not?

Everyone always says "yes" but that is not always the case. This answer provides a place to re-visit in conversation if the new partner is struggling and is not following proven success techniques.

23. Do you want to make a little money or a lot?

I always get a variety of answers here and the answer assists me in knowing how realistic goals are and what my new partner is after. Many people can not "see" themselves beyond their current reality and so I like to work with a new person to stretch a little, but I don't want to force my own income goals on him/her. There is no right or wrong answer here.

24. Do you like helping people? In what ways do you like helping? Do you have a mission? If so what is it?

This is a people business so I want to know that this will be a fit.

25. Do you like having fun, going on trips, cruises, having get togethers? If so do you like planning these events?

This will provide insight on how important company and team contests might be. My company has a "party plan" component and so some of these help me to determine whether this might be an avenue they would enjoy and might want to explore. I have training manuals set up for each aspect of the business and it helps me know what ones might serve them and it leads me into conversation with them on each topic.

27. Do you enjoy entertaining? If so what would a typical evening be like for you as far as entertainment goes?

This particular question will help me see if this person is a good candidate to do an in-home party or presentation. Some people love this and others do not. And, there are many ways to build this business so I want to work with this person on what best fits him/her.

28. Are you a really detailed focused person that likes planning for everything and crunching the numbers?

More on defining a personality type and determining how much time to spend on compensation plan details; how it all fits together, etc. Some people have to know and others just take action and let it fall into place.

29. Are you an "on time" person, or are you often late?

The "late" question tells me a lot, too, and often about follow up. I have learned that often, if a person is late a lot, they also have challenges around following up with prospects in a timely manner and so I want to watch for that one if they are struggling.

30. Are you challenged by making money, winning contest, being the #1 income earner? Yes No

More on the importance or lack of it regarding team contests, company incentives, etc.

31. List the priorities in your life in order of importance:

More on personality traits and hot buttons. I always like to see how the answers to similar questions compare.

Success in network marketing is a process. While it does seem to happen overnight for some, it is a steady, consistent process for most. It is important that you understand this and set realistic, yet "stretching" goals for yourself. Network marketing is not buying a lottery ticket and hoping. It requires actions, willingness to grow and change and a "coachable" attitude.

Are you willing to commit to the process of learning and doing?

Now, here is the MOST important step in this process. As your coach, you will hear me speak about vision a great deal. It is what makes our business happen, and makes our lives happen, too. Please spend some time and describe in specific detail that a perfect day in your perfect life would look like, if time and money were no longer issues. Where would you live? Who would you spend time with? Describe your home? Your car? Your Lifestyle? What organizations would you support? Would you travel? etc. Get creative and let your imagination run wild. Again, DO NOT SKIP THIS STEP!

Again, welcome to the team!

Jackie Ulmer

So, that is an overview into the Partnership Agreement and the methodology behind it. I have found it to be a very effective piece in assisting the new person with doing some goal setting, setting up a weekly action plan and taking on personal accountability.

By using this, my attrition rate has lowered dramatically and if someone does decide this business is not right, he/she almost always calls me or emails me to let me know. And, the comment is almost always made—"It's just not right for you, but I can see where it works and thanks for taking the time to coach me."

This, to me, is priceless as I endeavor to create a better awareness of network marketing as a career choice and reduce the negative comments made by many who leave our industry. If this business isn't right for a

person, my goal is to have him/her go away with a good impression of our industry, even though it's not a personal fit.

I encourage you to try this method of partnering with your team and feel confident you'll be happy with your team results.
