

# Who Sponsors Who?

When a SR IBO lives in a community or is part of a ministry with potentially a large group of overlapping of friends, it is CRITICAL that there is a clear understanding of principles that everyone can work with. After much thought, communication, and prayer, the following are the principles for “Who Sponsors Who?”

## **Sponsoring Goals:**

1. The Primary Goal as an IBO who sponsors is to give the new prospect the opportunity for Hope & Health & a Lifestyle of Freedoms
2. Our Primary Goal is NOT to make money off them. This will be a natural result if we do our work professionally.
3. Regardless of who is the sponsor, if a person has success, all the mutual friends will be happy for them.

## **Sponsoring Principles:**

1. The New Sunrider Prospect ALWAYS has the choice for who their sponsor is.
2. We never just put someone under an IBO because that would help them grow their business. It is very important that the new SR has CHOSEN their sponsor.
3. The Sponsor has a specific responsibility to give that new SR the best support they can.
4. Just because someone has a great relationship with the prospect in one area or more areas of their life, that doesn't mean that they have to be or would necessarily be their best SR sponsor. Sometimes it's ok to for the prospect to widen their friendship and support base.
5. If the circle of friendship is “true friendship” each friend will be true to their relationship and do all they can to support their friend even though they may not be their sponsor. They can suggest that they ask their sponsor for more help and encourage them to go upline if they are needed more support.

6. Each IBO needs to work from the Biblical principle: Some plant, some water, some till the soil, some harvest. It is inevitable that several of the friends will share SR in some form. It is ALWAYS the one who “gets the job done” that gets to be the sponsor.
7. This creates the incentive to get out there and work and contact your friends BEFORE the other friends sponsor them in.
8. If someone has been in another network marketing company, and has a list of friends they have worked with and even sponsored in the other company, it will be VERY SMART on the part of the sponsor who has all these former contacts, to be proactive, contacting them, letting them know “what you have found” “what’s unique about SR” and “why you love it” and “that you’d be honored to share what you’ve found with them.” This lets your friends know “you are in Business as a SR” This still does not prohibit someone else from prospecting them and sponsoring them in. Everyone has a choice! Again, it’s an incentive to get out there and bring those people into your organization before someone else does.
9. Another very important concept to realize is that many times it take hearing about SR from several people, even more so when it’s your friends, before they choose to sponsor in.
10. It is very important that you follow the system, so that you do not waste time (giving information and not getting the job done, and they go and sponsor in with someone else.
11. Getting a referral is a huge complement. If you do the job right, and follow the system, you won’t waste time in getting the job done and losing that person to someone else.
12. Learn the system, get to the friends on your list ASAP. Everyone is free to plant, water, till, and harvest... wherever you plug in, who ever “gets the job done” gets to be the sponsor.

Every time I sponsor someone in, I always give a clarifying question:  
“I’d be honored to be your sponsor. Is that what YOU want?”