

# Power Program

## DEFINED

You can do activity and track your numbers with one of two different mindsets: 1. Checklist mentality or 2. Growth mentality with the intent on building a sustainable and profitable business, with a growing number of customers. Filter all situations in your business through these definitions. Is it creating growth or does it just check a box on the tracking sheet?

### WHAT IS A "FACE"?



- **Someone who tries the product with you for the 1st time** (in person or virtual) and you obtain contact info to enter on Intouch and follow up.
- **Someone who attends a virtual session**, who you follow up with.
- **Someone who places a NEW order with you** for the 1st time and you collect their contact info so you can enter them as a customer on Intouch.

\*must be 18+ to be counted as a "face"

### WHAT A "FACE" IS NOT

- Someone who just watches a live without follow up or an order.
- Someone you send samples to, but there's no follow up or order.



### WHAT IS A "SESSION"?

- A group appointment with 3 or more new people in attendance (in person or virtual).
- We call it a facial when there's just one person and a double facial when there's two. When there's 3+ it is considered a group session.
- It is not considered a session if it's just a live video that maybe 3 or more people happen to watch.



### CAN YOU COUNT PEOPLE TWICE?

Typically only new people count as a "face", but if the same person is showing up to multiple events out of a genuine interest in the products & opportunity, we consider this the layering process, which is exactly what we want you to do with your customers and prospects. Use your discretion and have a "growth mentality" (versus checklist mentality) when it comes to tracking/reporting numbers.

### WHAT IS "RETAIL"?

- Total sales dollars collected from customers, after discounts, gift cards and taxes.
- This is different than the "retail" credit/value of an order placed on Intouch.



### WHAT IS "WHOLESALE"?

- The value of your order at your 50% off cost as an active Consultant. Orders on Intouch are shown as the wholesale amount.

### WHAT COUNTS AS A CAREER SURVEY?

Someone who hears information about the business opportunity and you follow up with them to get their feedback, opinion and find out their interest level.



### WHAT COUNTS AS A BOOKING?

A group appointment (in person or virtual) that is booked and then CONFIRMED about 24 hours later. It must be confirmed, with guest list in motion, to be considered a booking. You can add 3 facials together to equal one booking.