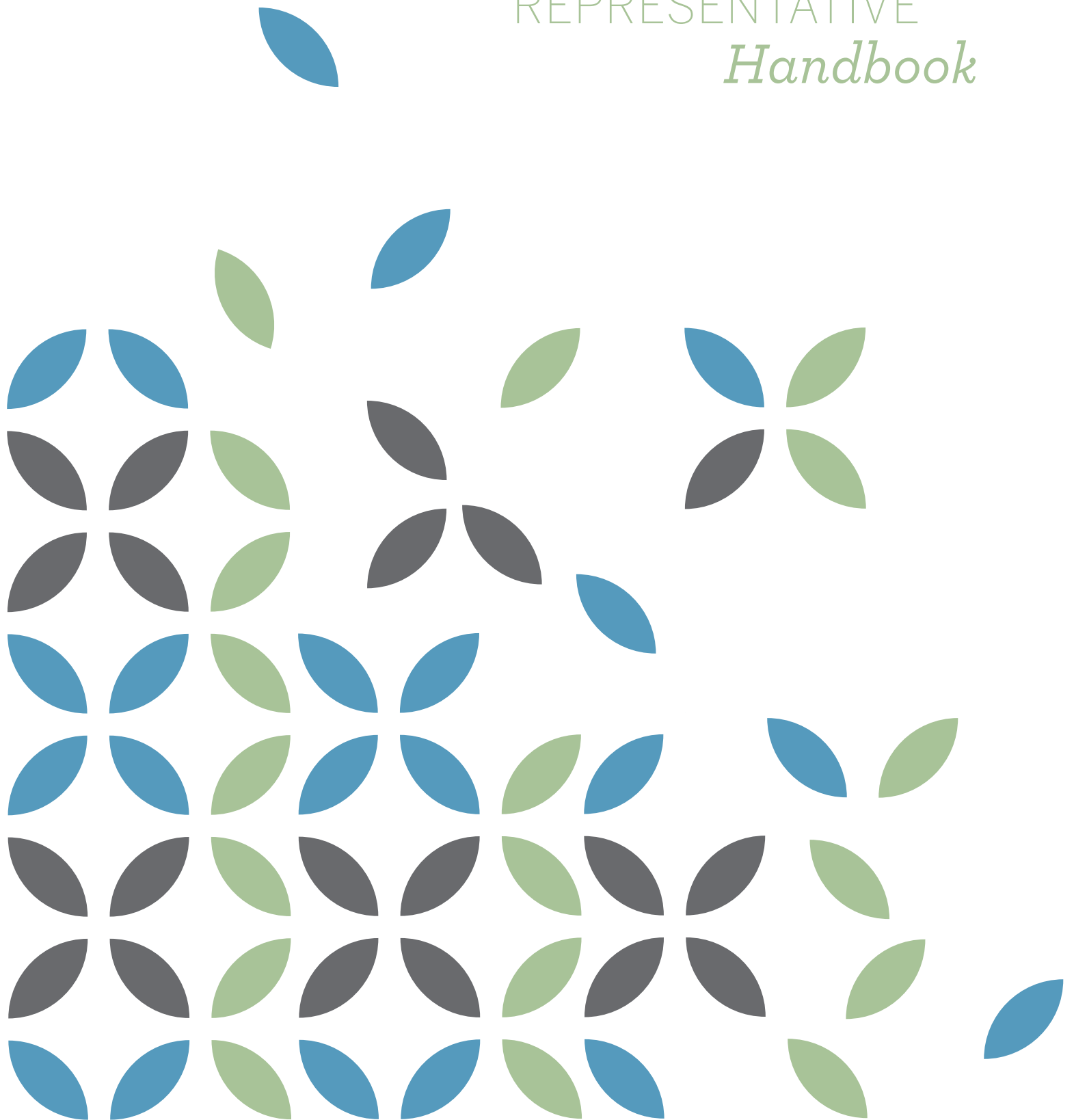


*The*  
**MICHE**<sup>®</sup>  
REPRESENTATIVE  
*Handbook*



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# your miche journey

*“The vision must be followed by the venture. It is not enough to stare up the steps—we must step up the stairs.” ~ Vance Havner*

## YOUR MICHE VISION

How big is your vision for your Miche business? The sky is the limit! By taking the time to develop your vision, you’ve set in motion all that is possible for your business and your life. As a reminder, your vision is a portrait of your future. It articulates your heart’s desires and your values. Your vision inspires you to take actions that may enlarge your comfort zone and are absolutely necessary to realizing your dream.

When you don’t have a vision, you can be easily distracted by unrelated opportunities. But when you do have a clear, compelling vision, it guides every choice you make. You are aware that every action you take—whether small or large—is either a step closer to, or a step further away from, the life of your dreams.

### **A vision...**

- Engages your heart and your spirit.
- Expresses your deepest desires for yourself and the ones you love.
- Provides meaning to the work you are doing.
- Is the release of unexpressed desires.
- Is ever-changing and ever-growing.
- Often expresses your longing for a greater quality of life, or an improvement in the quality of your relationships, surroundings and experiences.

To help with this phase of your Miche journey, take a few minutes to fill in your answers to the questions below. You should have likely already noted them in your Quick-Start Guide. If you haven’t yet created your vision, now is the perfect time to do so.

You may find that your vision has changed since you began as a brand new Independent Miche Representative. In fact, it's very likely that your vision has grown. Once you experience the benefits and rewards of being an Independent Miche Representative, you come to see that anything is possible.

1. If I could invent the future, what would I create for myself?

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2. At the end of my life, what will be my greatest accomplishments?

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3. What mission in life absolutely inspires me?

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4. What work do I find absorbing and engaging?

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5. How will my business enable me to live my dreams?

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Looking at your answers to the questions above, describe your ideal day, from the moment you wake to the time you go to bed. How will you FEEL about yourself? How will your family feel about **you**?

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*Make your vision part of your life!*





# your miche *journey*

## CREATE YOUR CONTACT LIST

### **Your Contact List is a Work in Progress**

Keep in mind that your contact list is always a work in progress. In fact, without adding fresh contacts regularly, your business can stall and even come to a complete stop. It's wise to refer to your original "Who Do You Know" contact list often. The people on your initial list will be your links to reaching outside of your own circle of influence. Be sure to update your contact list on a regular basis and come back to it again and again.

You will find that person-to-person contact is the most effective way to introduce Miche products to your family and friends. Seeing that look on their faces when they see the Miche Bag for the first time is priceless.

### **Your 30-Second Commercial**

By now you have probably found one or two descriptive phrases that you are comfortable with when introducing Miche to others. You may have also discovered that Miche products really do sell themselves after a simple introduction from you.

To review what you learned in the Quick-Start Guide: if you had thirty seconds to tell someone about Miche Opportunities, what would you say? The key to spreading the word about Miche products and Miche Party opportunities is to talk about them everywhere with sincere excitement!

Your personal 30-second commercial is designed to present Miche products and Miche Party opportunities in a positive light, show your enthusiasm, and give the person you are speaking with a reason to learn more. Remember to resist the temptation of letting your excitement get the best of you and telling them all of the details over the phone!

### Here's an example:

*Hi Sally, how are you? Do you have a couple of minutes? Great! I've fallen in love with a new line of purses and started my own business offering them to my friends and family. I would love to show my line to you. Could I stop by soon so that you can see them for yourself? SEEING IS BELIEVING with these great purses with interchangeable exteriors—they're unlike anything else out there! Let's pick a time to get together!*

### Here's another example of what you can say to a prospective Hostess:

*Sally, I see that you really like the items in our catalogue. I'd recommend hosting your own Miche Party and inviting a few friends over to shop as well. Let me tell you how easy it is and what you can earn free or at a discount.*

Now that Sally has seen the Miche Bags, she will likely be even more excited to have her own Party and it will make all of the difference when she is talking with her guests. If she is hesitant, make sure to invite her to one of your own upcoming Parties so she can experience for herself what a Miche Party is all about!

The goal is to be conversational and inviting! Practice comfortable words and phrases that you can say in thirty seconds or less.

### Consider these ideas...

***Have you heard about Miche handbags?***

***I am excited about what I do because—***

***What people love about Miche handbags is—***

***We make it fun to—***

***We have the one handbag with truly endless possibilities! Let me show you how—***

Keep practicing your 30-second commercial so you can say it without thinking about it. Write it down here:

### My 30-Second Commercial:

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# your miche journey

## SET NEW GOALS

Success is achieving the goals that you set for yourself. As you take the next steps on your journey, renew or revise the time commitment you are willing to make and the goals you have set for your Miche business.

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|--|
| How many hours will I dedicate to my business every week?                          |
| How many Parties do I want to complete each week?                                  |
| Which days of the week do I want to hold Parties?                                  |
| What specific steps will I take in the next seven days to move closer to my goals? |
| What will I do with the money that I earn?   |
| When will I hold my New Representative Orientation meetings?                       |

*Consistency is the key to achieving your goals!*

## Your Income Goals

Now that you have had a few Parties, let's review how you are doing and set some new goals for your income. Start by answering these important questions to calculate your earnings breakdown:

|  |    |  |
|--|----|--|
| My Party average:  | \$ |  |
| My projected number of Parties each month:   | X  |  |
| My projected sales each month:   | =  |  |
| My Commission % (based on personal sales):   | x  |  |
| My projected monthly earnings:   | =  |  |
| <p>How will I use my income to create a better quality of life for my family and myself?</p> |    |  |

# your miche journey

## GET ORGANIZED/ESTABLISH BUSINESS HOURS

### Setting Up Your Office

Having a dedicated spot in your home for your Miche office helps you stay focused and organized. All you need in the beginning is a computer, phone and a place to keep your demonstration product and business supplies. Most Representatives choose a special room in the house where they can be in their office to work, as well as be able to close the door at night and rejoin their family activities.

### Working *In* versus Working *On* Your Business

To be productive with your Miche Business, it's helpful to know early on the difference between working ***in*** your business and working ***on*** your business.

Working ***in*** your business results in immediate ***income***. Activities such as voice-to-voice and face-to-face contact with people are examples of ***in*** your business items. They help you make money ***now***. Use your primetime hours for ***in*** your business activities, anywhere between 9 a.m. and 9 p.m.

Working ***on*** your business is also important because these activities help support your goals. Setting aside time for tasks like placing orders, sending an eNewsletter, bookkeeping activities, stamping catalogues, etc. is essential. Try to conduct these types of activities during non-primetime hours, before 9 a.m. and after 9 p.m.

### Establishing Business Hours

By now you have an idea about how much time to allow for each Party. Typically you want to budget five hours for each Party you schedule, including time for Hostess Coaching. If you're aiming for a consistent pace of two Parties per week, this represents working an average of ten hours a week on this aspect of your business.

Continue treating your Mische business activities with the same respect as you would a job. One of the great things about being an Independent Mische Representative is that you create your own schedule and you can work around family and important events. To ensure your loved ones' continued support, make your optimum work schedule a family decision. That way, family members can plan around your work as well.

*The good news is that you are the boss! The bad news is that you are the boss!*

Picking consistent hours for working—and then planning around them—helps you establish good time management habits. My, how time can fly sometimes! And before you know it you haven't made all of those phone calls you promised to make.

## Helpful Tips & Reminders . . .

### **Schedule Work Hours with Limited Distractions**

Schedule work hours when you can focus on your business without also juggling household projects. Working from home can be very rewarding, but it can also be very distracting. Fifteen minutes of focused time is more productive than an hour of trying to multi-task Representative duties and household projects at the same time.

### **Use a Calendar or an Appointment Planner**

We suggest that you make and use a master calendar that contains all of your Mische-related events as well as your family events. This can include your Mische business appointments, scheduled Parties, and monthly meetings, as well as your family commitments. Having just one calendar that has everything on it makes life easier.

Be sure to highlight your Mische Party “open dates” so you can book Parties on the spot.



# your miche *journey*

## GET CONNECTED

Your Advisor is an ideal resource for information and training. Continue to review the “basics” of the Miche LifeStyle Rewards Plan and other training resources located in your MyMiche Business Center. They are designed to help you every step of the way.

### Become Informed

Watch for Miche emails, updates and conference calls. If you have questions, call your Advisor. Or for additional help contact our Field Services Support team at **877.716.4243** or email **support@miche.com**.

### Be Social!

Today social media is the name of the game, especially when it comes to marketing and promoting your Miche business. Establishing and utilizing a Facebook page as well as a Twitter account can help you get the word out about our products and Miche events to your Facebook “friends” and Twitter followers. Be sure to check the social media guidelines for Miche in the Miche Statement of Policies & Procedures located in your Business Center.

### Develop Your “Marketing Department”

Get the word out! Talk to your family and friends and enlist their support in promoting your new business. Supply them with your business cards and catalogues and you have a ready-made marketing department and source for referrals!

# business basics

*“Techniques are many, principles are few. Techniques will vary, principles never do.” ~ Michael Oliver*

## BOOKINGS

### Develop Party Chains

One of your main goals for Parties is to schedule more Parties—a booking technique that is referred to as creating “Party Chains.” When you book multiple Parties, you continue the Party chain indefinitely! No bookings means an end to that potential Party Chain. Set a goal to book at least two Parties—one to “replace” the current Party and one more to continue the Chain with your current Hostess. Remember, she knows plenty of people you have not met yet!

### Always Invite Guests

By always encouraging Party invitees to bring friends with them to the Party, you reach more people and have more opportunities for bookings.

### Promote the Benefits

At first, you may feel that asking someone to book a Party is like asking her to do you a favor. Take a moment and list at least three ways that your friends and family will benefit from hosting a Miche Party:

|            |
|------------|
| Benefit #1 |
| Benefit #2 |
| Benefit #3 |

Direct Selling Industry market research indicates that the Top 3 reasons a Hostess books a Party are to:

1. Have **fun** with family and friends
2. **Help** the Hostess who invited her to the initial Party she attended
3. Enjoy the discounts and **rewards** offered through the Hostess Benefits plan

## Offer Tangible Ways to Reward your Hostess for her Efforts

Take advantage of Hostess promotions when they are available. A popular way of rewarding a Hostess is to offer her an extra gift if you make two bookings at the Party. You can also take advantage of Miche's Hostess Booking Incentive and Hostess Exclusive Shells Program—details for these are located both in your MyMiche Business Center and your PWS.

Promote the Hostess Rewards aggressively so that each guest can clearly see and appreciate the benefits!

## Sprinkle BOOKING SEEDS

If you don't ask, guests may not volunteer on their own to host a Party. So be sure to **ask** for bookings throughout your Party presentation! A "booking seed" is a gentle suggestion on why a guest should have a Party. Usually, it is just a sentence or two strategically mentioned

throughout your Party presentation. For example, when you explain why guests should consider hosting their own Party you can say:

*When Sally has two friends this evening book their own Parties, Sally will receive her favorite Shell free!*

This is a “booking seed.” Try it a few times and see if it increases your number of bookings per Party. A little shopping spree or other incentive is a small monetary investment to ensure you have a full calendar of bookings.

Here’s another example: explain the Hostess Rewards in easy terms.

*Let me tell you how easy it is to get your favorite handbag and Shell free! My Party Hostesses on average earn a Base Bag and several half-price Shells with just six or seven Party guests and a few outside orders!*

## **Explain Hostess Rewards at each Party in a Simple Way!**

Show a visual example of what a Hostess can earn free and/or for a discount when she hosts a Party with average sales. Choose a guest who seems interested in the Hostess opportunity and try a technique called “Hostess Stacking.” Ask if she is willing to help you show everyone what your Hostess can earn with our wonderful Hostess Rewards program. Then stack the product on her lap so everyone can see. Note the look on the guest’s face when you take away the product! Get your booking calendar ready: She will want to select her Party date!



# business *basics*

## HOSTESS COACHING

Hostesses are like gold for your business. Make it your objective to create “career Hostesses.” In other words, Hostesses who book Parties year after year. Cultivate them and honor them as often as possible. Begin by coaching your Hostess to earn an abundance of Hostess Benefits.

### The Hostess Party Planner

A ready-made Hostess Party Planner with welcome letter, Hostess Rewards Chart, Guest List Memory Jogger, Wish List, Tips for a successful Miche Party and To-Do checklist is available for purchase in your MyMiche Business Center. You supply five (5) catalogues, five (5) order forms, any special offers and five (5) extra invitations (if desired). You are welcome to add additional items yourself, as appropriate, such as Join Us Brochures. Your Hostess will love it!

### Step-by-Step Hostess Coaching

Call your Hostess the next day after a booking to confirm the date and time of her Party and to help her put the guest list together. Offer suggestions on various types of groups in her life by using the Guest List Memory Jogger. You will want to suggest that she over-invite because industry studies show that about one-third to one-half of those invited will actually come. The goal is simple: have at least 10 guests who preferably don't know each other. This will help secure more bookings.

### Explain the Hostess Rewards

Make sure your Hostess understands the potential rewards for hosting her Party. If her Wish List is long, encourage her to reach \$1,000 or more in guest sales to get as much as she can free and/or at a discount. Show her that by collecting outside orders before and after the Party from those who cannot attend, and by having a large number of guests in attendance, she can reach her goal. Make sure she understands how to fill out an order form when taking outside orders.

Walk her through the information in the Hostess Party Planner in detail. Here are a few items to go over with your Hostess:

***What is on your Wish List?***

***Let me show you how you can get everything on your Wish List.***

***Let's brainstorm together on how to increase your guest list.***

Encourage her to call the people on her list and personally invite them to save the date and to look for an invitation coming their way.

## Collect the Invitation List/Follow-up

The ideal scenario is to **send the invitations on behalf of your Hostess**. Sending the invitations yourself does several things:

1. It greatly increases the likelihood that the Party will happen.
2. It is outstanding customer service for your Hostess!
3. It decreases the cancellation rate.

During your Hostess coaching time, use the Guest List Memory Jogger to help your Hostess increase her invitation numbers. Collect the invitation list within four days after booking the Party.

**Invitations:** Take advantage of the convenient Miche M-vitations in MyMiche. You will be sending out the invitations either by email or regular mail. Remember to make sure the invitations go out on time!

**Follow up:** One week later, call your Hostess to confirm how many people have said yes. Suggest that she promote her Party on her Facebook page and other social media to drive interest in Miche products and increase attendance.

**Outside orders:** You also want to encourage her to gather orders from those who are unable to attend. She can also offer them the opportunity to book their own Parties. This is a good time to remind her that she will earn one half-priced item for each qualified booking from her Party as part of the Hostess Booking Incentive.

**Confirm:** The day before the Party, call to confirm the final details. Make sure you have directions to her home and let her know you plan to arrive about 30 minutes before the Party to set up. This is also a good time to suggest your Hostess consider joining you in your business. She can watch you at her Party while she is thinking about becoming a Miche Representative. Let her know you are excited to do her Party and you want her to earn everything on her Wish List FREE!

**The key to ensuring a successful turn-out:** The day before the Party, make a reminder call or text each guest yourself. Remind them of the time and place, leave a pleasant message letting them know how excited you are to meet them, and encourage them to bring friends.

## Hostess Coaching Phone Script Ideas

Whether you are Hostess coaching in person or on the phone, here are some examples of what to say during the recommended contact times with your Hostess:

### **1<sup>st</sup> contact phone call—2 to 3 weeks before the Party:**

*Hi Sally, I am so excited about your Party! I called to let you know that I have sent the invitations to your guests, and to give you a friendly reminder that it is really your personal invitation that will bring your friends to your Party. Please make sure to call, email and/or verbally remind your guests whenever you can about your Party. Also, let them know that it would be great for them to bring a friend. Show off your fun Miche Bag with enthusiasm and they will be sure to attend!*

Create a 1<sup>st</sup> contact phone call script here:

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### **2<sup>nd</sup> contact phone call—1 week before the Party:**

*Hi Sally, I am calling to hear how your reminder phone calls and outside orders are coming along. I know you have a great Wish List and your goal was to collect five outside orders before the Party. How many do you have so far? Is there anything I can do to help you with your outside orders? Do you need more order forms or catalogues? We are going to have a great Party!*

Create a 2<sup>nd</sup> contact phone call script here:

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### 3<sup>rd</sup> contact phone call—1 day before the Party:

*Hello Sally! I'm so excited about your Miche Party! I am calling to go over some last-minute Party arrangements. Do you need me to bring a table? I also want to let you know that I will be arriving at <TIME>. This will give us an opportunity to go over last-minute details before the Party begins. I would like to make sure I have all of the materials I need; I will see you tomorrow. It is going to be a great time!*

Create a 3<sup>rd</sup> contact phone call script here:

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### 4<sup>th</sup> contact —after the Party

Make it memorable—end the Party on a positive note! Make sure your Hostess has enough supplies for collecting additional outside orders after the event so that she can continue building her Party sales. Set a specific time to call her and collect her last orders in preparation for closing the Party. When the Party is closed, drop her a thank-you note in the mail in which you can thank her again for being such a wonderful Hostess and invite her to host another Party with you in the future!



## HOSTESS CONTACT CHECKLIST

|                              |        |
|------------------------------|--------|
| Name:                        |        |
| Address:                     |        |
| Mobile Phone:<br>Home Phone: | Email: |

| CONTACT  | DUE DATE | COMPLETED | NOTES |
|--|----------|-----------|-------|
| <b>Contact #1:</b> <i>(Person-to-person meeting either through appointment or at booking time.)</i> <ul style="list-style-type: none"> <li>• Set Party date and review Hostess Party Planner*</li> <li>• Send Hostess a "Thank You for Booking" note</li> </ul> <i>* Hostess Party Planner should include: welcome letter, Hostess Rewards Chart, Guest List Memory Jogger, Wish List, Tips for a successful Miche Party and To-Do checklist. You supply five (5) catalogues, five (5) order forms, any special offers and five (5) extra invitations (if desired). You are welcome to add additional items yourself such as the Join Us Brochure.</i> |          |           |       |
| <b>Contact #2:</b> <i>(2-3 weeks prior to Party.)</i> <ul style="list-style-type: none"> <li>• Confirm Party date</li> <li>• Make sure you have her guest list</li> <li>• Explain the importance of outside orders</li> <li>• Encourage your Hostess to think about who might be interested in booking a Party of her own</li> <li>• Mail invitations</li> </ul>   |          |           |       |
| <b>Contact #3:</b> <i>(1 week prior to Party.)</i> <ul style="list-style-type: none"> <li>• Check to see if she needs any additional supplies</li> <li>• Check on RSVPs</li> <li>• Confirm names of anyone interested in booking</li> <li>• Talk to her about the importance of reminder calls</li> </ul>  |          |           |       |

|   |  |  |  |
|---|--|--|--|
| <p><b>Contact #4:</b> <i>(Day before Party.)</i></p> <ul style="list-style-type: none"> <li>• Confirm directions and your arrival time</li> <li>• Go over last-minute preparations (<i>table, supplies, etc.</i>)</li> <li>• Confirm number of guests to ensure you have enough supplies</li> </ul> |  |  |  |
| <p><b>Contact #5:</b> <i>(Post-Party.)</i></p> <ul style="list-style-type: none"> <li>• Send thank-you note</li> <li>• Re-affirm importance of Hostess</li> <li>• Collect additional outside orders</li> <li>• Ensure smooth order fulfillment</li> </ul>   |  |  |  |
| <p>NOTES:</p>   |  |  |  |

# business basics

## CUSTOMER SERVICE & FOLLOW-UP

### Customer Service

Why is customer service so important? Think of how you have been treated when making a purchase. What is it that makes you want to go back to a store again and again? Most likely, it is because you were treated well and were given the benefit of the doubt. Your customers are your most important business assets and they need to be treated as such. Customer service should be your top priority because you want your customers not only to come back to you themselves, but also to tell all their friends about you!

*It is always important to greet your customers with a warm smile (both in Party and non-Party contexts), shake their hands and look them in the eye. Doing these things will make your customers know that you truly care about them and appreciate their business.*

Consider doing the following things to keep your customers happy and well-informed. It is essential to provide GREAT customer service every time:

- Greet your customers sincerely.
- Return phone calls promptly.
- Evaluate their needs and wants.
- Always listen to your customers and don't interrupt.
- Thank your customers and let them know you appreciate them.

Regular contact with your customers gives you an opportunity to provide the excellent service that will bring them back to you again and again. You want one-time customers to become returning customers—and this gives you the opportunity to net more sales! Be sure to take the time to inform customers about new product and specials.

### After-Party Follow-up

1. Follow-up with your Hostess to see how she felt the event went. Remember, a happy Hostess is a great prospect for booking another Party at a later date.

2. This is also a good time to mention the Representative Opportunity to her one more time.
3. Be sure to contact each of the guests who purchased products at the Party to ensure that their products have arrived. Ask for their feedback and a testimonial about the products. Mark your calendar to follow up with them in another month to suggest they have their own Parties and take advantage of the great Hostess Benefits, or to inform them of any promotions happening at that time.
4. With your open dates for Parties at hand, contact anyone interested in hosting and get a date scheduled. Begin Hostess coaching immediately.
5. Talk to anyone interested in the business within 48 hours and share the many benefits of owning their own Miche home-based business.
6. A great way to maintain contact with Hostesses and customers is to send a regular eNewsletter. Miche provides you with a monthly eNewsletter that you can personalize and forward to your customers. It includes opportunities for on-going product purchases by using your personal website. Take your cue from your Advisor and ask for her support when you get ready to put yours together.





# business basics

## SPONSORING

While you can earn a substantial income from sharing Miche products, your potential for success comes from sharing the Miche opportunity and building a Team of Independent Miche Representatives. Be sure to share your enthusiasm with others and invite them to join you on your journey to success. You don't have to know everything—in fact it's fun and effective to learn right along with new Representatives on your Team.

**Talk to your Advisor about how she can support you as you begin to grow your Team.**

### Three Reasons to Sponsor

Sharing this wonderful business with others is one of the joys of your business:

1. You help others get what they want out of life
2. You both grow personally and professionally
3. You earn financial rewards that grow as you help your Team develop

When you are at a Party you are in the perfect place to find Team members. Why? Because all of your prospects are there: your Hostess prospects, your customer prospects and—of course—your future Team members!

Your Hostess is your best prospect because she is practically trained already! She is also poised to enjoy several Miche products soon and to become a huge advocate of their benefits. Be sure to mention that you would love to discuss the Miche Opportunity with her before you leave the Party.

### 5 Steps to Successful Sponsoring

Sharing your personal story and expressing your passion for your Miche business will attract others to you. Here is a simple 5-step approach that is easy to learn and follow. It's best to follow these steps in order and to resist skipping or combining steps; and remember—practice makes perfect. The more you talk to people about the business, the simpler it becomes. Promise!

### **Step 1: Generate Interest in Miche**

Start with why you love having a Miche business. That might sound like this: “If you are someone like me who enjoys working around people having fun, or people who have a passion for helping others succeed, I would love to share more about the Miche Opportunity with you.”

### **Step 2: Secure the Appointment**

It might sound like this: “I’d love to share the Miche business with you. You might still have some questions after going over the *Join Us* brochure, so how about if we spend a few minutes together to explore how it might be a good fit for you. Would tomorrow at about 3 o’clock work for you?”

### **Step 3: Present the Opportunity**

When you meet with your prospect in person or by phone, here’s how that might sound: “Share with me what you want to know today as you consider how Miche might fit into your life.” By the way, when you hear yourself doing most of the talking, simply stop and ask a question and actively listen to their response.

### **Step 4: Invite Objections**

You want to discover what—if any—questions or objections they have. That might sound like this: “How is this opportunity feeling on a scale of 1 to 10? What would it take to get to a 10? If we could find a way to deal with [name objection or concern] would you be willing to explore the Miche business further?”

### **Step 5: Guide Her to a Decision**

Your role is to help your prospect reach a decision. That might sound like this: “As I see it, your toughest choice is whether to get started this month or next month!” Or: “Oh and by the way, our Quick-Start Rewards Program helps you receive more of our amazing product to share at your Parties.”

You will come up with your own words. Just be yourself and share your excitement! Above all else, don’t let the contents of the Miche *Join Us* brochure be the focal point. Put the spotlight on your prospect’s life and what they want and need. Match the right benefit to the right need, and you have a winning combination!

*Your mouth is your “office,” so keep it open!*

Prospects are everywhere! Be prepared with your business cards and catalogues, and look for openings to share Miche with others. Set a specific time on your calendar for follow-up calls or setting appointments. Looking for new Team members is an important part of working on your business!

# in pursuit of the *perfect miche party*

*“When you carefully listen to your customers they will tell you how to sell to them.” ~ Mary Christensen*

The more Miche Parties you hold, the more you’ll find what works *just right* for you! After all, the pursuit of the “Perfect Party” is always a work in progress. This section contains Party techniques and ideas that have been proven effective by top Independent Miche Representatives.

## CREATE YOUR “I” STORY, AND USE IT!

An “I” story illustrates how and why you decided to become an Independent Miche Representative. It’s a little longer than your 30-second commercial. It is a way for you to connect to the guests at your Miche Parties and to sprinkle “booking seeds.” Let your enthusiasm and passion shine through your story. Here is one example:

*One of the reasons I became an Independent Miche Representative was because I knew this was the purse for me. I liked handbags but I didn’t purchase many of them because I did not like transferring the contents of my purse from one bag to another. And when I saw how with the Miche Bag I did not have to do that anymore, I knew it was the purse made for me! Being a Miche Representative has allowed me to make new friends, get some new handbags for myself, and make additional income to help my family. And I know if I can do this, you can too! I’d love to share this opportunity with you!*

My “I” Story:

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## Pre-Party Checklist

These are items you need to remember to bring to your Parties:

- ☐ Sample Products
- ☐ Display Table (if necessary)
- ☐ Tablecloth
- ☐ Mirror
- ☐ Catalogues
- ☐ Order Forms
- ☐ Programs and Promotions Flyers
- ☐ Pens
- ☐ Calculator
- ☐ Cash for change
- ☐ Product Sheets for any products you do not have
- ☐ Price Lists
- ☐ Miche Party-Perfect Script Cards
- ☐ Hostess Party Planners for potential Hostesses
- ☐ Representative Party Planner
- ☐ Join Us Brochures
- ☐ Hostess Brochures
- ☐ Theme Party List
- ☐ Datebook
- ☐ VIP Cards
- ☐ Videos you would like to show
- ☐ Gifts for drawing and game winners. Suggestion: use inexpensive items from the Miche Promo store (order in your Business Center) or items you purchase such as candles, flowers, bath and body products etc. Keep the price points down to ensure you are not overspending and cutting into your profits.

Other:

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

# in pursuit of the *perfect miche party*

## 8 KEY PARTY TIPS

1. Remember this simple truth: take a roomful of customers and sprinkle it with Miche—stir it up with incentives and fun—and you’ve got a recipe for the perfect Party!
2. Yes, you’re working—but it is a Party! Be sure to take some time to chat with guests and start developing friendly relationships early in the evening. The goal is this: when you start your Miche presentation, everyone will hang on your every word because they already “know” and like you! Prospective Hostesses will want to welcome you into their homes once you have established a rapport.
3. Letting your Hostess pick a fun theme creates a forum for instant fun. Guests arrive already in a “party mood” when you conduct a “Diva Party,” or spark their interest with “South of the Border” and “Beach Party” themes. Encourage guests to dress the part and bring along a food or beverage to match. Your Hostess will love you even more!
4. Sprinkle “booking seeds” and “sponsoring seeds” throughout your initial presentation. As mentioned earlier, a booking seed is just a gentle suggestion for why a guest should host a Party of her own. You might want to use an example like this:

*Let me tell you how easy it is to get your favorite handbag and Shell free! My Party Hostesses on average earn a Base Bag and several half-price Shells with just six or seven Party guests and a few outside orders!*

A sponsoring seed lets your audience know that they can do what you do. It could sound like this:

*I love what I do and if you would like to know more about starting your own Miche business, I would love to share some information with you tonight.*

5. Keep your presentation light-hearted and **FUN**. Be sure to include raffle-type drawings, games or other activities that keep guests engaged and get them excited about going SHOPPING when you're done!
6. Give guests plenty of time to get hands-on and "play" with Miche Bags, Shells and Accessories. After all, that's what they came for! Have a mirror available for them to see how great the Miche Bag looks on them.
7. Find ways to spoil your Hostess rotten! It will pay off in the long run and she will tell all her friends how wonderful you are. Prominently display a framed Hostess Rewards chart, framed Hostess Exclusive Shells Program flyer, and Hostess Booking Incentive flyer, making it easy for potential Hostesses to see what they can earn if they book with you! These documents are available for download in your MyMiche Business Center.
8. Make sure you have guests fill out their own Wish Lists or VIP cards, so that you can easily gather their contact information. Thank guests for making their purchases, and encourage them to tell all of their friends about the fashion and convenience of Miche!





# in pursuit of the *perfect miche party*

## USING THE VIP CARD

It is important to gather information from each guest at your Party. The VIP card is a great tool to gauge the interest level of your guests. Oftentimes a guest will express interest via the VIP card rather than talking about it openly in front of everyone at the Party.

During your event, walk guests through the steps of completing the VIP card. Consider offering the guests tickets for a drawing as a reward for completely filling out the VIP card and handing it back to you.

Review each guest's VIP card with her at checkout time. Does she want to book a Party? Does she want more information about becoming an Independent Miche Representative? Does she want to be on your eNewsletter list?

The information on VIP cards can be priceless. Don't forget to use this tool and be sure to follow up quickly with anyone expressing a desire for more information.

*(See VIP card on next page)*

MICHE VIP CARD

Hostess Name: \_\_\_\_\_  
Party Date: \_\_\_\_\_

|  |  |      |
|--|--|------|
| Name:  |  |      |
| Address:   |  |      |
| City:  | State:                                 | ZIP: |
| Mobile Phone:<br>Home Phone:   | Birthday:        /        /            |      |
| Email:   |  |      |
| My Favorite Shells Are:  |  |      |
| Very Interested • Need More Info • Not Interested  |  |      |
| I would like to host a Party and get my favorite Miche products FREE and/or at a discount. | 10 • 9 • 8 • 7 • 6 • 5 • 4 • 3 • 2 • 1 |      |
| I would like to be kept up to date on the latest Miche products and/or upcoming events.    | 10 • 9 • 8 • 7 • 6 • 5 • 4 • 3 • 2 • 1 |      |
| I am interested in information on becoming an Independent Miche Representative.            | 10 • 9 • 8 • 7 • 6 • 5 • 4 • 3 • 2 • 1 |      |



# in pursuit of the *perfect miche party*

## PARTY-PERFECT SCRIPT CARDS

To help you stage a successful event and stay on track during your presentation, we have prepared Party-Perfect Script Cards. You can purchase them in your Business Center Print Store. Be sure to personalize them to match your own unique style.

*Using script cards helps anyone in the audience who may be considering the business feel confident that they can do the business too. They just have to refer to the cards!*

### 1. Arrival and Set-up

Be sure to arrive 20 to 30 minutes early to set up your Miche products and visit with your Hostess. Ask her to keep you company throughout the entire product presentation to ensure guests remain in the room as well. Any refreshments are best served at the conclusion. Get ready to greet guests as they arrive. Smile and shake their hand and invite them to take a look at the products and mingle. A nice touch is to provide name tags so that you can call everyone by name. This helps develop rapport between you and the guests. As an option, play some high-energy music to “get the Party started.”

### 2. Let's Start the Party

Think of yourself as a Party facilitator. Your job is to make sure everyone has fun and thoroughly enjoys shopping for a handbag they can design themselves. This is not about convincing or coaxing people to buy. Instead, have fun with them and offer suggestions.

#### **Begin your Party with a brief welcome**

Welcome everyone, my name is \_\_\_\_\_, and I am your Independent Miche Representative this evening. I would like to give a special thank you to \_\_\_\_\_ for being such a wonderful Hostess for our Party. I have a token of my appreciation for her to enjoy. [Give your Hostess her thank you gift.] Quick show of hands— how many of you have been to a Miche Party before or have purchased a Miche Bag? [Pause] GREAT! Welcome back! For those of you who have not had the opportunity, I'm excited you are here. We are going to have fun as we help you design a Miche Bag of your very own and then select additional Shells to create new looks.

**Quick Tip:** Pay attention to guests who already own a Miche Bag and ask them to share the names of their Shells. Ask if anyone owns a Hope Shell and if so, to share its significance to them.

### Share a short history of Miche Bag

Here is an example of what to say:

*I am so excited to share Miche Bag with you! The idea for our purses all started when a young homemaker accidentally spilled on her handbag! She really liked her purse and wished there were a way that she could just change the stained outside and keep the bag. So, equipped with some fabric and super glue she made an outside cover for her purse, and the idea behind the Miche Bag was born!*

Here's what can you expect out of tonight's Party—it's very easy!

- Fun: enjoy this time—get to catch up with old friends and make some new ones as well.
- Style Knowledge: learn about the newest looks and colors for the season.
- Shop: for yourself and for gifts!
- Save: learn about Hostess Rewards—host a Party and you could earn anything in the catalogue at a discount and get free products too!
- Join: start your own business like me—watch me tonight to see how easy it is and I'll be more than happy to send you home with some information.

## 3. Share Your “Why” as well as Available Opportunities

*I have been a Miche Representative since \_\_\_\_\_. It's made a tremendous difference in my life because... [add your own personal “why” here].*

*As we enjoy the evening together, I want you to know that there are THREE great ways for you to be involved with Miche.*

1. *First, as a customer you can experience the fun and fashion of our products for yourself;*
2. *Second, you can host your own Miche Party and take advantage of our great Hostess Benefits;*
3. *Third, you can become a Miche Representative and I'll help you create an income stream with this fun home-based business.*

**Please let me know throughout the evening how I can best help you.**

*I am going to pass around our Miche Party VIP drawing slips for a gift we will be giving away at the conclusion of the Party. Please fill it out completely to be entered in the drawing.*

*[Pass out drawing slips]*

## 4. Sharing Miche Bags, Shells and Accessories

### HERE WE GO: IT'S EASY AS 1, 2, 3!

*Check this out! In three seconds or less I can change the look of my bag without changing the contents.*

**ONE:** The magic starts with our Base Bag. We have four sizes to choose from, perfect for every occasion in your life! This is our Classic Bag, the one that started it all. We have our Prima Bag, perfect for the woman who carries her life in her purse and also for traveling! The Petite Bag is great for that special night out or for giving as gifts to our young generation of budding Miche fans who so want to match their Moms' styles! Finally, the newest addition to the Miche collection is the Demi Bag: it's the "just right" bag that's perfect for everything in between.

**TWO:** Once I have chosen my Base Bag, I can customize my handbag collection with our ever-changing collection of Shells, all named after women within the Miche organization, or who have provided inspiration to the company along the journey. To change the look of your handbag, simply remove your Shell—held on with credit card-safe magnets—and replace it with another! It really is easy! You now have a quick and simple way to match your mood, outfit or the season with this innovative brand! [Invite your Hostess to help you demonstrate how easy it is to switch out Shells ... don't rush it, this step is what really sells the bag.]

**THREE:** Accessorize! All of our Handles are completely customizable, so the possibilities you can create are virtually endless! Not only can you change the Shell of your Miche Bag in mere seconds, but by using our Carabiner system you can also do the same with your Handles! How about adding one of our Charmers for a little extra pizzazz? New Shell and Accessories styles are released each and every month, and because our convenient Closet Organizer makes storage super-simple, you can start your own collection of Endless Possibilities today!

*Check out how many looks I can get with my Base Bag, Three Shells and our Chain Handles!*

*With Miche you get the latest in handbag fashion, unbeatable convenience and the freedom to customize your outfit however you want to—and you can do it affordably! Now that's Miche magic!*

*Now it's your turn. Feel how strong this hold is [remember pull from the center]. This one works well for your everyday look. This one works well when you want to add just a little something to your outfit.*

- Encourage them to choose Shells that would coordinate with the outfits of each guest at the Party.
- Point out how strong the hold is with our patented magnet system.
- Change out Handles and point out pages in the catalogue that help inspire the Style that can be theirs with a Miche Bag.

## 5. Conduct Door Prize Drawing

*Now, I would like [Hostess's name] to join me—it's time for our door prize drawing! Has everyone completed their drawing slip and placed it in the basket? I'd like [Hostess's name] to select our lucky*

winner [present her gift]. Thank you all for coming. I will be here to answer questions and take your product orders. If you enjoyed yourself this evening I would love to talk to you about conducting a Party for you and your friends as well.

## 6. Call to Action (The Close)

*It has been a pleasure introducing Miche and our products to you. As a reminder, Miche has a customer opportunity, a Hostess opportunity and the opportunity to start your own Miche business. I would love to talk to you more about each one and answer any questions you may have. Thanks again to our Hostess\_\_\_\_\_ and I hope to see you all again soon at another Miche event. I will be passing around my open dates for Parties and circulating to take your orders. Thank you for coming!*

How are you going to close?

My closing:

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## 7. Order-Taking and Networking

This is your opportunity to sit with each guest and review her order!

- Thank her for the order
- Make sure she is taking advantage of any specials
- Review her VIP card with her

Was she able to get everything she wanted that evening? Would she like to be a Hostess and get her favorite products free or at a discount? Do we have a Shell with the same name as hers? Mention the Hostess and business opportunities to each guest as you visit. Be sure to have your open dates for Miche Parties handy so you know when you can book. Your approach could sound like this:

*I would enjoy conducting a Miche Party for your friends. Should we get one scheduled? Are you looking for some extra income in your household? Let's schedule a time to chat on the phone or have lunch so I can share some details about the Miche business opportunity!*

## 8. Wrapping Up with Your Hostess

After the guests have left, be sure to spend a few minutes with your Hostess before packing

up to leave. During this time you will review her Hostess Benefits, show her how she can maximize her Party sales and discuss the Miche business opportunity. Hostesses are your best Miche Representative prospects!

*Thank you again for hosting the Party today; my preliminary total indicates that you have about \_\_\_\_\_ Miche dollars to spend and \_\_\_\_\_ half-price items to choose, so congratulations! [Hostess's name], I recommend that we close your Party within the next \_\_\_\_\_ days. [If your Hostess qualifies for a Hostess Exclusive Shell or for the Hostess Booking Incentive, remember to explain those benefits as well.]*

## **NEXT STEPS**

- Schedule with the Hostess when you are officially going to close the Party.
- Make customer service calls to guests after they have received their items to ensure customer satisfaction.



# your miche lifestyle rewards program

*“Take others with you and help them change their lives for the better.” ~ Jim Rohn*

**NOTE:** This section represents a brief overview of the Miche LifeStyle Rewards Program (which includes the Compensation Plan). For full details, please refer to the Miche LifeStyle Rewards and Compensation Plan documents located in your MyMiche Business Center and in the Transition section of [michebagshows.com](http://michebagshows.com).

## Rewards and Recognition

Miche is committed to rewarding and recognizing you as you grow your business. At Miche we believe that being rewarded and recognized for the things you do every day for your business is very important.

Rewards include being compensated each month for selling Miche products as well as building and supporting a Team. It can also come from reaching for the layers and layers of additional bonus opportunities provided in the Miche Compensation Plan. Make a point of speaking with your Advisor to learn how to maximize the plan to your financial advantage.

Recognition takes many forms to ensure that everyone feels appreciated and fulfilled. Whether it's seeing your name in the Miche monthly eNewsletter, walking across stage at our annual M-Power event or being pampered at our annual M.I.C.H.E. Destinations incentive trip each year, you deserve recognition—your way! This comprehensive recognition program is called the Miche LifeStyle Rewards Program. How much you get paid, advancement requirements and associated titles are called the Miche Compensation Plan, and is considered a subset of the overall LifeStyle Rewards Program.

Share your goals with others, including your Advisor. If you need help holding yourself accountable for reaching your goals, simply ask your Support Team for assistance.

**Here's a tip:** Never miss an opportunity to take advantage of an incentive or reward offered by Miche. Why? Because it may be just the push you need to reach the next goal, catapulting you to a higher income or to that next level in the Compensation Plan.

# your miche lifestyle *rewards program*

## Five Golden Behaviors

The Compensation Plan rewards you for demonstrating what we call the “Five Golden Behaviors.” They are:

1. Selling
2. Sponsoring
3. Building Managers
4. Building Leaders
5. Retention

When applied to your Miche business, each of these behaviors helps you grow and thrive. All of them are important to your success and form the foundation of how you spend your time—day in and day out—in your Miche business. Striking a balance among each of them as you grow helps you determine how best to spend the time you are devoting to your Miche business.

### Selling and Sponsoring

No matter what level on the Miche Compensation Plan you have achieved, you never stop conducting Miche Parties. There you can sell Miche product, book additional Parties and share the amazing business opportunity. New customers, new Hostesses and new Team members are the lifeblood of your business. The perfect place to find them is at Parties—and everywhere else too!

### Building Managers and Leaders

The perfect way to expand your income and your Miche business is to help others be successful. As you work with your group of Independent Miche Representatives and find your “Rising Stars,” people who consistently set and achieve their goals, their success is your success; and as they grow—so do you.

Successful Managers become successful Leaders within your Team. Working with and



building Leaders under you again moves you into higher levels of leadership. In other words, they are “the wind beneath your wings.” Your Miche journey is so much more pleasurable when you travel it with your Team!

## Retention

Helping to build and retain your Miche Team is the key ingredient for long-lasting success. People stay in the business long-term for three key reasons:

1. People—they enjoy being part of your Team
2. Product—they are passionate and feel proud representing it
3. Profit—they feel well-compensated for their time commitment





# your miche lifestyle *rewards program*

## How Miche Pays Commissions: The Miche Compensation Plan

At the end of every week you are paid commissions of at least **25%\*** on your Personal Sales. You can also earn bonus payments on your Personal Sales. Your commissions and bonuses can add up to 35%! Team override commissions are paid monthly.

\* Note that you are paid **20%** to start until you reach career sales of \$1,000. Thereafter you'll earn a minimum of **25%**.

### Minimum Sales Requirements

While you do not need to meet a monthly minimum sales requirement in order to receive commissions on your personal sales, Miche does maintain a minimum active monthly sales requirement of \$300 in personal volume to receive bonuses on the sales of your Team.

Ask your Advisor for help and refer to the Compensation Plan in the Miche U tab in your MyMiche Business Center for more training, including how to advance up the ranks of the Plan and the associated commissions and monthly bonus percentage amounts available to you.

Don't worry about knowing every single aspect of the Compensation Plan. Over time you will come to understand more. In the beginning, simply knowing **how you earn** helps you decide **how to spend your time**.

### Sharing the Miche LifeStyle Rewards with Others

Sharing how you make an income at Miche with others is very simple. We call it the Summary Explanation or "30-Second Income Presentation." Remember: Sell, Build, Lead.

**Sell:** You can make **20 to 35%** on your personal sales volume or "PV."

**Build:** You can build a group and receive **4-6%** “override” or “bonus” on the sales of people you sponsor; **2-4%** on the sales of those they sponsor; and **2%** on the sales of those they sponsor. In other words, you can be compensated for three levels of Representatives below you.

**Lead:** Help members of your Team develop as Leaders and earn bonuses on their sales, as well as on the sales of their entire Team, up to 5 levels or generations deep.

Jot it down on a piece of paper to use when you meet with prospective Team members, or to respond to someone who asks you: “How do you make money as a Miche Representative?”

Want more information on the Compensation Plan? Visit *The Miche Compensation Plan* section of Miche U.



# managing your team

*“The miracle power that elevates the few is to be found in their industry application and perseverance, under the promptings of a brave determined spirit.” ~ Mark Twain*

Congratulations! The joys and benefits of having a Miche business are growing as you begin to impact the lives of others by offering them the Miche business opportunity. What better life-changing gift than that of having your own home-based business?

Building and managing a Team of Independent Miche Representatives takes your business to the next level and rewards you now and in the future. You now have the opportunity to build a part-time income that, for those who learn and apply the skills necessary to maximize the Miche Compensation Plan, may become a full-time income.

## What Managers Do

To understand what successful Managers do, it's important to understand how Managers should spend their time. To put that concept into perspective, let's begin with how you earn with the Miche Compensation Plan.

### **Successful Managers:**

1. Personally Sell Product and Sponsor Team Members
2. Work with their Team to find “Rising Stars”
3. Help Their Team Grow

## **Personally Selling Product and Sponsoring Team Members**

A successful Manager starts and ends her day as a Representative. As a Miche Manager, you set the example for your Team by selling product at Parties just as they do, and by continuing to sponsor Representatives—in effect, walking the walk and talking the talk. This makes you an authentic Manager in your Team members' eyes and helps your business grow by adding new customers and Team members regularly. By working hard in your Manager stage you are building residual income for the future and moving yourself up in the Compensation Plan.

## Working with Your Team

Giving your Team a great start during their important first 90 days is a key element of being a successful Manager. The emotion behind a new Team member's decision to join Miche will start to subside unless her decision takes root. Having some early success will reaffirm her belief in Miche and in you!

Begin shaping your new Team member's experience right away. Helping her successfully achieve her Quick-Start Rewards boosts her confidence and gives her early success as well as great recognition. The result is a happy Team member who feels she has made exactly the right decision and looks forward to a future on your Team.

With your month-by-month support and encouragement you can also impact the following results:

- A strengthened belief in the company, products and opportunity
- Increased sponsoring
- Higher average sales per order
- Faster advancements in the Compensation Plan
- The development of rewarding lifetime relationships
- More fun and celebration in building the business

## Finding Your Rising Stars

This business revolves around relationships that you build along the way. In fact, these relationships and friendships often last a lifetime! Finding those members of your Team who want more from the business—your “Rising Stars”—has many benefits for you. First, the Compensation Plan rewards you for finding and helping others succeed. Second, building a Team creates energy and fun. Together everyone achieves more!

Rising Stars leave clues. Check your monthly sales and sponsoring reports each month and look for members of your Team who:

- Set and achieve high monthly sales goals
- Start sponsoring and building their own Teams right away
- Follow your lead and mirror what you do

## How to Help Your Rising Stars Advance

### 1. Find Their “Why”

Just as you began your Miche business with a certain objective and “why,” your Rising Stars will need your help finding theirs and keeping it through the ups and downs of the business. Share your “Why” with them. Be their compass and their guiding light.

## **2. Show Them the Benefits**

Answer their question, “Is it worth it?” with a resounding “yes,” and then reinforce the benefits of advancing in the Miche Compensation Plan while also answering any questions they have about how to get there.

## **3. Coach and Support Them**

An equal blend of mentoring by example, training the principles of success and coaching with accountability will help your Rising Stars move forward.

Setting the example and showing them exactly how to sell the product, share the business and build a Team ensures they achieve their own goals for their Miche businesses. Be sure to spend extra time with your Rising Stars. Match their energy! And when they take one step, you take TWO! And of course recognize them every chance you get. Recognition is the ultimate validation of all of their efforts.

Practice active listening, always reflecting back what you have heard. This ensures they know you are listening and you’re understanding. If you need help, ask your Advisor and take advantage of the training modules found in Miche U.

But—be sure to always leave the door open for others who are content to be more casual right now. They may ultimately join your Rising Star line-up!



# managing *your team*

## Balancing Your Personal Business and Your Team

The health of your business depends on regularly enrolling new customers and Team members. One of the learning curves for new Managers is maintaining a proper balance between new enrollments and working with members of your existing Team. Finding time to conduct your business while you help your Team advance definitely takes some organization!

Start by determining when you will work your business and when you will be available for your Team. Commit those hours on your calendar and communicate them clearly to your Team. As a new Manager with a small Team, about 80% of your time should be spent growing your personal business and 20% on working with your Team. As your Team grows and more of your income is generated by its productivity, those percentages move closer to 50/50, and so on.

It's easy sometimes to develop a habit of spending too much time with those who are not engaged or matching your energies. Learn to set boundaries and to say "no" when necessary, letting them know that you will be there for them when they are ready to commit the time necessary to be successful. Remember, when you say "yes" to someone, you are saying "no" to someone else. There is just so much of your time to go around—use it wisely.

If you find yourself out of balance and need help, ask your Advisor or call your Miche Home Office Field Services Team at **877.716.4243** or send an email to **[support@miche.com](mailto:support@miche.com)**.

# managing your team

## Sharing Your Vision

As you set goals both for yourself and your Team and begin to accomplish them, remember to celebrate the baby steps. Without celebrating the little wins you lose the joy of the journey. If you're not celebrating for yourself then you probably aren't celebrating for your Team either. It's important to remember that people take action based on emotion, and there's perhaps no stronger motivator than the emotion that comes from earning recognition.

### *Celebrate the baby steps . . .*

If your vision is to get to higher levels of leadership, don't put a cap on it. Once you get to your original goal, think: what's next? What about your Team members? Can they see and feel your vision for them? Help them see it so that they can claim their piece of it and celebrate with you.

### **Ask yourself...**

1. What is my vision?
2. How do I engage others in the vision? (Let them see where they fit in.)
3. How do I make the vision our reality? (Hint: make a **plan!**)

A vision without a plan is just a dream. A plan that is not implemented and acted upon will never become a reality. You can create your own reality with the following steps:

- Imagine what's possible—dream big!
- Create your vision for your business
- Make a plan and then set goals to achieve it
- Track your progress
- **Celebrate the small steps**
- Stay on track
- **Celebrate your achievement with your Team!**



# managing *your team*

## Managing for Success

So far in this section you've learned you need to:

- Create your vision for your business
- Determine how to balance your Team and personal business responsibilities
- Help your new Team members get a great start and achieve their own successes
- Identify and coach your Rising Stars

Now it's time to talk about some of the other key areas that fall under your Manager responsibilities:

### Effective Communication

One simple way to help you communicate effectively with your Team is to ask them how they like to be communicated with. What works best for each individual: phone calls, email, text messages or face-to-face? Maybe it's a combination of all four. Match the right style or styles to your Team members and you can be sure you're making effective contact.

A simple fill-in-the-blank monthly eNewsletter will be very appreciated by your Team. Take advantage of this medium to recognize your Team members as well as to train them on key business basics. Ask your Advisor for a sample of her eNewsletter and ask her how she uses it.

### Successful Team Meetings and Calls

Team meetings are a wonderful way to recognize the efforts of Team members, celebrate successes, build relationships and provide training. Team members come to get new ideas, to see new product and to share ideas of their own.



Be careful though: you don't want to turn into a "talking head!" Make your meetings fun and interactive by providing opportunities for discussion groups, demonstrations, role-play to simulate a real-life situation, brainstorming a particular topic, and maybe a quiz at the end. Involve your Team members so that they will both learn and be recognized.

Try a few of these techniques and your meetings and calls will be well-attended by motivated and inspired Team members.

**Enjoy your journey as a Manager and remember that the key to advancing into leadership is simply to create opportunities for your Team to grow. As they advance, so do you. It's a win-win all around!**



# communication— *keeping you in the loop!*

*“Opportunities can drop in your lap . . . if you place your lap where opportunities drop.” ~ Anonymous*

We never forget that **you** are the heart of what makes our company special, and that the success of your business greatly depends on staying current with what’s going on in “Miche Land!” We work hard to make sure you stay informed with the very latest news, and we do it through several venues:

### **Miche Buzz email**

Once a week, we send out a mass email to all Independent Miche Representatives with essential news about upcoming events, new business resources, etc. This communication contains what we like to call the “nuts and bolts” info you need to know to manage your business successfully.

### **Life&Style eNewsletter**

Once a month you receive a monthly eNewsletter from the Miche Home Office called “Life&Style.” Unlike Miche Buzz—which is “all business”—this communication focuses more on the purely fun side of the Miche LifeStyle! It may contain tips and suggestions for Miche Parties and/or Team management, photos from the field, updates on M.I.C.H.E. Destinations trips and other incentives, testimonials from happy customers, stories of Hope events and more.

### **MyMiche Communication**

Communications from the Home Office regarding anything to do with operating your business on your MyMiche website will be posted directly to your site in the “Miche News” section, under the *Resources* tab, as needed; be sure to check your site often.

### **StyleWatch**

New products are released every month—it’s an event your customers (and you!) really look forward to. We call the announcement of these new releases *StyleWatch*. Photographs of the new products are posted on or around the 15th of the previous month in the “Miche News” section of your site’s Business Center, under the *Business Resources* tab. Product Sheets for each new item will be posted on or around the 25th of the previous month in the “Print Library” section of your site, under the “Resources” tab.

## Professional Marketing Materials—Spreading the “Miche Joy” Around!

Why “reinvent the handbag” when you don’t have to? Our team of professional marketers gives you a constantly-evolving set of downloadable print materials and promotional materials that will help you take your business from “wow” to **“WOW!”** Everything you need to showcase Miche products and help your Team stage amazing Parties and keep customers informed is located in the Business Center of your MyMiche site. And if you have ideas for additional marketing materials that we can provide for you, please send your suggestions to [marketing@miche.com](mailto:marketing@miche.com).

- Free downloadable documents that are both print-ready and web-ready are available in the Business Resources section. These include Product Sheets, Party flyers, Hostess Exclusive Shells Program materials, conference call schedules and so much more.
- Pre-printed collateral such as catalogues, Post Card Invitations, Hostess Brochures and similar essential materials are available for purchase at a reasonable cost in your Business Center.
- Promo items such as Miche logo merchandise of all shapes, sizes and types are available for sale under the *My Store* tab, in the “Promo” section. Logo-branded goodies makes great giveaways for training meetings and Parties, not to mention getting some for yourself!
- Ready-made templates for a wide variety of uses and applications are available for you under Business Resources.

Take some time to look around all of your site’s sections under “Business Resources.” They are chock-full of wonderful, useful information and downloadables!

# miche & philanthropy— *giving back is what we do*

*“We make a living by what we get, but we make a life by what we give.” ~ Winston Churchill*

**Because of the many wonderful things that have happened to our company since the launch of Miche, we often found ourselves asking, “How can we give back?”**

Women’s warm reception of Miche across the United States and around the world has been truly overwhelming to those of us who work at the Home Office. We appreciate the vast network of hard-working Independent Miche Representatives who market our handbags and accessories at Miche Parties and other venues, and our amazing customers who have embraced the Miche fashion concept with open arms.

With this feeling of gratitude in our hearts, we began seeking ways to make a difference in the world. Our ongoing, wildly-successful “Hope” program and our Project 6 humanitarian efforts are great first steps.

It’s about helping each other. It’s about reaching out to others around the world. It’s about actively spreading care, love and hope. It’s about saying “I can do it.” It’s about—endless possibilities.

## Hope

Inspired by the people she met and stories she heard at a local cancer treatment center, Chief Design and Production Officer Jennie Platt plunged into developing a Shell design that would reflect the personal feelings of hope displayed by those whose lives are affected by this terrible, life-altering disease. The first Hope Shell was released in early 2010, and a portion of the proceeds from the sale of each Shell was donated to cancer research. The response was overwhelmingly positive; in its first year, the Hope Program raised hundreds of thousands of dollars—all of which went directly to fighting cancer. New Hope designs are being released on a regular basis, and this ongoing program is making a real difference in the lives of many.

**We strongly encourage our Representatives to organize and/or participate in cancer-fighting events in their own communities—being a part of these kinds of philanthropic**

endeavors is a key aspect of living the Miche LifeStyle! Below are some examples of how Miche entrepreneurs have been making a difference. Send us your photos, news stories, and summary of Hope activities to [hope@miche.com](mailto:hope@miche.com).



## Project 6

Millions of good people throughout the world are suffering under the burden of extreme poverty, need and disease. Miche Home Office employees and the company's virtual army of Independent Miche Representatives are rolling up our sleeves and making a difference in the lives of those less fortunate. Beginning in 2011, Miche is sponsoring a program called Project 6, an ambitious effort to do a yearly on-location humanitarian project in six continents over six years.

In the summer of 2011, Miche employees and many in our Independent Sales force traveled to Lima, Peru to provide much-needed relief and services to orphans and underprivileged children. Where in the world will we go next? We can't wait to find out! We'd love you to join us in 2012!



# product faq

*—because you will be asked!*

*“Endless Possibilities™”*

Your Hostesses and customers ask you plenty of questions about our Shells and other Miche products, don't they? Here are some quick answers to the most common customer questions so that you'll always be prepared.

**Q: How often are new products released and how long are they available?**

**A:** New products are released monthly. The average life cycle of a product is as follows\*:

- 3 months (Fashion)
- 6 months (Seasonal)
- 12 months (Evergreen)

\*Shell designations of Fashion, Seasonal or Evergreen are subject to change at any time and the above time parameters are estimates only.

**Q: Does Miche ever retire any of its Shells and Accessories?**

**A:** Yes. Consistent with the fashion industry, Miche product is constantly changing. We feature new releases each month and also retire product in a similar manner. We will keep you well-informed through various channels of communication about a Shell's changing status. It often happens that if a customer knows a particular style that she's always wanted is scheduled to retire, she will be more apt to make the purchase now rather than risk waiting!

**Q: What are the basic care instructions for a Shell?**

**A:** The original concept of the Miche Bag was inspired by a spill, so we made sure these Shells are simple to care for, providing maximum convenience as well as long-term value! For most designs, simply wipe the Shell with a damp cloth should it become soiled—so fast, so easy, so Miche!



The Miche Bag is designed to expand; however, if you or your customers notice the sides of your bag are losing their shape, you are overstuffing your handbag!

**Q: How do I store a Shell?**

**A:** The very best way to safely store a Shell collection is to use a Closet Organizer. Our Closet Organizers come in two sizes: one for Classic and/or Petite Shells and one for Demi and/or Prima Shells!

Many Miche Shells are made with a material called polyurethane (or “faux leather”). One of the characteristics of this material is its potential to transfer color from one Shell to another. If you or your customers choose to stack multiple Shells instead of using our Closet Organizer, be sure to place a protective barrier between them such as tissue paper or fabric. The best solution is to use our Slip Covers—they work great for this purpose! A Shell can also be affected by heat and humidity, so they should be stored at room temperature.

**Q: How much do Miche Shells cost?**

**A:** We have three different price points: Signature, Premium and Luxe. All Shells with a particular price point designation are offered at the same price. For current pricing specifics, please refer to our Pricing Chart, located in your MyMiche Business Center.

**Q: Do you have a Return Policy?**

**A:** Yes. We allow returns on defective product only. You can read the Returns Policy in the Statement of Policies & Procedure located in your Business Center.

# your mymiche website

*“A journey of a thousand miles must begin with a single step.”*  
~ Lao-tzu

## Overview

Welcome to MyMiche— a comprehensive, web-based system that allows you to manage nearly every aspect of your Miche business. The system features two separate components:

1. **PWS (Personal Website):** you are provided with your own unique URL and e-commerce function to increase personal sales.
2. **Business Center:** a central location for you to create and manage Parties, place orders, send communications, monitor your Personal Volume (PV), access business resources, etc. This exciting program is available to you for a minimal fee of \$29.95 per year.

Your MyMiche Website: Two Distinct Facings & Purposes

### ***PWS (PERSONAL WEBSITE)—WHERE YOUR CUSTOMERS SHOP!***

As an Independent Miche Representative you receive you own unique URL where customers are able to go to purchase product, find out about the benefits of becoming a Hostess, and learn more about the company, the product and so much more.

### ***BUSINESS CENTER—WHERE YOU MANAGE YOUR BUSINESS!***

#### **Dashboard**

On the dashboard of your Business Center, you view your current PV (Personal Volume), recent orders, reports and your most recent emails. In essence, the dashboard is a brief, at-a-glance view of your business.



## **People**

The *People* tab in your Business Centers allows you to view a complete listing of all customer and Team contacts within your own organization. You will also be able to import existing lists of contacts you may have. When a single individual from that list is selected, data about her purchases, notes and what contact groups she is associated with can be viewed.

## **Team Performance**

The *Team Performance* tab allows you to see your Team with different viewing options. You can run reports that help you manage your Team and also manage your own personal commissions and title levels.

## **Miche News**

The *Miche News* tab contains communication that is sent directly from the Home Office. Here you locate eNewsletters, information about company events, Project 6, the Hope campaign and more.

## **Business Resources**

The *Business Resources* section contains a wealth of helpful information and downloadables that are essential to maintaining a successful, professional, Miche-rific business!

## **Parties/Orders**

The *Parties/Orders* section of the site is where you will manage your Parties, place a personal order for yourself and view your order history. If you click on an individual Party, you can view the guest list, any orders that have been placed, and place orders for existing guests.

## **My Account**

All of your personal information is located here. At any time you can change your shipping and billing information and edit your personal contact info.

## **Communication**

The Communication tab is for managing email communication to all of the contacts included in your *People* tab. You can customize and use these templates to email customers, your Team, Hostesses, etc. You can combine multiple communications into one email as a "media bundle," saving you time and maximizing the effectiveness of your communications.

## **Support**

This is a direct line of communication to the Miche Field Services department. You create a "Ticket" with questions or comments that is received by a member of the Field Services department and then responded to accordingly. You can manage your open, resolved and needs-input tickets as well.

This is just a brief overview of MyMiche. For more complete information, please refer to the "Help" documentation located in the Business Center, or contact your Advisor. For Home Office help with your site, you can:

Phone: 877.716.4243 (M-F, 8 a.m.–5 p.m. Mountain Time)  
Email: [mymiche@miche.com](mailto:mymiche@miche.com) (anytime)

# business forms & resources

*“Your business and your life are as good as you expect them to be!”  
~ Karen Phelps*