



90 DAY JUMPSTART

Jump Starting Your New Wine Business

Earn \$650 in Free Wine!

CONGRATULATIONS

ON BECOMING AN INDEPENDENT BOISSET AMBASSADOR

We are so excited to have you as part of our Boisset Collection and Family, and we are here to help and support you on your journey to building a successful wine business.

We created the 90 Day Jump Start program to help you get a great start and the opportunity to earn **\$650 in free wine and lifestyle accessories**. The following action plan will guide you on how to earn income right away and even more over the next 30-90 days. Early success is incredibly important to growing your Boisset wine business. It's the best time to become familiar with our wines, set measurable goals and map out your monthly schedule of activities.

30 – Day Mark:

Submit 750 in Personal Volume (PV) in your first 30 days and **EARN \$100 credit** to shop for your choice of wines or merchandise.

60 – Day Mark:

Submit 750 in Personal Volume (PV) EARN in your second 30 day (31-60) and **EARN \$200 credit** to shop for your choice of wines or merchandise.

90 – Day Mark:

Submit a total of 2,500 in Personal Volume (PV) in your first 90 days and EARN an additional **\$350 credit** to shop for your choice of wines or merchandise.

Personal Volume is available on your dashboard.

Please notify customercare@boisset.com upon completion!

Verification will be done within the first week of the following month and you will receive the product code or credit on your account. Recognition for your achievements will be announced on the first of the month Ambassador Call after completion of your 90 day Jumpstart Program.

Achieve each of the Monthly Milestone Incentives, and receive all of the above listed incentive credits!

All credits automatically expire after 30 days of issue

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

1. PROSPECTING

Prospecting includes identifying new Clients, New Club Members and new Ambassadors/Team Members. Develop a plan for how you will connect and communicate with them about Boisset Collection.

2. SCHEDULING

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

3. SELLING

Selling means inviting your Guests, Wine Club Members and Ambassador/Team Members to purchase wine. Selling can happen in several ways, including wine tastings, following up regularly with wine club members and clients and using social networks such as Facebook, Twitter, Pinterest and Pointburst (Boisset app).

4. TEAM BUILDING

Team building involves finding and adding Ambassadors to your team. Team Building is important to growing your business because building a team takes your efforts and multiplies them! The Boisset Career Plan was built to reward both the growth of your personal sales volume (PV) as well as the growth of your team or group (GV).

The following is a recommended week-by-week action plan for your first 30 days as a Boisset Independent Ambassador.

THE FIRST 30 DAYS: WEEK ONE

In week 1, you should meet with your leader or upline for guidance and goal setting. This is also a good time to review the "New Ambassador " training section on your website back office and to complete the following:

LOGIN TO YOUR WEBSITE AND COMPLETE YOUR PROFILE

Write your "I" story which should detail why you joined Boisset and upload your story to your website for your Ambassador profile. Also upload your photo, enroll for direct deposit and upload your social networking links. Also familiarize yourself with the **Resource Center** available on your website.

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❑ CREATE A LIST OF YOUR TOP 100

If you don't think you have it, start with your cell phone contacts and those who may be potential Guests, Customers, Hosts and Ambassadors. We recommend keeping this list handy and visible so that you can update it frequently. A growing list of prospects demonstrates you are taking action in your business; make sure to always continue to add names to your list over time. Keep growing the group size to ensure personal success.

❑ SCHEDULE YOUR BUSINESS LAUNCH

Select a few dates that work and start inviting guests using your 100-person list. Be sure to keep your Leader informed so that they can attend if possible. The flight that comes with your Ambassador Kit will serve up to 15 people at your business launch. Consider ordering some additional wines at this time to have on hand for your next tasting or to help promote your business by sharing Boisset wines with friends and family.

❑ CONNECT WITH BOISSET

There are multiple ways for you to connect with Boisset, and to connect your customers to Boisset. Download the Pointburst App, which provides content to share on your social media networks, and important ambassador updates. Be sure to also join the weekly All-Ambassador call every **Tuesday at 3:00pm PST**, which includes guest speakers, important company updates and sales training. You can also join the "Boisset Ambassador" group page on Facebook.

❑ ORDER YOUR BOISSET COLLECTION BUSINESS CARDS

Boisset Collection has made ordering your business cards easy by providing a link in your back office.

THE FIRST 30 DAYS: WEEK TWO

❑ SET YOUR GOALS

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

❑ ORGANIZE YOUR CALENDAR

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

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- **“Business hours”** – make time and return calls, emails and post across your social media channels.
- **Building Activities** – such as Socials, one-on-one appointments and team building meetings.
- **Ambassador Education** – set aside time for continual learning about our products, mission statement and company.
- **Networking Meetings/Events** – attending both Boisset and other local networking events is a great way to connect with other Ambassadors and to meet potential new customers and recruits.

FORMALLY ANNOUNCE YOUR BUSINESS

Your announcement should be shared via social networks and email and should include your Personal “I” Story and inspire your friends and family to learn more about the Boisset Collection and your services.

HOLD YOUR BUSINESS LAUNCH

Keep it simple and have fun. Remember, your leader is there for you and your team, so ask for advice or have them attend to help guide you. Your goal is to introduce your business, book tastings and find potential team members to join you in the wine business.

WEEKS 3 & 4

You are now ready to be in full business building mode so continue to prospect, sell and team-build by focusing on the following activities:

IMPLEMENT “THE PERFECT BLEND” SYSTEM FOR SUCCESS TRAINING

HOLD 2-3 ADDITIONAL TASTINGS

Continue to host and practice your skills. Build your network of customers and wine club members. Get familiar with your wine business as practice makes perfect.

REVIEW YOUR 100-PERSON LIST

Choose 10 people with whom you will introduce the business opportunity and schedule future tastings.

ASK 10 OF YOUR FAMILY OR FRIENDS TO TRY THE WINE CLUB

DAYS 30-60

Hold 2-3 additional tastings

Add 3-5 new wine club members

Add 10 new customers

Add 1 additional team member

Continue to update your monthly goal setting sheet

Schedule a coaching/training call with your leader

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DAYS 60-90

- Review the career plan and understand your earnings and path to leadership
- Continue to hold a minimum of 2-3 tastings to build your wine club and customer base
- Continue to add additional team members to your team
- Continue to update your monthly goal setting sheet
- Follow up with your leader regularly to keep your business on track

Envision *your desired lifestyle*

What would your life be like if you created a successful career in the wine industry with one of the world's most respected family-owned wine companies? Would you travel more, maybe reduce debt, have more money for "you"? Is it the thrill of joining the inner circle of the wine world, meeting interesting people, and even helping others discover this opportunity? Whatever drives YOU is what's important! Dream big and set goals...we are!

1. What do I value most out of life?
2. If I could have anything from this business what would I want, need or desire?
3. I plan to commit ___hours on my wine business weekly:
4. In 6 months from now I would like to achieve:
5. In a year from now I want this business to provide me with the following:
 - 1.
 - 2.
 - 3.
6. My concerns are:
7. I am most excited about: