

KATIE'S BEAUTY BABES

SeneGence

TEAM TRAINING



KATIE
ENOS
BEAUTY

WELCOME! I'm so incredibly excited to have you on my team. I've got to tell you, joining Senegence is one of the best decisions I've ever made when it comes to the wellbeing and lifestyle of my family and me. But before we dive in, I want to tell you:

MY TOP 5 TIPS THAT EVERY #BOSSBABE SHOULD KNOW TO MAKE A POWERFUL AND POSITIVE IMPACT IN THE BEAUTY INDUSTRY.

1. BE CONSISTENT

People in your life notice when you're not consistent. Consistency builds credibility. Consistency also builds your reputation. When someone is late to an appointment we either say "that's typical" or "that is out of character". That person has built a reputation based upon consistent behavior.

Whatever platform you set out to be on, set a goal to be consistent. Your rhythm and workflow must be sustainable. If you're on social media, one post a day is better than 5 posts in a day and then nothing for 5 days.

We also know that it takes the average person 8 times to hear your message before they take action. Couple this with that only 16% of your audience see your Facebook or Instagram posts and you can see how consistency is important. Think about that. Let's say that your friend sees 1 out of 5 of your posts. If it takes the average person 8 times, then that means you will have to post 40 times to reach them.

Are you struggling with being consistent? Try working on these 3 areas and I promise your consistency will become a habit in no time:

RUN WITH WHAT YOU KNOW

We all want to be creative geniuses but when we stray from what we know, we often spend WAY too much time trying to come up with clever stuff. Spend 80% of your time doing things and sharing in ways that are natural to you and spend 20% of your time working on new and better. That way, you can turn out content consistently AND always improve your game!

CREATE A VISION

If you think vision boards are bogus, then the joke's on you. They work, and there's actually a really simple explanation of why they work so well. Creating a sacred space that displays what you want actually does bring it to life. What we focus on expands. When you create a vision board and place it in a space where you see it often, you essentially end up doing short visualization exercises throughout the day.

KNOW YOUR WHY & THE HOW WILL COME

Simon Sinek says: "Everybody has a Why. Why do you get up in the morning? Why does your organization exist? Your Why is the purpose, cause or belief that inspires you to do what you do. When you think, act and communicate starting with Why, you can inspire others." Getting this down not only helps you keep a focused vision but it reminds you why you do what you do on those hard days. Need help establishing your Why? Click here: [Find your Why](#)

2. SHARE YOUR PASSION

If you've read my "About Me" page, you know that I'm passionate about making beauty simple and accessible while helping others enhance their INHERENT beauty. I help simplify beauty routines by giving honest and real beauty tips, tricks, reviews, and products.

I am passionate about social media. I'm passionate about helping women. I'm passionate about my husband and kids. Passion is the energy that keeps us going, that keeps us filled with meaning, and happiness, and excitement, and anticipation. Passion is a powerful force in accomplishing anything you set your mind to, and in experiencing work and life the fullest extent possible.

Ultimately, passion is the driving force behind success and happiness that allows us all to live better lives. So if you want to succeed, be passionate about your business.

"PASSION ALWAYS PAYS OFF"

3. CREATE YOUR OWN CONTENT

This is a hot topic for me. There is nothing more disappointing than spending time and money on content only to find that someone stole your work, removed your branding, and passed it off as their own. It feels awful. And if you're the person stealing, it may keep people coming around but it won't give your followers anything authentic, they won't come to like, know or trust you, and you'll struggle (see point 1 about consistency) to create. Here are a few reasons why you want to make sure you create your own content.

If you are talking about the same concepts and content as your competitors, what value are you adding to the conversation? Are you truly providing anything that will differentiate you from someone else doing the same thing, over the thousands of other messages out there your customers are possibly engaging with? People don't follow you, buy from you, learn from you, or take any other action because it's awesome. They do all that because YOU'RE awesome - YOU. They want to see how you wear LipSense, what colors YOU like, how many different ways YOU use your products, how YOU balance work, life, family, and everything else you have going on. When you create your own content, you are telling your followers, customers, and audience that they're important enough to give them a little piece of YOU.

If you take something that someone else created and cut out their watermarks, or pass it off as your own, you're stealing. Plain and simple. It cheapens the hard work they did and you do AND contributes to a poor reputation. Be You. And if you do occasionally want to show someone else's work, it's always a good idea to ask AND give them credit. People show up for people who show up for them and if there's anything I've learned by running my own business and building my own content it's that I love to support other women who are doing the same.

“

THEY WANT TO SEE HOW YOU WEAR LIPSENSE,

WHAT COLORS YOU LIKE, HOW MANY DIFFERENT

WAYS YOU USE YOUR PRODUCTS, HOW YOU

BALANCE WORK, LIFE, FAMILY, AND EVERYTHING

ELSE YOU HAVE GOING ON.”

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4. LEARN EVERYTHING YOU CAN ABOUT YOUR SOFTWARE PLATFORMS *(INCLUDING THE BACK OFFICE TO YOUR BUSINESS)*

You might know the Back Office as the place you go to place orders and see inventory. But, it's much more than that. As a Senegence representative, you have access to a wealth of exclusive (and free) systems, tools and training to help you grow a successful Senegence business.

Your back office is where all of your day-to-day business tasks are at your fingertips. This versatile online business center is primed for your success and – best of all – it's open 24/7 - and is especially helpful when your upline isn't available! In the back office you can:

- Refer friends and sign them up as new members
- Set up your personalized Senesite to share Senegence with the world
- View commission statements and see the residual income you've earned from your customers
- Get details on fun-filled events and promotions to get the full Senegence experience
- Connect with your team
- View order history, sales reports, price lists and much more
- Edit your personal profile and stay up to date on all things Senegence
- Access forms (promotional and compliance documents) in the library

5. KNOW YOUR PRODUCTS (SEE #2 AND #4)

Know what you're talking about. Seems like common sense, right? If you are shopping for a car are you going to ask and buy from the guy who has never driven a car, has never been in a car, and doesn't know anything about them? Or are you going to ask and eventually buy from the guy who is passionate about cars, can give you the truth about wear and tear, performance, gas mileage, warranty, insurance, and how fast you can comfortably take a corner without skidding out of control?

You're going to go with the car nut. The guy who eats, breathes, and LIVES cars. It's the same way with makeup or anything else that you, as a consumer, consider investing time or money in. People want experts.

Being an expert does not mean you need a PhD. It means you're knowledgeable about ingredients, wear and tear, performance, technology, and anything else that makes your product a unique edge in the marketplace. Spend the time to learn about your company, product, and your very own personal style.

BOTTOM LINE? BE YOU. BE PASSIONATE. KNOW YOUR CRAFT. BE EXCELLENT.

People (your followers and customers) will notice when you do these things. Be the expert you want to learn and buy from. If you do this, your business and YOU will be unstoppable!

XO Katie

LEARNING THE COMPENSATION PLAN

1. HOW YOU MAKE MONEY

- Sales
- Commissions

2. YOU'VE SPONSORED SOMEONE, NOW WHAT?

3. BACK OFFICE

4. DASHBOARD

5. THE RANKS

6. ENROLLMENT PROMOTION

7. BUILD YOUR STOCK



HOW DO YOU MAKE MONEY?

SALES

This is the first and most obvious answer! Selling SeneGence products is just like having your own store, buying at whole-sale and selling for a profit.

So how do you get the discount?

Your discount is based off of the amount being purchased. SeneGence's discount levels are based off of PV, or Point Value. An item's point value is 1/2 of the retail price. (EX. 300 PV would be \$600 in retail product.) So, a tube of LipSense would have a PV of 12.5, and a gloss would have a PV of 10.

PV BREAKDOWN

1-99 PV 20% off Retail Price

100-299 PV 30% off Retail Price

300-749 PV 40% off Retail Price

If you're in your first 30 days, 300+ PV single orders are 50% (You will need to place at least 300 PV order each time to get the 50% UNLESS you get to 750 PV either singularly or cumulatively).

750+ PV 50% off Retail Price

PV is cumulative during each calendar month. Once you place a 750 PV order singularly, or reach it cumulatively through other orders, EVERY order after that for the month is 50% off, even if it's just one tube of color!

Why pay the same for less?

\$600 dollars of retail product for **\$362.98**
or **\$374** of retail product for **\$326**? You choose.

Would you rather have a HUGE profit margin, or a tiny one?

\$237.02 in profit... or **\$48**?

For almost the same price out of pocket.... it's a no brainer! ALWAYS take advantage.

OPTION A

\$600.00 PRODUCT
- \$362.98 YOUR COST
\$237.02 YOUR PROFIT

OPTION B

\$374.00 PRODUCT
- \$326.00 YOUR COST
\$ 48.00 YOUR PROFIT

HOW DO YOU MAKE MONEY?

COMMISSIONS

Never be afraid to lose a customer to gain a distributor.

COMMISSIONS OUTWEIGH SALES!

DOWNLINE COMMISSIONS

1ST Line 10% from the first 100 PV (\$10)

2ND Line 20% from the first 100 PV (\$20)

3RD Line 30% from first 100 PV (\$30)

4TH Line 5% from first 100 PV (\$5)

5TH Line 5% from first 100 PV (\$5)

YOU MAKE **10%** ON ALL **FIRST LINE ORDERS**
NO MATTER HOW MANY FIRST LINE DISTRIBUTORS



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HOW DO YOU MAKE MONEY?

COMMISSIONS

GROUP SALES VOLUME BONUS

As your team grows, these amounts can add up quickly to be **HUGE**. Group Sales Volumes are paid for 1ST line Distributor product orders of 101 PV or more at 10% of the total above 101 PV as long as you place at least a 100 PV or more product order.

You earn a percent of all orders of 101 PV or more for 2ND line GSV as long as you have placed at least a 300 PV product order or more, unlocked line 1 GSV, and:

5-2ND line distributors have placed at least 300 PV or more who were personally sponsored by their spline distributor.

You earn a percent of all orders of 101 PV or more for 3RD line GSV as long as you have placed at least a 300 PV product order or more, unlocked line 1 and line 2 GSV, and:

5 - 3RD line distributors have placed at least 300 PV or more who were personally sponsored by their spline distributor.

You earn a percent of all orders of 101 PV or more for 4TH line GSV as long as you have placed at least a 300 PV product order or more, unlocked line 1, 2 and line 3 GSV, and:

5-4TH line distributors have placed at least 300 PV or more who were personally sponsored by their spline distributor.

You earn a percent of all orders of 101 PV or more for 5TH line GSV as long as you have placed at least a 300 PV product order or more, unlocked line 1, 2, 3 and line 4 GSV, and:

5-5TH line distributors have placed at least 300 PV or more who were personally sponsored by their spline distributor.

	YOU 100 PV			vs.	YOU 300 PV				
1 ST Line 10%	300 PV -100 PV DLC \$20	500 PV -100 PV DLC \$40	800 PV -100 PV DLC \$70		300 PV -100 PV DLC \$20	600 PV -100 PV DLC \$50	400 PV -100 PV DLC \$30	300 PV -100 PV DLC \$20	GSV TOTAL -700 PV DLC \$250
2 ND Line 6%	300 PV -100 PV DLC \$12	300 PV -100 PV DLC \$12	500 PV -100 PV DLC \$24		700 PV -100 PV DLC \$36	1000 PV -100 PV DLC \$54	400 PV -100 PV DLC \$18	300 PV -100 PV DLC \$12	GSV TOTAL -700 PV DLC \$168
3 RD Line 4%	400 PV -100 PV DLC \$12	300 PV -100 PV DLC \$8	500 PV -100 PV DLC \$16		700 PV -100 PV DLC \$24	800 PV -100 PV DLC \$28	900 PV -100 PV DLC \$32	250 PV -100 PV DLC \$6	GSV TOTAL -600 PV DLC \$126
4 TH Line 3%	400 PV -100 PV DLC \$9	300 PV -100 PV DLC \$6	500 PV -100 PV DLC \$12		1000 PV -100 PV DLC \$27	1200 PV -100 PV DLC \$33	200 PV -100 PV DLC \$3	200 PV -100 PV DLC \$3	GSV TOTAL -500 PV DLC \$96
5 TH Line 2%	300 PV -100 PV DLC \$ —	500 PV -100 PV DLC \$ —	700 PV -100 PV DLC \$ —		800 PV -100 PV DLC \$ —				GSV TOTAL -700 PV DLC \$ —

YOU'VE SPONSORED SOMEONE, NOW WHAT?

→ **ADD**. Add your downline to the team pages.



Katie's Beauty Babes

→ **WELCOME**

Welcome your new Team Member and introduce them to the team! We want them to know that they are a part of a loving, supportive sisterhood!

→ **Inform them!**

Let them know how to use the back office, and give them an overview of the discount structure, fast starts & important info. There's a "crash course" on my team group that I encourage you to tag all new distributors!

→ **ENCOURAGE THEM!**

When they hit a fast start, make a collage and give them a shoutout! That's a BIG deal!! Feel free to use your CP's page to brag on them shamelessly-again, we are here for support and to help each other all the way!

→ **SCHEDULE!**

Most importantly, schedule a launch demo within the first 2 weeks! I know life is busy, but make this a priority.

This is how you help your downline grow their business. What is a launch demo? When you sponsor a new Team Member, give her a launch demo immediately. This is to get her going and to build her confidence so that she has the information that she can do it on her own! Sales and new recruits go to the downline. Bring your testers and stock and let her sell out of your stock and she will then place an order to replenish your stock.

→ **CHALLENGE**

Challenge your Team Members to hit their first rank—**MAIDEN**. This is crucial! We want to sponsor Maidens! This grows your business and theirs! *Best of all, this rank is very attainable.*

**GIVE THEM A COPY OF THIS
GETTING
STARTED
GUIDE**

BACK OFFICE

Navigate it! Know it!

There are so many useful tools in the back office. Webinars, order tracking, graphics, and artwork, recognition and trip information, SeneSite, and marketing materials.

The screenshot shows a web browser window displaying the SeneGence Distributor Back Office. The browser's address bar shows "sengence.com". The page has a dark blue header with a navigation menu: "SeneHome", "Order", "Business", "Resources", "SeneSite", "Events", "Corporate Info", "Site Map", and "Logout".

The main content area features several promotional tiles:

- Nangai Oil**: Promoted with "SenePlex Complex".
- SeneDerm Solutions**: Promoted with "Moisture-Enhancing Triglycerides".
- Distributor Business Dashboard**: Offers "REAL TIME information" including Downline activity, contest qualification, current PV and rank, and calendar of events. Includes a "VIEW NOW" link.
- Partner for Profits**: Encourages earning a portion of order totals from demos. Includes a "LEARN MORE" link.
- Fast Start PLUS A Quick Step**: Promotes "Set Yourself Up for Success!" for new distributors, offering 50% off on qualifying orders. Includes a "LEARN MORE" link.
- SeneSential Training Packages**: Offers packages with a "SAVE 50%" discount. Includes a "LEARN MORE" link.
- Significant SeneSeller**: Promotes earning 750 PV + per month and FREE new products. Includes a "LEARN MORE" link.
- Sentiments**: Promotes a weekly e-newsletter. Includes a "VIEW CURRENT VERSION" link.

At the bottom, there is a section for "Current Contests & Programs" featuring logos for "LIPS TRIP", "SeneSTAR", and "KISS OFF contest".

DASHBOARD

Navigate it! Know it!

This page should be looked at to keep up with your team and your standings for trips and cars. Here you can look at everyone on your team, their PV, their ranks, and their orders. You can manage the growth of your team and

know what part of your team you need to work on. Here you can also track your eligibility for SeneStar, LIPS, SeneSales, and SeneCar.

Your calendar of events will show any trainings across the US so you can notify anyone on your team that may be close to those trainings.

The screenshot shows the SeneGenec - Distributor Dashboard. The browser address bar is senegenec.com. The page title is "SeneGenec - Distributor Dashboard". The navigation menu includes Home, Help, Support, and Log off. The main content area is divided into several sections:

- My Account:** Member information including Dist ID, City ST, Business Name, Recognition Rank, Next Recognition, and Seminar Info (PSV 2017, GSV 2017, PSV 2016, GSV 2016).
- Distributor Recognition Ranks:** A table showing ranks and counts for various titles.
- Contests & Awards:** A list of contests including SeneStar, LIPS, Kiss Off, SeneCar 2016, and SeneSales.
- Top Distributors:** A table showing the top distributors and their PV for the current month.
- Calendar Events:** A list of upcoming events, including Bombshell Beauties Training and Glamour Clinic, Webinar.
- Downline Comparison:** A bar chart comparing distributor PV for 2015 and 2016 across the months of the year.

Recognition Rank	Count
Distributor	###
Maiden	###
Royal In Waiting	###
Royal	##
Lady	##
Countess	##
Duchess	##
Princess	#
Crown Princesses	#
Queens	#
Empress	#

Distributor	PV Current Month
Distributor	####.#

Month	Event Name	Time
November	Bombshell Beauties Training	6:00 PM
November	Glamour Clinic, Webinar	6:00 PM

Month	2015 PV	2016 PV
Jan	~10,000	~10,000
Mar	~10,000	~10,000
May	~10,000	~10,000
Jul	~10,000	~10,000
Sep	~10,000	~10,000
Nov	~10,000	~10,000

THE RANKS

Maiden

Distributor must place a 300PV order and have 3 personally sponsored Distributors with 300PV or more in same month

Royal in Waiting

Distributor must place a 300PV order and have 5 personally sponsored Distributors with 300PV or more in same month

Royal

A Distributor has the same accomplishment as a Royal in waiting for two consecutive months

Lady

Meet qualifications for Royal + have five (5) 2ND level distributors with 300PV in same 2 consecutive months

Countess

Meet qualifications for Lady + have five (5) 3RD level distributors with 300PV in same 2 consecutive months

Duchess

Meet qualifications for Countess + have five (5) 4TH level distributors with 300PV in same 2 consecutive months

Princess

Meet qualifications for Duchess + have five (5) 5TH level distributors with 300PV in same 2 consecutive months

Crown Princess

Meet all qualifications for Princess and achieve a GSV of 1,000,000

Queen

Meet all qualifications for Princess and achieve a GSV of 5,000,000

Empress

Meet all qualifications for Princess and achieve a GSV of \$10,000,000

BUT WAIT THERE'S MORE

JUMP START

ENJOY EXTRA SAVINGS FOR 30 DAYS

You can enjoy a

50% discount

on all personal 300 PV+ product orders

FOR AN ENTIRE MONTH!

Here's how:

All active Distributors who joined prior to September 1, 2017

- You are eligible to receive a 50% discount on all personal product orders* of 300 PV (\$600 USD Retail) or more between September 1ST and September 30, 2017.

All active Distributors who join September 1, 2017

- You are eligible to receive a 50% discount on all personal product orders* of 300 PV (\$600 USD Retail) or more, for 30 days starting on the day you join SeneGence.
- New Distributor promotion qualification is based on a rolling 30 day period on your sign-up date.

*Applies to single orders over 300 PV only, with no limit on how many orders may be placed during promotion period. Standard shipping applies to all orders. Sales aids with no PV assigned do not count toward 300 PV requirement.

QUICK STEP!

SeneBucks

Everytime your downline places a 300 PV order within 30 days of joining you get \$25 in senebucks to use toward your product.

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BUILD YOUR STOCK AND ROCK THE BUSINESS!

JUMP START

ENJOY EXTRA SAVINGS FOR 30 DAYS

FAST START OFFER

For your first 30 days when you place a 300 PV or more order you get 50% off!

After your first 30 days to get that same savings, orders have to be 750 PV OR MORE!

Sample Order

PRODUCT	QTY	PV
First Love LipSense Collection—Nude	1	27.5 PV
Praline Rose LipSense Collection—Brown	1	27.5 PV
Fly Girl LipSense Collection—Red	1	27.5 PV
Pink Champagne LipSense Collection—Light Pink	1	27.5 PV
Rosebery LipSense Collection—Dark Pink	1	27.5 PV
Napa LipSense Collection—Neutral	1	27.5 PV
First Love	2	25 PV
Praline Rose	2	25 PV
Fly Girl	2	25 PV
Pink Champagne	2	25 PV
Rosebery	2	25 PV
Napa	2	25 PV
LipSense Collections	6	165 PV
LipSense colors	12	150 PV
	Suggested Retail \$630	315 PV
	(JUMP START PROMO SAVINGS-50% OFF) -\$315	315 PV
	TOTAL \$315	<i>+ Tax and Shipping</i>

So what is your profit?

\$315

That is a **100%** Profit!

You made back what you paid, plus **\$315!**

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GOOD THINGS COME TO THOSE WHO **HUSTLE**

Work hard and don't give up! Great things can come from this business, but just like anything, you will only get as much as you put in! Hustle and ALWAYS offer the SeneGence Choice!

"If you would like to pay full retail and continue being my customer, that is AWESOME! Or you can become a distributor and get wholesale pricing—the choice is yours!"

Break it down like this:

"\$50 for two lip colors, OR \$55 to buy your own products at discount AND share the love with others and make a living!"

Most importantly, **PLEASE DO NOT** hesitate to ask questions! I am here to help you! I want this business to bless you as much as it has blessed me!



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