



Papa Rock Stars Podcast

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[Episode 042] Paparazzi Lingo – Do your customers understand what your saying?

Do your customers, hostesses and potential team members understand what you are saying? Here are some things you might want to remember so that important information doesn't get lost in translation.

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<https://PapaRockStars.com/lingo>

Training:

Did you know that Paparazzi has its own language of its own? True story! It is what is traditionally called jargon. Jargon is special words or expressions that are used by a particular profession or group and are difficult for others to understand.

Are you using jargon when you are talking to your customers, hostesses and potential recruits? It might be confusing and overwhelming!

I completely understand that there are some words that you just can't get away from, especially when you are talking to potential team members but the trick is to explain things and to keep them super simple. You should also try to avoid them altogether when talking to friends, family, hostesses and customers.

Be sure to explain things like downline, PV, OV, Director and upline so that your potential consultant or current team members know what you mean. A good rule of thumbs is to talk so that a 10 year old would be able to understand what you are saying. But, if you need to use a term like Empower Me Pink, follow it up with an explanation of what you are talking about.

OR, maybe you are new to Paparazzi yourself and have NO idea what some of the words other consultants are using mean! Not to worry, I have you covered!! Here are a few of the most common terms and what they mean, but for a more complete list, click on the Paparazzi Lingo and Definitions pdf printable in the resources section.

Sponsor: The Consultant who introduced you to and enrolled you in Paparazzi.

Star Consultant: A rank in the Paparazzi Compensation Plan. To qualify, a Consultant must have 50 PV within one calendar month.

Active: A Consultant is considered Active when s/he has accumulated 50 PV or more within one calendar month. Being active will qualify a Consultant for certain bonuses within the Paparazzi Compensation Plan.

Blockbuster: One of Paparazzi's bestselling accessories!

GV: Group Volume. The cumulative PV of all Consultants in your downline within one calendar month. Also known as Organizational Volume (OV).

Trend Blend: A group of accessories perfectly stylized to go together. These pieces share textures, colors, shapes, and more to pull a complete look together.

Back Office: A Consultant's virtual dashboard where she or he can place orders for new inventory, run reports on the activity of their new team and access resources to assist them in building their business.

Here are a few suggestions on how to avoid using jargon or what to replace it with so that you are clear and easily understandable.

- Use an alternative—Leader instead of Upline, Training instead of Empower Me Pink.
- If you are going to use an abbreviation or acronym, explain it the first time you use it. — Starlet Shimmer (SS), Personal Volume (PV)
- Use lingo words only if they are convenient for your customers. For example, calling a party host a hostess is much more simple even if it is one of our jargon words.
- Convert as many as possible into other words – for example, instead of saying I'm going to Empower Me Pink, I'll tell my friends and family that I'm going to a Paparazzi training.
- Avoid as many lingo words as you can, especially when talking to customers or hostesses. When you are talking to other consultants, lingo words are more acceptable.
- Use full words—Back Office instead of BO, Personal Volume instead of PV and Organizational Volume instead of OV.

When you remember that people who aren't in Paparazzi don't speak our language, it's pretty easy to keep the use of jargon words to a minimum. Keep what you are saying nice and simple! Your customers will thank you for it!

Resources:

Show Challenge:

Print and go through the list of Paparazzi's most common terms and keep the list handy in case you or a friend needs to know what one of those words means.