



**DON'T WAIT TO FEEL
CONFIDENT ENOUGH BEFORE
YOU ACT OR YOU MIGHT WAIT
FOREVER.
CONFIDENCE IS THE GIFT
YOU RECEIVE AFTER YOU
HAVE DONE THE SCARY THING.
~LYNDA FIELD**

Coming Up

October 2015 Training Topics

- 🌱 Session 6 --Creating a 2000 PV Plan Oct 1
- 🌱 Session 7 – Prospecting in the Community Oct 8
- 🌱 Session 8 – Goal Setting and Affirmations Oct 15
- 🌱 Session 9--Follow Up & Customer Service Oct 22
- 🌱 Session 10 – Incentives That Grow Our Business
Oct 29



Fall 2015 Regionals –

Roger Barnett will be speaking!

Set goal of how many you will bring with you...
and register now.

Southern California

Friday, Nov 20 at 7:00 p.m. Marriott Long Beach
4700 Airport Plaza Drive Long Beach, CA 90875



New York Area

Friday, Nov 6 at 7:00 p.m. Westchester
Marriott 670 White Plains Road Tarrytown, NY
10591

Chicago Area Friday, Nov 13 at 7:00 p.m.
Hyatt Regency O'Hare 9300 Bryn Mawr
Avenue
Rosemont, IL 60118



Monday Wellness Webinars

September 28 – Power of Our Profession for Corporate Managers –
Clayton Bruce

October 5 -- Presidential Master Coordinator Gary Burke and master teacher, who will review the key benefits of a Shaklee Home business that has helped him and his wife, Faye, generate a \$400,000 income .. and the story of what he has learned along the way

October 12 – David Colby, PhD Medicinal Chemistry, Professor

October 19 -- Shaklee Supplements – Key to Long Term Health Bob
Ferguson

October 26 -- The Power of the Profession .. for Speech Pathologists Becky
Choate

Nov 2 – Presidential Master Gary Burke on Benefits of Home Businesses

Nov 9 – Nutritional Connections to Headaches

Nov 16 – The Epidemic of Irritable Bowel Disorders

Nov 23 – Feeding Our Families for Good Health and Academic Excellence

100 DAYS TO AMAZING FALL BUSINESS TRAINING 2015

Session #6 Creating A 2000 PV Plan

Master Coordinators
Jo Coogan & Barb Lagoni



Senior Coordinator
Becky Choate



NEW Senior
Executive
Coordinator Katie
Odom



Senior Executive
Coordinator
Lisa Anderson



Objectives for Session # 6 – 50 Days Left for 100 Days to Amazing

- To review the strategies for October .. To qualify for Chairman's Retreat.. But also to achieve something AMAZING in response to Roger Barnett's call to reach within ourselves to accomplish something bigger than we have ever done before.
- Today we've asked Crystal Johnson to share her 6 minute Business Presentation as we continue to discuss how to build our business teams.

This can be used as an initial introduction to Shaklee or to share with a current member another aspect of Shaklee .. possibly of interest to themselves .. Or to someone they know.

- To demonstrate how to create a 2000 PV Plan for new distributors.

lisa

October Strategies for *AMAZING* Growth

**** Qualify for Chairman's Retreat

🌱 By now you have either attended Cleveland Conference or registered for the Orlando 2016 Conference

🌱 And became a Director by September

🌱 Next – **Generate 10,000 Personal PV PLUS PV from any new Directors appointed between August and December 2015**

Need a plan—

Becky

To create 2000 ADDITIONAL PV a month for 5 months

- Develop 1 New Director = 2000 PV/month
- Develop 2 New Associates (1000 each) = 2000 PV/month
- Develop 1000 new PV among current customers
- Develop 1000 new PV with new customers

Shaklee

Live
2015

PV Generating Ideas to Qualify for Chairman's Retreat in Palm Springs, California

March 3 – 6, 2016

- We have attached a list of 13 PV generating ideas from Becky.
 - The main thing to remember.. They all give you a reason to contact someone.
 - Don't count someone out just because they didn't attend an event.. Continue to follow up .. That's servicing customers and potential customers.
 - Many of Becky's no show events resulted in 5 or more individual appointments and resulted in excellent sales
 - We like events because they are efficient, but don't discount the value of appointments.
- becky

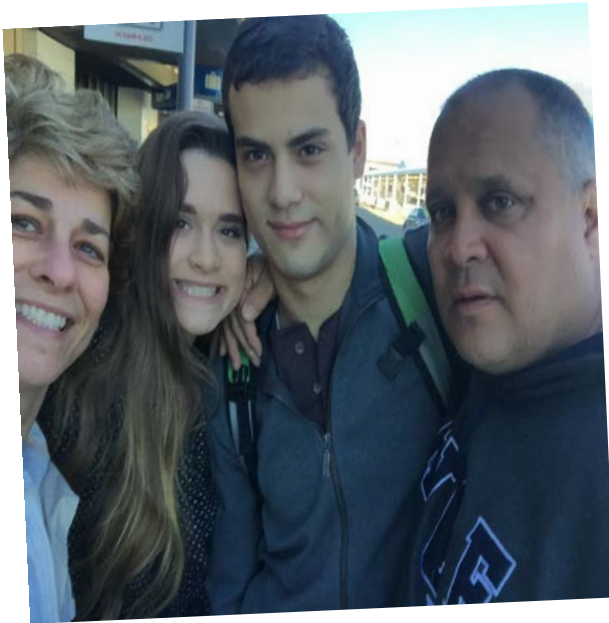
Crystal Johnson's 6 Minute Business Presentation to the Chamber of Commerce



- I joined local Chamber of Commerce 3 years ago at \$250/year. Been attending their Tuesday Power Networking Lunches for last 2 years at additional \$15/lunch. Been Manager of those lunches for last 9 months (Chamber buys my lunch).
- Everyone gets 30 seconds to say their business commercial to the room at each lunch of about 40 business owners/marketers.
- Sometimes we have a 6 minute "Business Spotlight" presentation. Business owner/marketer must give away a \$50+ raffle prize(s) for the privilege.
- Sept. 1st, I used Powerpoint projected on a screen, laser pointer, 2 pull-up banners. Placed my business cards and Symptom Assessment forms on the tables. Ruffled off small Vita-Lea with iron, small B-Complex, Stress Relief Complex. 39 people there.



Be part
of the effect[™]



Crystal Johnson

8 years ago...

- Shaklee could help me clean up our environment.

Then our health improved...

- No more asthma, bronchitis, sinus infections, allergies, hives, eczema, adrenal fatigue, anemia, Synthroid, inhalers, Advair, antibiotics, steroids, Flonase, Zyrtec, monthly/weekly doctor visits.

Now our lives are improved...

- More active, healthy time.

the Shaklee Effect™

Shaklee helps people transform their lives by taking small, simple steps that lead to big results. By making better products that are worth sharing, we create a healthier planet and brighter future for all. Little by little, one by one, we change the world.



What if?



extra
money



Rewarding
lifestyle

trips

HEALTHY FOUNDATIONS

\$41
BILLION

+7%



HEALTHY HOME

\$92
BILLION

+7%

\$360 BILLION

HEALTHY
SOLUTIONS

\$105
BILLION

+5%

HEALTHY
WEIGHT

\$14
BILLION

+8%

HEALTHY BEAUTY

\$107
BILLION

+5%

Source: 2013 *Euromonitor*

the Shaklee difference

At Shaklee, we believe that nature holds the answers to a healthy and productive life. By using pure and potent ingredients and the foremost scientific research, we formulate nutrition products that are truly life enhancing.

PURITY

Quality ingredients,
safe products

POTENCY

Extensive studies,
effective nutrients

PERFORMANCE

Better absorption,
better results

125
PUBLISHED

scientific papers and
scientific presentations

20-YEAR

Shaklee users evaluated
in landmark study had
remarkably better health than
nonsupplement users

2000

the year Shaklee became the
world's first Climate Neutral™
certified company

350

tests on every new botanical
ingredient for harmful
contamination, pesticides,
and other residues.

Over
100,000

quality tests a year to
ensure purity and potency

More than
250

pesticide tests beyond what
is required by United States
Pharmacopeia

More than
1 MILLION
trees planted

More than
\$300 MILLION
in Research
& Development

121 MEDALS

Shaklee-powered
athletes won gold,
silver, and bronze
at the Games

Shaklee
Creating Healthier Lives®



100% Guaranteed

- We stand behind every single one of our products
- We believe in the purity, potency and performance of all of our products, and we back it with a 100% guarantee. That's why if you are not satisfied with any of our products, you can send it back to us for a full refund



A better life

- A flexible, rewarding way to earn an income on your terms
- How, when, and where is up to you



It's About Teamwork and Community



Look closely...

- You may see someone you know!

Some of my very best friends are in this picture and we all help people to...

- feel better,
- get better
- so they can do better.

3 ways to join Shaklee

USE



Experience the way Shaklee products can help transform your health.

SHARE



Share Shaklee products with friends and family and earn extra cash + rewards.

BUILD



Build a team in a way that works for you and fits your life, with the potential for significant financial rewards.

How do you
see yourself
fitting in?



What will
your Shaklee
Effect be?



Results From Crystal's Presentation

Took a minute to explain the Symptom Assessment forms on their tables and invite them to complete it, take a picture with their phone and send it to me so I could help them. Nobody has sent me one, but 14 forms went missing. (I counted them beforehand)

- Then...3 people gave me testimonials - and I didn't even pay them!
 - Bank VP about Vitalizer and her cholesterol going down and how she can't take cholesterol meds because of the side effects she experienced. Then she put in a plug for Vivix too!
 - Tech Owner (whose equip't I was using) said he loves Stress Relief and B-Complex and doesn't drink a pot of coffee anymore.
 - Moonwalks Owner (who is a casual distributor under Tony Underwood) said she ONLY uses Shaklee cleaners on her bouncy equipment to make sure the kids don't get all those chemicals on them. She does not openly promote Shaklee at our lunches.

Crystal's Close



- Then...I backed up my slides to the "6-Industries" slide and laser pointed to the appropriate leaf as I raffled off the products by picking 3 business cards from a small Shaklee bag.
- As I took down my banners, a woman came up and said, "So...How DO I join your team?" She bought the \$649 Gold Kit Sept 16th.
- Another woman waited for me to finish talking with Allison and asked if she could make money at this while working full-time for the carpet cleaning business. She and I have talked, met and talked. It's more complicated with her.
- Last week...a logo company marketer quietly asked me if I could help him with his prostate numbers.
- This week...a business owner asked me if I had anything for her hot flashes.
- 2 of the 3 raffle winners like their products and want to talk. The other winner was the Moonwalks Owner :-)

Now it is Time to Help Them Create a 2000 PV Plan

- ✔ So once you have identified your business partners... and you have exposed them to Shaklee.TV videos and helped them determine their compelling reason for developing a Shaklee business...
- ✔ Now you will want to help them create ON PAPER a 2000 PV Plan.

lisa

**A GOAL
WITHOUT
A PLAN
IS JUST
A WISH**

Creating a 2000 Plan

Personal Use

100 – 200 PV

(We want to buy from our “own store” as much as possible .. Personal care products, deodorants, shampoo, skin care, etc, plus gifts and rewards)

Family

200 PV

(helping our family members to better health helps new distributors understand how effective Shaklee products are in rebuilding health)

3-Way Customer Calls

100 PV X 2 = 200 PV

(an effective way to teach new distributors how to create a nutrition program for customers ... what questions to ask to discover “ problems” that better nutrition may help to solve, explaining the Shaklee Difference and why starting with Vitalizer and Life Shake is a pretty good starting place most of the time... and how to work with people with budget constraints)

lisa



2000 PV Plan Continued

Home Event

250 PV

(Grand Openings, Shaklee 180 Tastings and Smoothee Workshops, etc closing with Use, Share, Build)



Identifying Business Partners

250 PV

(Purchase of a Gold Distributor Kit offers a new distributor a nice selection of the most popular Shaklee products plus business materials and a flash drive to get them started) \$349 kits = 250 PV \$649 = 500 PV \$1049 = 750 PV

This also qualified for a tax deduction as it is a business kit

Developing Customers under New Distributor & Members

500 PV

Social Media

100 PV X 4 weeks = 400 PV

(recommend 1 post a week.. Making it personal about how you are using new Shaklee products you are discovering, before and after photos for cleaning nasty messes, or tossing medications you don't need any more , etc) lisa

2000 PV Plan continued



FaceBook Events (comes with follow up) **200 PV**
(on children's health, women's health, Grand Opening, Natural Approaches to Anxiety & Stress, Shaklee 180, etc.)

Health Stories Conference Calls **200 PV**
(30 minute conference calls on very specific health topics, with 1 or 2 people sharing their success in making a few shifts in the diet and adding Shaklee supplements ... such as allergies, PMS, energy, keeping families healthy though the winter, etc)

Wellness Webinars **100 PV**
(archived a BetterHealthin31days.com/_____ your address) .. Can use to send a member to or to use the information on the slides for your own conference calls and meetings) lisa

Outlines and nutritional materials found at
BetterHealthin31Days.com/ _____ your name



Putting It All Together To Create THEIR Plan With Names & Word Tracks

🌿 Select 2 or 3 Reach Out Methods

🌿 Make 2 lists of names .. Those you want to introduce to the products first .. And those you would like on your business team.

🌿 Example

2 Grand Openings in homes -- invite mom, grandmother, Aunt Sue, friends **250 PV each = 500 PV**

2 Grand Opening Face Book Event – What the Heck is Shaklee ?
200 PV each = 500 PV

Individual Appointments **3 X 100 = 300**

3 Way Calls **lisa** **3 X 100 = 300**

Allergy Prevention Program

Core Program

Vitalizer

Nutriferon

Alfalfa

Get Clean Non-Toxic Cleaning Products



For additional help:

- Garlic
 - Immunity Formula I
 - Defend and Resist Echinacea Complex
 - Vita C
- becky

1000 PV WITH ALLERGY COLLECTIONS

4 events X 5 attending = 20 families

(FB events, in-home, Health Chat conference calls, etc)

Or individual appointments, 3-way calls, archived webinars

20 families X 50 PV collection = 1000 PV

10 families X 100 PV collection = 1000 PV

There are many deals right now –

Including free memberships, free shipping,, etc

next slides

becky

see

Free Membership Options

1. **Life Strip** (114PV)
2. **Vitalizer** (55PV)
3. **Life Plan** (Life Shake & Life Strip) (166PV)
4. **Vitalizing Plan** (Life Shake a & Vitalizer) (111PV)
5. **Rx for a Healthier Life with Life Strip** (Nutriferon, Shake, Strip) (172PV)
6. **Rx for a Healthier Life with Vitalizer** (Nutriferon, Shake, strip) (168PV)
7. **Shaklee Life Shake Family Pack** (2 30- svg bags) (111PV)
8. **Shaklee 180 Turnaround kit** (172PV)
9. **Essentials Plan** (Vita Lea 60, (55PV)
10. **Get Clean Kit** (50PV)
11. **Nutrition Therapy Skincare Kit** (141PV)
12. **Any 100 PV order**
13. **All Gold Business Paks**

becky



6 Free Shipping Deals .. Good until Nov 20

Life Plan (Shaklee Life Strip and 2 canisters Shake) \$244.25 soy
\$266.75 non-soy

Vitalizing Plan (Vitalizer and 2 canisters of Shake) \$ 159.95 soy
\$183.65 non-soy

Essentials Plan (Vita Lea 60 tabs, Omega 90 cap, Life Shake
canister) \$69.45 to \$76.45 becky

Rx for Healthier Life -- all versions (from \$244.05 to \$261.61)

Shaklee Life Shake Family Pack (2 bags of Life Shake) \$159.95
soy or \$204.95 non-soy(save additional \$11 by ordering on autoship)

Shaklee 180 TurnAround Kit \$ 269.95 soy or \$305.50 non-soy

Tip – To save our members even more – add cleaning and
laundry products to the Free shipping order

Free Shipping AND Free Membership Options

Life Plan(166PV) Vitalizing Plan(111PV) Essentials Plan (55PV)



**Rx for a Healthier Life
with Life Strip (172PV)**



**Rx for a Healthier Life with
Vitalizer (168PV)**



Family Shake Pack (111PV)



Turnaround Kit (172 PV)



Any Gold Kit



becky

\$10 Deals—
With the Purchase of these Collections (all can be customized
with flavor of shake and Vitalizer options)

Deal # 1 When you purchase & place on Autoship ...

- **Rx for Healthier Life with Life Strip #89401**
(Nutriferon, Life Strip and Life Shake)
- **Rx for Healthier Life with Vitalizer**
(Nutriferon, Life Shake, Vivix Liquid and Vitalizer # 89070)
- **Kosher #89080(shake, Vivix, V Lea, Nutriferon, Osteo Matric and B Complex)**
- **Life Plan # 89383**

You receive a coupon which can be used to purchase any product priced at \$100 or less .. For Just \$10 DOLLARS !!!

Deal #2

- **Shaklee Life Strip 21293 or 21294 (iron)**
- **When you purchase Vivix and Vitalizer use special item code # 89090**

You receive a coupon for any flavor Shaklee Life Shake for only \$10 DOLLARS !!!
becky

Product Collection –Nutrients to Strengthen Immune System

For Adults who can swallow pills

| | | |
|--------------------|--------------|----|
| Vita C | 16.65 | PV |
| Nutriferon | 30.00 | |
| Optiflora Capsules | <u>14.65</u> | |
| | \$80 | MP |

61.30 PV

For Children who can't swallow pills

| | | |
|----------------|--------------|----|
| Optiflora Caps | 14.65 | PV |
| Chewable C | 17.95 | |
| Incredivites | <u>20.00</u> | |
| | \$72 | MP |

52.5 0

| | | |
|----------------|--------------|-----------|
| Vita C | 16.65 | PV |
| Nutriferon | 30.00 | |
| Optiflora caps | 14.65 | |
| Life Shake | 28.22 | |
| Vita D-3 | <u>5.00</u> | |
| | MP \$129 | |
| | 94.52 | PV |

| | | |
|---------------------|--------------|-----------|
| Optiflora Caps | 14.65 | |
| Chewable C | 17.95 | |
| Incredivites | 20.00 | |
| Life Plan | 28.22 | |
| Alfalfa Complex 330 | <u>12.65</u> | |
| | MP \$ 130 | |
| | 93.37 | PV |

How To Open Conversations Regarding Immune Collections

With the weather now turning cold, I wanted to contact my customers to be sure they know about a few products that can help both with preventing allergies (or colds and flu) .. But also to have ready in case someone in your house comes down with something...may I tell you about them? becky

sure

Tell me about the allergy (or cold and flu) season for you and your family ... how does it affect everyone? Anyone with Fall allergies?

Shaklee has 2 collections for the immune system ... one for adults and anyone who can swallow tablets and one for children .

Closing – Immune Discussion

If you have family members who don't eat 6 vegetables a day... you might want to get a multi to be sure to cover all the nutritional bases..

But then Shaklee has a little package for strengthening the immune system .. And a bigger one ..

Here's the first package ..

***Optiflora probiotic** – because 70 to 80% of the immune system is actually in the gut .. Who knew!*

***Then Vita C** – and this is a really good one .. Sustained release .. Slowly releasing the whole Vitamin C Complex over 5 hours . Very good protection*

*And then the really important one – **Called Nutriferon** – this is a special formula of 4 herbal extracts that stimulate the body's own natural production of interferon .. Have you heard of that .. It is a key component of the immune system .. (see attached*

Top 10 Reasons to Support Your Immune System)b

cThat's a good starting place .. How does that sound?

Becky

Family Immunity Collection



| | <u>PV</u> | |
|---------------------------|-----------|-------|
| Vita C | 16 | |
| Vita Lea 240 | 31 | |
| Optiflora Capsules | 15 | |
| Nutriferon | 30 | |
| Defend & Resist Echinacea | <u>13</u> | |
| Total | 105 | becky |



Allergy Prevention 50 PV Packages

Nutriferon, Alfalfa, Chew Vita-C = 60 PV

Nutriferon, Alfalfa, Optiflora = 57 PV

Get Clean Starter Kit = 50 PV

Vitalizer = 50 PV + FREE Membership



Action Steps for Session #6

- Begin setting up appointments to share Crystal's business presentation or any version you like with 6 people this week.. They can be current customers or potential business partners.
- Set up appointments with your distributors to create a 2000 PV Plan ... to help them reach rank of Director or to help current Directors qualify for Chairman's Retreat by increasing their PV. lisa

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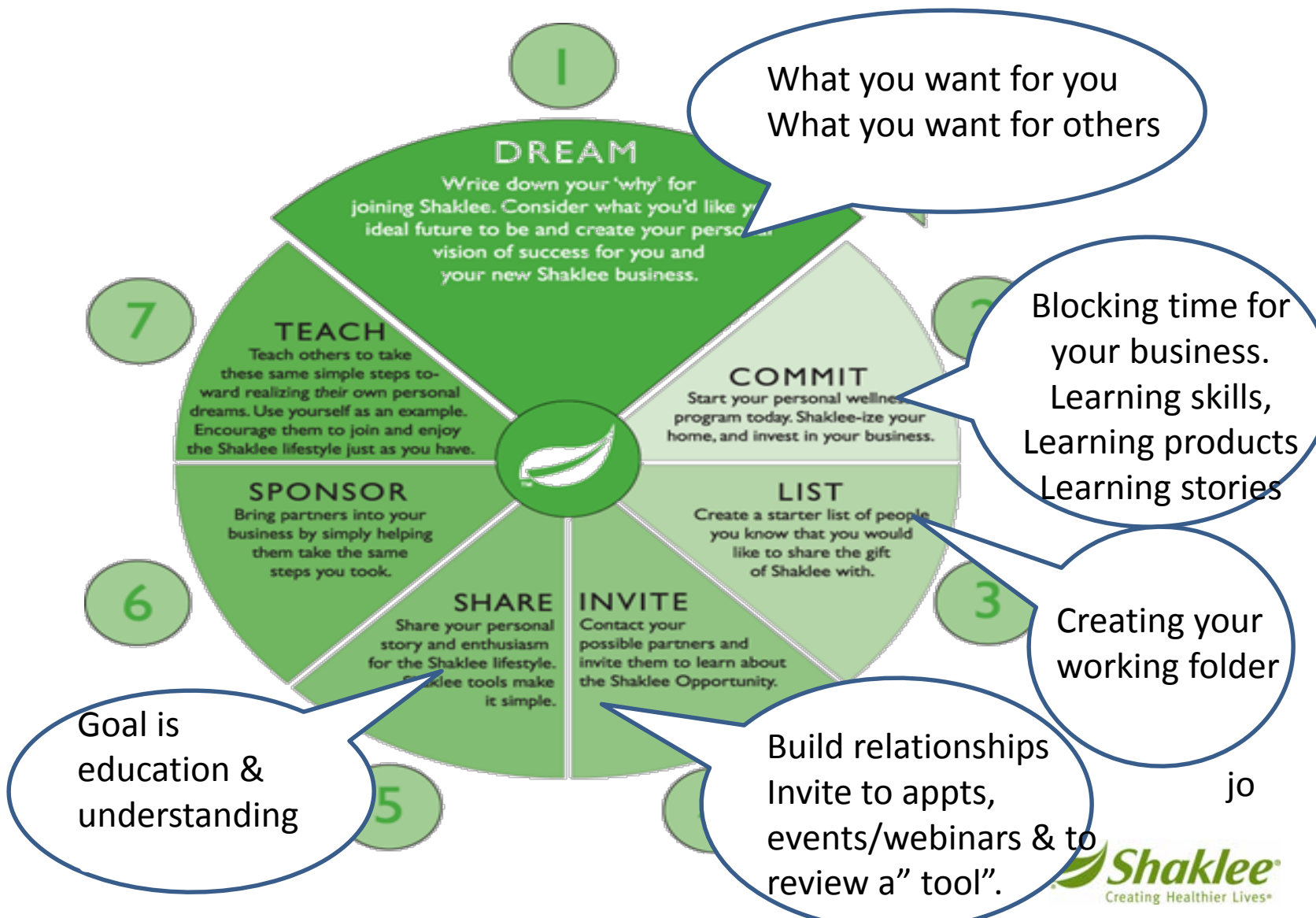
Chicago Area Friday, Nov 13 at 7:00 p.m.
Hyatt Regency O'Hare 9300 Bryn Mawr
Avenue
Rosemont, IL 60118

lisa



First Step Training – Components

This Week – Inviting People To Learn About Business Options



Importance of Using Archived Training Sessions

Key Objective of Our Business is ...

Duplication

Shaklee Summer School 2014: 8 Weeks to Director

#2 - Getting Started 101

#3 - Communication Skills to Master for Connecting with People

#4 - Inviting and Closing

#5 - Identifying Business Partners

#6 - Presenting Business Information harper

- Legacy and Leadership 2015 : Session #3 -- Getting your Distributors Started and Teaching Them How to Talk to People (January 29th)
- Teaming UP 2014: Session #9 -- Strategies to Generate 1000 PV (October 30)
- Skilling Up 2014: Session #10 March 4, 2014
Getting Started (This has some good business inviting dialogs)