



**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

2000 PV



The logo for Shaklee Live 2015, featuring the word 'Shaklee' in a green serif font, 'Live' in a green script font, and '2015' in a small green sans-serif font below 'Live'. A blue bracket on the left side of the text groups the four bullet points above it.

# 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

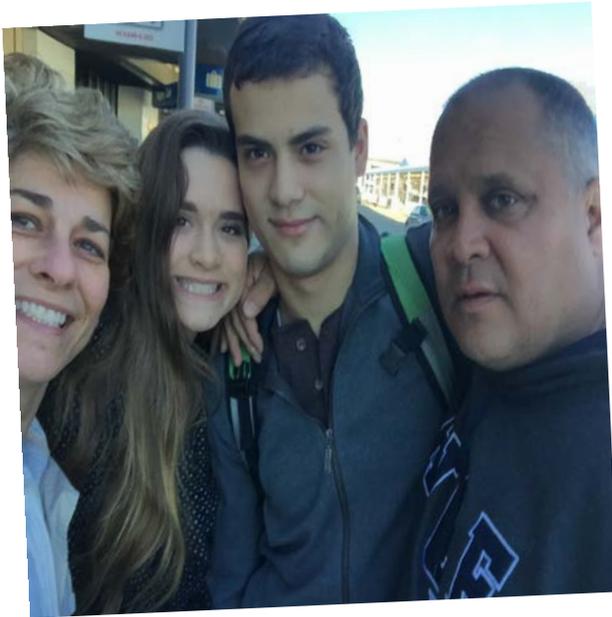
# Crystal Johnson's 6 Minute Business Presentation to the Chamber of Commerce



- 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...

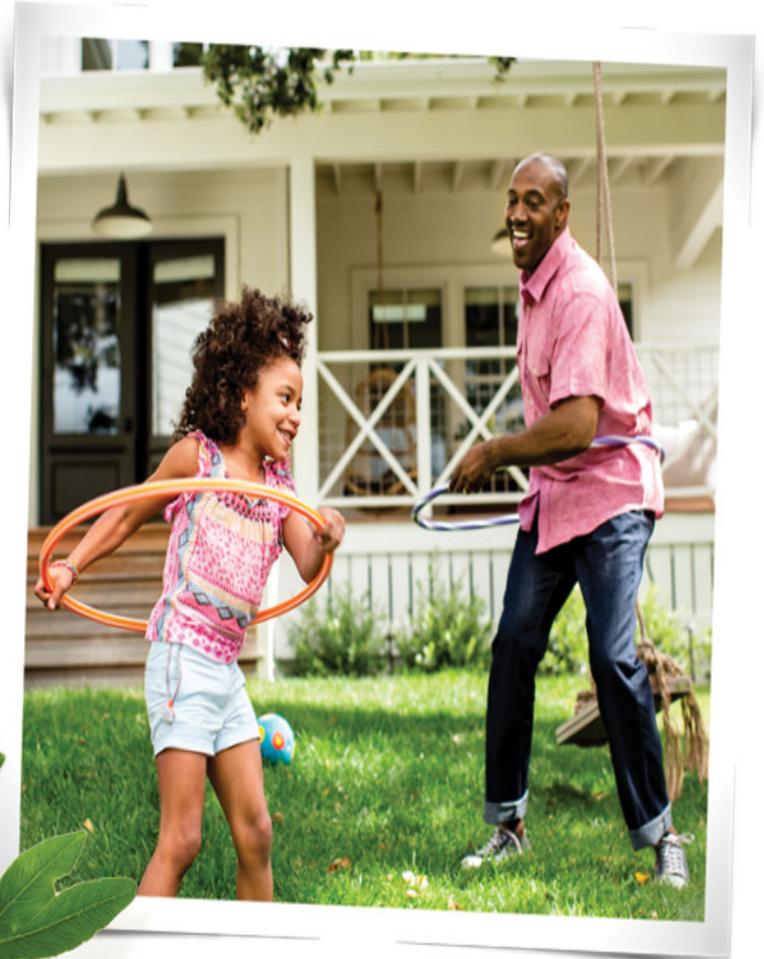
- No more asthma, bronchitis, sinus infections, allergies, hives, eczema, adrenal fatigue, anemia, Synthroid, inhalers, Advair, antibiotics, steroids, Flonase, Zyrtec, monthly/weekly doctor visits.

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



Over  
**100,000**  
quality tests a year to  
ensure purity and potency



**350**  
tests on every new botanical  
ingredient for harmful  
contamination, pesticides,  
and other residues.



More than  
**1 MILLION**  
trees planted



More than  
**250**  
pesticide tests beyond what  
is required by United States  
Pharmacopeia



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



More than  
**\$300 MILLION**  
in Research  
& Development





# Life

## 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



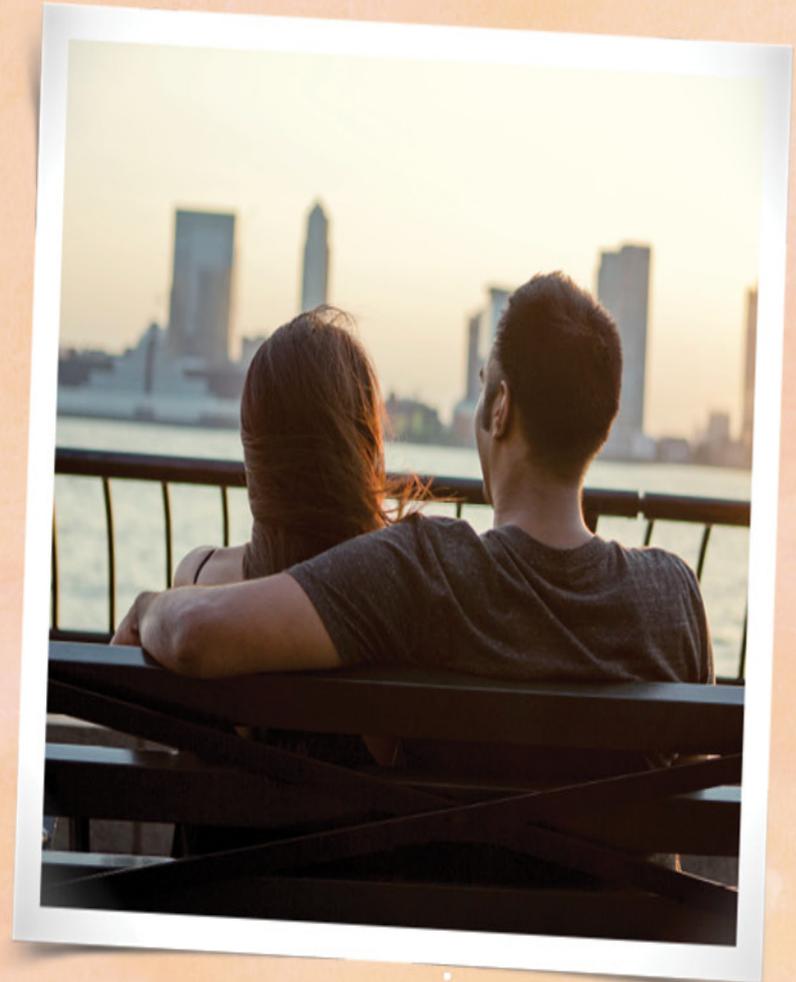
Share Shaklee products with friends and family and earn extra cash + rewards.

## 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/](http://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/](http://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	
	<b>94.52 PV</b>	

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

## 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

# Coming Up

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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)