

How it works:

**100 points** from April thru July earns you a tablet for **Android™!**



The **Top 5 Point Earners** overall will earn **\$1,000 Cash!**

Earn 25 points  
in April



Earn 25 points  
in May



Earn 25 points  
in June

ShakleeStyle credit  
(\$150 value)

(Redeemable  
in Long Beach  
only)



Earn 25 points  
in July



## Shaklee Summer Promotions

25 sponsoring points earned in July Qualify you for a  
Digital Photo Frame !!

# Free Product for New Members with Minimum 50PV Join Order



Revolutionary antioxidant protection from nature

Antioxidants primarily in fruits and vegetables

Less than 25% eat 5 to 9 servings of them daily

Protection from DNA damage by free radicals

Carotomax provides 6 of most beneficial carotenoids including lutein, lycopene, and beta carotene

Promotes health of eyes, heart, skin, lungs, prostate, cervix, and support a strong immune system

**July Free Product – Carotomax**

hannah

# New Members Receive TWO Free Products with Minimum 200 PV Join Order



**Stress Relief Complex +  
Shaklee 180® Mango Energizing Smoothee**

# Receive FREE Registration to Shaklee Live 2014

## Gold PAK—

**Receive 1 FREE Shaklee LIVE 2014 Registration** (\$249 value)

## Gold Plus PAK—

**Receive 2 FREE Shaklee LIVE 2014 Registrations (\$498 value)**

lisa



## Gold Plus PAKS—\$599



## Gold PAKS—\$299

# New Gold Distributors Receive TWO Free Products and FREE Shaklee Live 2014 Registration



For New Distributors with a Gold or Gold Plus PAK  
AND Existing Members who Upgrade to Gold



# Shaklee Summer School 2014

## 8 Weeks to Director

### Session #3

Let The Building Begin ...

## Communication Skills to Master For Connecting With People



Sn Executive Coordinator Lisa Anderson  
Executive Coordinator Harper Guerra  
Senior Coordinator Katie Odom

lisa



Shaklee is Making This Very Special Trip  
Accessible for 350 Points



Maui, Hawaii – sun, surf, volcanoes, palm trees ... and





katie

Now ... THIS we've got to see!

katie






Every Shaklee Dream Trip is wonderful ...  
But this one might be worth working just a little more for....

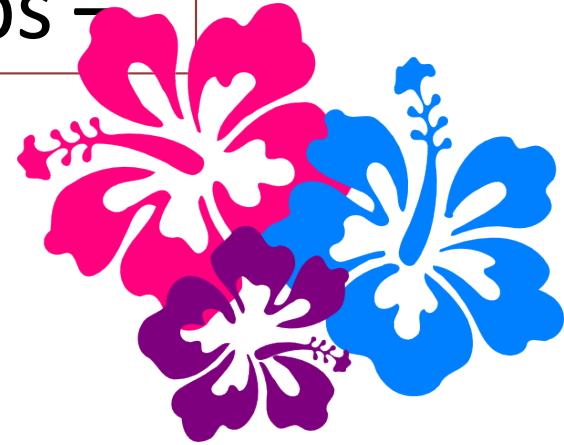
AND , as you might expect, we have .. a plan  
lisa

# Celebrate the Effect – in Maui

- 
- Qualification Period: July 1<sup>st</sup> – February 28<sup>th</sup>
  - Trip Dates: May 4<sup>th</sup> – 9<sup>th</sup>, 2015
  - 350 points – 2 people / one room
  - 850 points – 4 people / two rooms katie
  - Hold rank of Coordinator or above for 4 months

# How To Qualify for Shaklee Trips –

Focus on Becoming Coordinator  
With 2 First Generation Directors



- **First Option ....The Two-Year Plan –**

- For those of you who are about to become New Directors...

- Consider qualifying for a trip a year ... starting with the **New Directors Conference.** .. That means ...

- Averaging **3000 PV/ month** ( accumulating 18,000 BGV in a 6 month period your first year as Director )

- 3000 PV is generated by about 35 to 50 members and/ or developing a Director ... their PV counts toward the 18,000

katie

**AND – YOU qualify for Bonus Car Payments !**



# Crystal Johnson's New ELECTRIC CAR



# Create a 3000 PV Plan

<u>Activity</u>	<u>Estimated PV</u>
4 to 5 group events	1000 PV
<u>Individual appointments</u>	
Mary (Product Guide Presentation)	100 PV
John (Product Guide Presentation)	100 PV
Jane (Business Info- Gold Plus Kit)	500 PV
Ruth	100 PV
Jess (3-way with upline)	250 PV
Sally and Tom (Business Presentation)	250 PV
Pass CD's	300 PV
Guests Taken to Area Meeting	
Guests invited to Product Conference Calls or Webinars	
etc.	Katie



Option 2 –  
Qualify for Shaklee Dream Trip  
**in 1 Year ...**

**Now we get serious.**

Lay out a plan to become Coordinator by November 30, 2014  
that means ...

1. Identifying 2 to 4 potential business partners
2. Creating a plan to generate 2000 PV under each
3. Set up lots of events, appointments and calls to meet lots of new people .. Some of whom will become life-long customers and some who will love the idea of owning their own business and generating additional income to fund college, retirement ... and .. very important... emergency funds lisa



# 350 trip points for Maui by Feb 28, 2015

1 <sup>st</sup> level Director --	Month 1	20 pts
by Aug 31, 2014	Month 3	25
	Month 5	30
	Month 7	<u>35</u>

**Total 110**

Sponsoring ( 8 months X 16 pts ) **125 pts**

New Rank – Coordinator by Nov **75 pts**

Business Leader Group Increase	Month #1	5 pts
	Month 3	10pts
	Month 5	15
	Month 7	<u>20 pts</u>

**TOTAL 50 points**

Personal Group Volume Increase 10% over base 5 pts/month

lisa

**GRAND TOTAL 360 pts**



# To Become a Coordinator You Will Want To Create a 2000 PV Plan ON PAPER for Each Business Partner You Are Developing

**Your 2000 PV plan will list names and activities and  
projected PV expected...**

**4 Healthy Home– Healthy You event X 250 PV = 1000 PV**

**Invite 10 guests to Wellness Webinars = 500 PV**

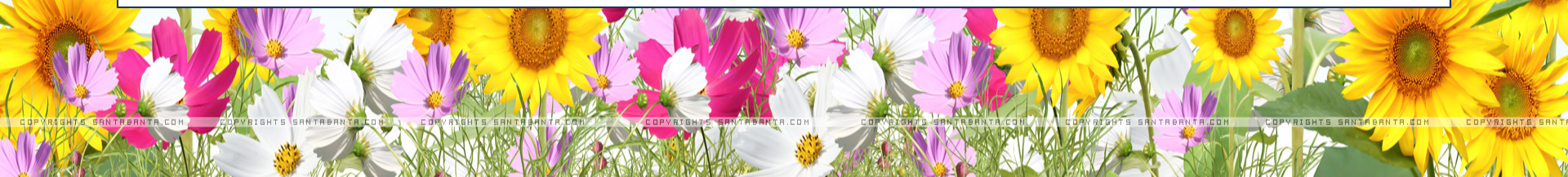
**4 play dates X 50 PV = 200 PV**

**3 business conversations/appointments**

**1 Gold Member 500 PV**

etc

katie



# What happens to your business when you strive to qualify for a dream trip?

- The trips are really special .. Any one of them is a trip of a lifetime ... that you do not pay for!
- Qualifications for a trip encourage us to do activities that also build strong deep organizations .. And that's the biggest benefit of all ...
- Work you do now .. Will continue to generate income and security for you long into the future...
- So whether you qualify for the trip this year .. Or next ... you win.
- Allows us to create a strategy to work consistently throughout the year focused on the most important activities. lisa



## Objectives for Session # 3

Learning Communication Skills So We Are More Effective When We Introduce Shaklee Products and Business Information To Others

There are 2 key elements to developing a successful Shaklee business

1. Learning how to introduce new people to the products to develop a customer base
2. Learning how to introduce new people to benefits of a Shaklee business to develop a business team.

lisa

The skill needed to achieve both objectives is learning the art of authentic meaningful conversations.

# Developing a Customer Base Through Social Media and Play Dates – Michelle Parrott



So Let's meet Michelle Parrott, New Director who is now aiming for Coordinator by November so she can qualify for Maui!!



## Michelle Parrott, Director

Living on military base in England, using Social Media platforms & play dates to grow my business.

I'm a Mother of 4, in 4 years! Life is pretty crazy but the Shaklee business has a way of making "work" be fun!

My next business goal: MAUI, HAWAII!!!!!!



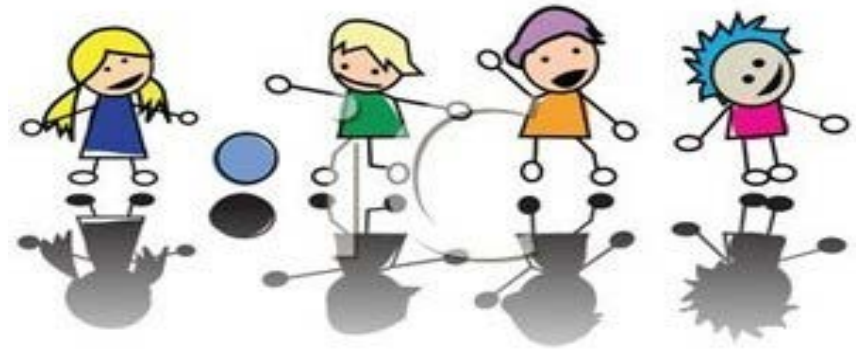
# INVITING & CONNECTING

## SOCIAL MEDIA

Using Social Media platforms like Facebook & Instagram have helped my business grow while being far from friends and family stateside.



## PLAY DATES



- Play dates have been a great way for me to connect with other Moms in the area.
- This is never a designated “Shaklee” meeting!

# Using Social Media

- ❖ Be authentic
- ❖ Show using the products
- ❖ Share during peak times
- ❖ Be natural & not “sale-sie”

## UTILIZING FACEBOOK GROUPS:

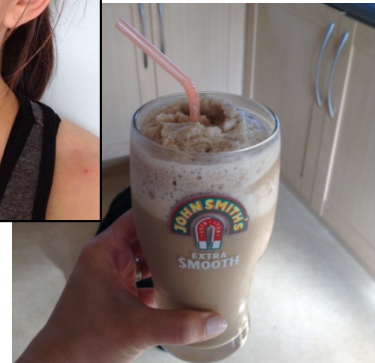
Create a ‘closed’ group for your current and potential customers.

In these groups you are able to upload files & documents to keep your customers informed. Think: newsletters, health documents, webinar links

This is also a great place for customers to share their questions & testimonies so that others are able to see products other people use.



Want to learn more about Shellee? Message me!



# Using Play Dates

- Have Shaklee products in plain site.
  - Cleaning products displayed on counter.
  - Vitamins/Supplements on counter
  - Dream Board visible
- Most of the time they will ask you about Shaklee.
  - “So what is this Shaklee thing you’re always talking about?” - friend
  - “Oh, yeah it’s a natural nutrition company based in the States. I started using it last year when I started losing weight.” – me





So now it's ....



Time to Talk To  
People !

lisa





# Mastering the Art of Authentic Meaningful Conversations

- The marketplace , for most of our friends, is noisy .. meaning there are lots of messages coming at people constantly pitching to them to buy something .. on TV, on internet, on Face Book, on billboards, everywhere ... so people begin to tune everything out ..including us ..
- So what we want to learn is how to have " authentic and meaningful conversations " with others .. then we will sound different and be different than all that other stuff...because we will be asking about what they care about. .. Not giving a sales pitch. .. Conversation is natural , honest and real .
- There are just a few easy phrases to learn and it is wonderful how people will begin to open to us and our messages .

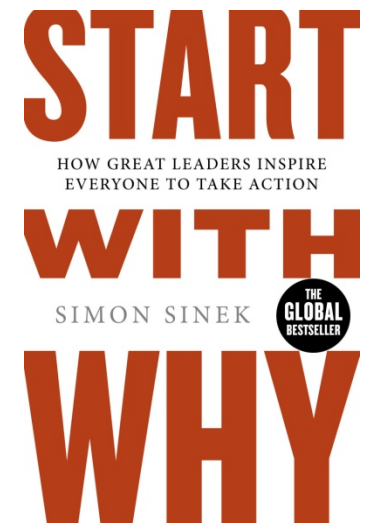
lisa

# 3 Key Elements of Authentic Conversations



acknowledge

- Asking questions and listening well using
  - Tell me about
  - Tell me what that's like
  - What else
  - Tell me more about
- Acknowledging people --
- Sharing your reasons for making the contact or whatever you are discussing



These 3 elements can be used in inviting or handling questions and concerns.

lisa



God speaks to us,  
if we take time to listen

## Tell Me About ....

Every good  
conversation  
starts with  
good listening

In our business conversations, we want to discover what is important to the person with whom we are speaking.

We start by learning about someone .. And learning about their values and where they are in their life.

- A great way to do that is simply to say ...

Tell me about.... your summer, the kids, your job etc

Tell me more about that

Tell me about ...What happens at your house come Fall,

- Listen carefully for words that indicate a need or interest  
Katie

Moves people from their heads .. To their hearts  
From their thinking to their emotions.

# Express Your Reasons for Contacting Them

Not what you are inviting them to , but Why



- Include in your conversations and invitations ... **why** you want to speak with them .. **Why** you think they may want to attend an event ... They will need a reason to attend .. Something important to them. They don't come just because you are having a webinar or an event.

- Ex I am calling because I had some serious health issues for several years...
  - Or I just returned from the Shaklee Global Conference and /.....
  - Or I was reading an article ....
  - I am so grateful to have learned about prevention and what it has meant for my family ,..
- katie



(Meaningful conversations continued )



**Acknowledge people**— Look for opportunities to sincerely compliment people .. Especially when they are raising a concern or question.

ex – “ Great question, I can see you have done some reading .. Good for you.. Love that you are reading labels... I want to acknowledge you for how healthy you feed your kids already , etc

Ex “ I thought of you because... Since we last spoke, I have had you on my mind... When I was on a webinar last week, I kept thinking about you ... “

“I’ve been thinking about asking you about something...”

“I was wondering if you might want to take a look at ...” lisa

# Ask.. Don't Tell, Listen... Don't Pitch



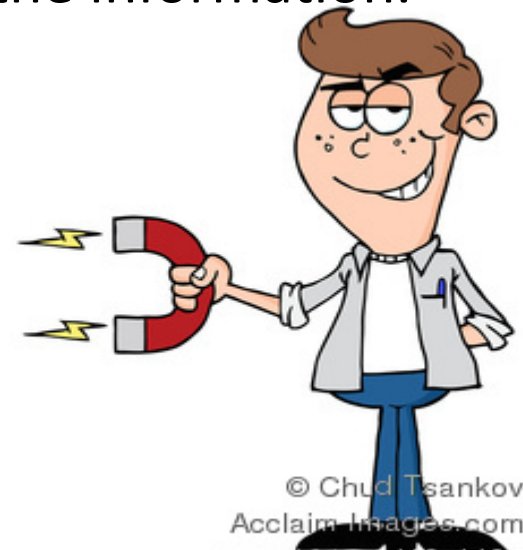
- In our conversations, we want to avoid slipping into a situation in which we are “pitching” information to someone.
- When we do all the talking, or when we start right in with what we want to tell them, there is a tendency for our prospect to erect a wall of “sales resistance” to what we are “pitching.”

They PUSH BACK against the information.

Our goal is to create an environment in which they seek to PULL the INFORMATION toward them .

And that we achieve by allowing them to tell us what they want and what's important to them...

lisa



Deep listening is miraculous  
for both listener and speaker.  
When someone receives us with  
open-hearted, non-judging,  
intensely interested listening,  
our spirits expand

- Sue Patton Thoele

# Wellness Conference Calls Are An Easy Ways To Set Your Business In Motion

- Precall – moderator may want to be ready with a couple interesting articles to read or health story to share
  - Moderator welcomes attendees and introduces the subject of the call.
  - Introduce first speaker to share their health story on the topic and to briefly select 3 or 4 products that they feel helped them the most
  - Assign products to 2 or 3 additional speakers to explain why that product is so effective, how it is better than other products on the market ( Shaklee Difference ) and how it has helped their family.
  - See wellness webinar slides at [betterhealthin31Days.com](http://betterhealthin31Days.com) for resource material.
  - Take questions ... and thank them for attending
  - Distributors then call their customers who attended, answer questions and assist them in making their orders.
- katie



# Dialogue for Setting Up Wellness Conference Calls



Call customer or friend – share why you started a Shaklee business and why you are setting up educational conference calls on health topics.

Ex “ I started my Shaklee business because our family’s health improved so dramatically that I came to realize the importance of prevention. Our Shaklee group is very dedicated to educating people about prevention and wellness

EX - “ We are in the process of setting up informal half-hour educational conference calls on a variety of health topics ... and I wanted to ask you .. As you think about the people you know .. What would be the topics you think would be of greatest interest or concern? allergies? Eczema? PMS? “  
katie

## Dialogue continued

Ask – “What health improvements have you seen in your family since using Shaklee products? ( If they have a good story, inquire if they would be comfortable sharing that on one of the calls ... ).These are very informal but have been well-received .. We had 18 on the first call .. And 28 by the second. We just had 1 or 2 people share what helped them with a health issue .. We did allergies.. And eczema.. Hormonal imbalance, Energy, etc

And then we just reviewed a few supplements that are helpful .. And a few dietary shifts ... and it lasts about a half hour.

Do people come to mind that you think might like to attend something like that? “ katie



## Action Steps Session 3



- Register for Long Beach ... [Events.shaklee.com/shakleelive2014](http://Events.shaklee.com/shakleelive2014)
  - Keep your goals in front of you (List your goals or create pictures of goals ..etc and post on bulletin boards and walls )
  - Schedule your summer events now .. at the beginning of the month ... Insert your calendar in the working folder with the names & contact information of all the people you want to invite.. Set up Conference calls, play dates, 3-way calls, webinars, etc
  - Set a sponsoring goal for July -- and a PV goal ...
- Ex – If you are aiming for 2000 PV by Aug 31 ... consider 2 events a week , sponsoring 4/ week and that's 16 new members/ distributors a MONTH !!!
- lisa
- 16 new members should generate 1000 PV comfortably.

# Monday Wellness Webinars Schedule

July 7 -- Presidential Master Coordinator Gary Burke shares his story and overview of benefits of home businesses.

July 14—Hormonal Imbalance in Women -- natural approaches

July 21 – Nutritional Support for Cancer Patients – Cancer Researcher Dr Steve Chaney

July 28 – Inside the World of Shaklee a review of Shaklee's history, philosophy and products, benefits of membership and home business advantages. katie

Archived at [www.BetterHealthin31Days.com](http://www.BetterHealthin31Days.com)

Click here to attend

<https://www2.gotomeeting.com/register/168936498>





# Next Session #4 – Developing Our Customer Base And Closing

## Session #5

Assembling Your Business Team **lisa**



# Receive FREE Registration to Shaklee Live 2014

## Gold PAK—

**Receive 1 FREE Shaklee LIVE 2014 Registration (\$249 value)**

## Gold Plus PAK—

**Receive 2 FREE Shaklee LIVE 2014 Registrations** (\$498 value)

lisa



## Gold Plus PAKS—\$599



## Gold PAKS—\$299

# Shaklee Live 2014

## Long Beach Convention Center



One of North America's premier convention facilities

- On the waterfront in the heart of downtown Long Beach
- Walking distance from first-class accommodations (5,000 rooms)
- Shopping, dining, sightseeing along picturesque bays and 5-1/2 miles of sandy beach
- Pedestrian promenade links hotels, shops, restaurants and attractions

harper

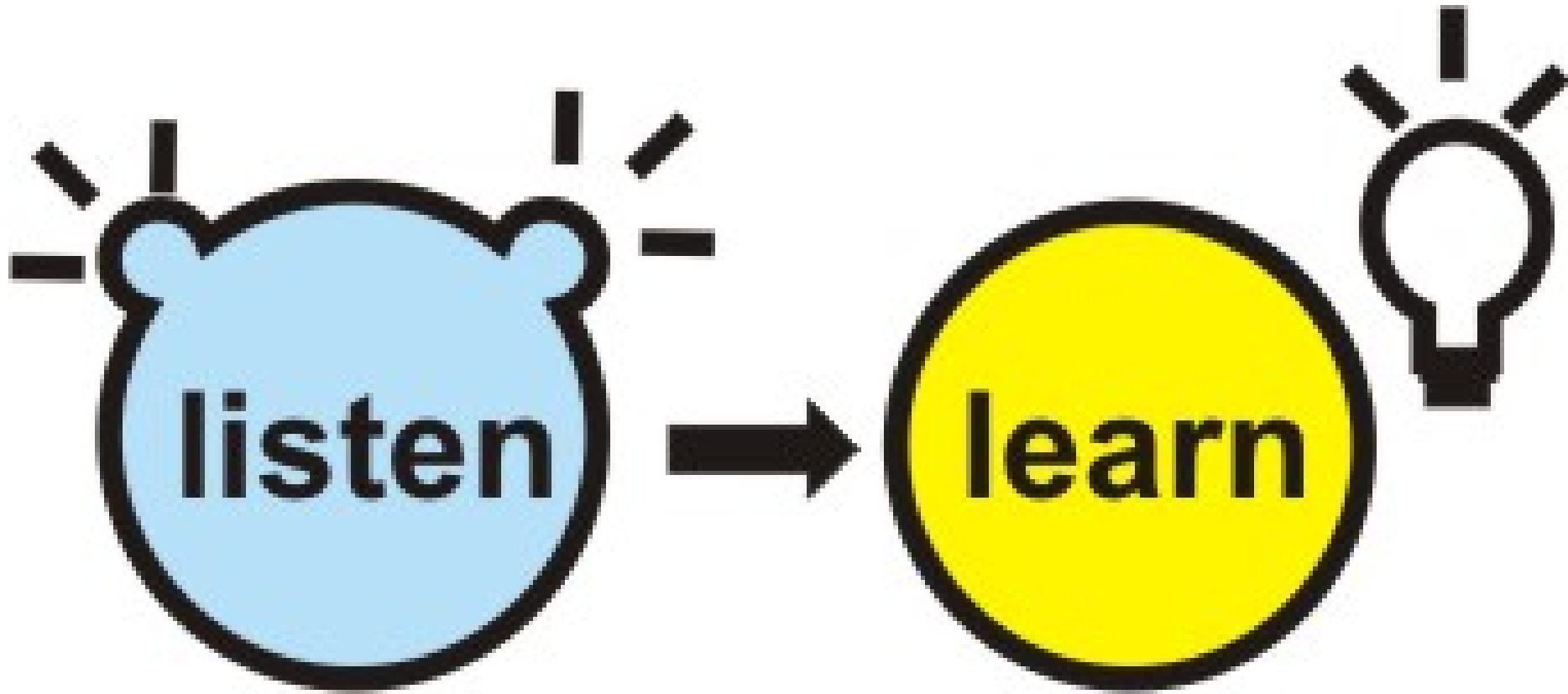


# Recognition Gala & Entertainment

**Jewel**

**Saturday - Arena – 8-10 pm      harper**







So many people  
believe in you.  
Make sure  
you are one  
of them.

