

The Process

In the beginning, we'll be the downline prospecting, but eventually, we should become the upline in this process.

Step One: Invitation To Watch Online Video

You can call, text, email, or Facebook a prospect and invite them to watch an online video, it should sound something like this:

"Hi _____, I was thinking of you today and recalled your telling me that you (expressed a need of some kind, needed new job, needed more finances, etc). I think I know of something that might help with that. Would you have time in the next few days to watch an online video if I sent you the link? If this speaks to you, let me know. If not, no worries."

- OR

"Hi _____!! I was just asked to be a part of a year long project focused on moms and have never been more excited about anything in my life! I have been thinking about the type of person I want to align with and I can't stop thinking about you and everything you would bring to the table... So I wanted to reach out again and share this quick little video *from our CEO that explains why Shaklee is different*. If you are intrigued, I'd love to tell you more. Let me now what you think!" (can insert other videos also)

If they say yes, then:

"Okay great? When do you think you would be able to watch the video? Okay, how about I call back on (this day) at (this time)? And may I make a suggestion? How about you write down any questions you have while you're watching it, and then we'll run down that list when I call."

Choices for videos suggested:

- Jennifer Glacken's 2014 Health & Wellness Presentation (28 minutes)
https://healthandwealth.adobeconnect.com/_a865517787/p6pfrko0uvo/?launcher=false&fcsContent=true&pbMode=normal
- Jenni Oate's Tour Video (similar, 38 minutes)
<http://vimeo.com/85974869>
- Roger Barnett's video, "What Makes Shaklee Different"
<http://images.shaklee.com/video/show.php?video=RogerShakleeDifference>

Step Two: Follow Up With 3-Way Call

Call includes the Prospect, the Dowline doing the prospecting, & Upline (or Shaklee Mom, other friend or expert in Shaklee that is farther along than you at this time.)

- **“Hi _____, how are you? Did you have time to watch the video? And is now a good time to talk about your questions?”**

Whether they say yes or no, Tonya said she proceeded. If they have NOT watched the video, am not sure where to go from here actually, but if THEY HAVE:

- **“I’m still relatively new at this, so my friend (or business partner) _____ is on the line and I think she can answer any of your questions, and I’ll be listening and learning at the same time, is that okay?”**

Yes.

- **“Let me introduce you to _____,..... (here you edify that person in such a way as to connect with person on phone, but not intimidate with super big stuff. List a couple of Shaklee accomplishments, and be sure to include some of personal details as well that the prospect can identify with.)**
- **“So now let me turn the call over to her/him.”**

VERY IMPORTANT!!! Once you turn the call over to upline, **YOU NEED TO BE QUIET!!!!** Be certain that if you are asked an opinion or make a statement, be POSITIVE!!!!

- **Upline: “So, what’s your first question?”**

Prospect asks all their questions, can sometimes take up to an hour, and when you think they’re done,

- **Upline: “Do you have any further questions?”**

No

- **Upline: “So Bob, is this something that you think your family would like to be involved in?” OR “So, does this look like a good fit for your family?”**

If **No**, then talk about products, “Were there any products in the video that could benefit you?” And here Tonya suggests if they mention a few, say so if you tried these products and they helped you, is there anyone that you would tell about it? Here you can lead them back into considering the business opportunity.

- **If Yes**, Upline will present their options, suggesting \$299 Gold or \$599 Gold, just as if reading a menu or a grocery list, **NO HESITATION** in your voice, and get them to decide.

If they say, I need to do a little more homework, say “I could save you some time, Shaklee has lots of resources. Could I point you to some specific resources that could address your questions?”

- Once they commit to a Gold Pak, then upline says, **“Okay, I’m gonna turn this back over to _____ and she can get your information. I’m gonna jump on another call. Very nice to meet you. And by the way, my number is _____, feel free to call me anytime. I will be calling you TOMORROW to begin your training.”**
- Downline then thanks Upline, and says to prospect: **“Okay, I have my computer up and am ready to take your information.”**
- Downline can also encourage them to get to work right then, if it’s not been too long a phone call or too late in the evening with:
“While you were talking you mentioned (this person) and (that person), and that you thought they’d benefit from (products or business). Would you want to do a 3-way call with them right now while you’ve got me on the line to help?”

Step Three: Begin Training

Training can continue from here with more 3-way calls, which will also help train your downline further.

- Send welcome email, which has their new Shaklee ID, log in instructions for website
- Talk them through, or screen share and show them how to, log into their website
- Steer them to New Distributor’s Guide, available on website
- Show them how to find Shaklee University