

# Occupation Income Comparison

## **Director**

\$10,065

## **Fast Food Worker**

\$12,000-\$17,000

## **Senior Director**

\$12,745

## **Part-time Home Health Aide, Lifeguard, Personal Trainer**

\$11,435

## **Coordinator**

\$21,311

## **Cook, Substitute teacher, Hairdresser**

\$21,940

## **Senior Coordinator**

\$34,660

## **Preschool Teacher, Coaches, Photographer**

\$32,500-\$39,090

## **Executive Coordinator**

\$49,731

## **Construction, Teacher, Tax Preparer, Social Workers**

\$46,370

# Occupation Income Comparison

**Sr. Executive Coordinator**

\$64,848

**Key Coordinator**

\$92,080

**Sr. Key Coordinator**

\$129,651

**Master Coordinator**

\$203,687

**Sr. Master Coordinator**

\$283,238

**Presidential Master**

\$650,919

**Anthropologist/Archaeologist, Farmer,  
Paralegal, R.N.**

\$64,290

**Police Detective Supervisor, Management positions**

\$85,180

**Podiatrist, Lawyer**

\$139,180

**Physicians and General Surgeons, Dentist**

\$202,450

**Anesthesiologist**

\$258,100

**Nothing is listed!**

The president of the U.S. earns \$400,000

# Sarah Bolger

- Shaklee Director (June 2016)
- Project Manager – Global Procurement at Discover Financial Services
- Multi-Marathoner (10 in 5 years)
- Fur mom Rescue
- Why Shaklee?!?!
  - Products!!
  - Company Integrity
  - Found my passion: Helping others (weight loss, healthy lifestyle, team members)
  - Self Improvement
  - Community
  - Faith



*“What day is it?”*

*“It’s today”,  
squeaked Piglet.*

*“My favorite day”,  
said Pooh.*

*— A.A. Milne*

***HAPPY TUESDAY!***

VERYBESTQUOTES.COM

Shaklee Strategies Forum #14

Fall 2016



Putting It Together into a System

December 13

# Our Strategy Team



Master  
Coordinator  
Barb Lagoni



Coordinator  
Jean Zbinden



Senior Director  
Angie Thomas



Senior Coordinator  
Becky Choate



Director  
Francine  
Roling

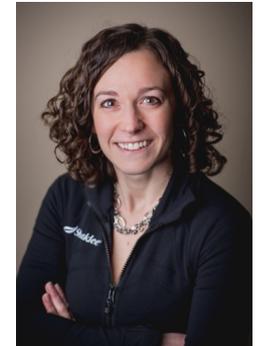


Key  
Coordinator  
Katie Odom

Senior  
Executive  
Coordinator  
Ashley  
McDonald



Senior Key  
Coordinator  
Harper  
Guerra



becky

# Recapping our year of training

We learned a lot of skills ...

- how to approach
- how to use social media
- how to invite
- how to listen and ask questions and discover needs
- how to present information
- how to close and explain options
- how to follow up
- communication skills
- people skills
- business skills
- how to organize our offices .. And our checking accounts etc
- product information
- health information



barb

But it is when we take all those skills ..  
And put them together into a SYSTEM ...  
that our businesses take off!

Barb

And while there are many systems for developing a  
Shaklee business...  
all systems will consist of 3 elements

1. A system for meeting new people on a regular basis
2. A system for servicing and educating our customers and distributors about Shaklee products and wellness.
3. A system for identifying business partners.

Barb



# What is a System and Why Does It Matter?

It is essential to the success of a business to think about systems from DAY ONE! (Forbes magazine)

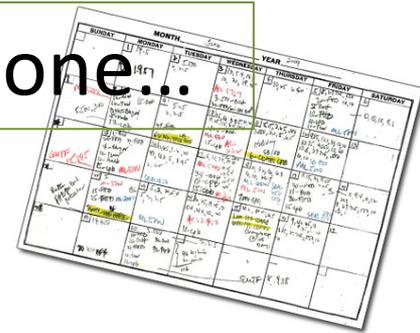
- Systems are:
  - Easily DUPLICATED
  - Repeatable processes
  - Essential components
  - Simplifies things
  - Easily taught
  - IMPORTANT for growth

Francine

**Ray Higdon: The #1 reason people have trouble bringing in new customers or business associates is because they do not have a system.**



# Reach Out, Reach Out and Touch Someone...



People are the lifeline of our business. If we utilize systems to connect with others, **we will never run out of new people.**

After we contact friends and family from our initial list. Check it twice; that will generate more names!

1. Who do your downline and your members/customers know?  
“Know who they know before they go.”
2. What is our biggest way to connect with others? Events & Appointments
3. Schedule Events & Appts ON your calendar.

Your calendar: This can be your biggest accountability partner.

What is on it? Two appointments or 20 for the week?

If you were a dentist, could you make a living seeing 2 patients a week?

*Reference: 8 weeks to  
Director #2:  
Communication Skills  
New Strategies for  
Building a Shaklee  
Business #4: Taking  
Conversations Off-Line*

Francine

How to connect with new people on a regular basis

# Events & Appointments Form Connections

- Individual appointments
- Three-way calls
- In-home events (Smoothie Workshops, Walk Through the Product Guide, Spa Night, The Non-toxic home, Healthy Eating, Natural Medicine Cabinet...)
- New Member Appointments
- Facebook Events: These can be at a set time or an ongoing event over a few days. Utilize your skill set to attract a certain audience. (If you have an education degree, hold an event about Developing a Healthy Brain for Learning. If you are a CPA, you could host a business event going over the advantages of a Shaklee business!) More traditional events too: This is Shaklee, Say Boo to the Flu, Healthy for the Holidays, New Year New You, etc.
- Bring a Buddy event: This could be in-person, FB, or Zoom
- Zoom events: All FB events could be constructed into a Zoom event. Being able to see each other helps people to feel more connected.
- Health Chats
- Networking groups

*Reference: 8 Weeks to Director #4: Inviting & Closing*

- How to connect with new people on a regular basis
- How to service our customers
- How to identify business partners

Francine

*Be a part of the Shaklee Effect*



# When Someone Shows Interest in Products/Business



- Show value and excitement (don't mute that—we WANT to serve them!)
- Get them on the phone FIRST “To give you the best answers, let's set up a time to talk on the phone. What is your number? Does Thursday at 1 pm work?”
- Why on the phone? Then you are not selling.
- Follow-up with brief information
- Always set a date for next communication

- How to connect with new people on a regular basis
- How to identify business partners

*Reference: 8 Weeks to Director #6: Servicing our Customers*

# When Someone Shows Interest in Products/Business

- I ask permission to send them my Shaklee Intro Pack. If they say “yes” then I ask for their email address, phone and if they are on Facebook.
- I like to send a Shaklee E-Pack (emailed) with some introductory information.
- I send the same pack to everyone (Business or Product interest), so that I know what I have covered with each new person.
- If there are other pieces of information that I think would be helpful to the prospect, then I send those along in another email.
- That way I know exactly what I have sent each new prospect, I can send the information quickly and I can handle more prospects at one time because I have my system all set.



Becky

- How to connect with new people on a regular basis
- How to identify business partners

# Becky's Intro Pack ... sent via email

- Your Shaklee story and family picture
- Earn and Learn Program (from listening to webinars at BetterHealthin31Days.com)
- Free membership document
- See in email intro letter, links to digital product guide, Health Print, Shaklee guarantee, website link, etc.  
(all attached)



# Text of Email Intro Letter

Hi, Sandy – I am thrilled to share this info with you because these products have made such a difference in our family's life!

Thanks so much for your interest in Shaklee! Here's my introduction e-packet. Check this out! I will make a note to connect with you next week to answer any questions you may have. Please feel free to contact me sooner as well.

Attached and below is my introduction packet when people are checking out Shaklee. I am thrilled to share this company with you because these products (and this business) have so greatly impacted our health (and income)!

We are SO excited to positively impact people lives with these products and business! Attached are some sheets that will help guide you to what Shaklee has to offer.

I have attached our personal introduction letter – how we have personally benefitted from Shaklee...



Becky

# New Member Appointment



- To give them the full picture of your role
- To give them the full picture of who Shaklee is and what they have to offer
- Full range of benefits and discounts
- Introduce the concept of Referrals
- Share the Opportunity
- Sets expectations for follow up

- How to service our customers
- How to identify business partners

*Reference: Harper's entire process is available at  
100 Days to Amazing: Role of Leader in Serving Customers*

Harper

# Obtaining Referrals

- I teach my customers how to refer friends/family - typically at the New member Appointment
- I explain that as they learn more about Shaklee, they may think of friends that may appreciate what we have to offer.
- I spell out exactly how I respond to referrals. This is important because if they know how I am going to respond, they are more likely to refer their friends to me. (Yes, Not Now, and No's– dialogue next slide)
- Because my customer has received my Shaklee E-pack , they already know the first step of what the reach out will be like to their referral.
- Customers may refer people individually or they may prefer to host some type of event (in home, Facebook...). I offer perks for referring or hosting.

*Reference: 8 Weeks to Director #6: Servicing our Customers*



How to connect with  
new people on a  
regular basis  
How to service our  
customers  
How to identify  
business partners

# Referral Dialogue



**Now I want you to know how I respond to your friends/family when I *call* them because I treat them with the utmost care!** After people have had a chance to see my beginning packet of information, they usually respond in one of the three ways listed below. **I need YOU to know that ANY of these responses are totally FINE!**

*The person is very interested in what Shaklee has to offer. They may know what they want to order right then or may want some more information sent on to them regarding a particular issue. They believe that Shaklee is the right fit for them and we get them set up from there!*

*OR*

*The person is interested in the products, but doesn't really think they want to purchase right now. I say that is fine and I ask if they would you like to receive my monthly newsletter and continue to evaluate what we have to offer. Also, I ask if I could call or email them each quarter just to touch base and see if there was anything in the newsletter that caught their eye.*

*OR*

*The person thought that the Shaklee products were going to be something for them, but after looking at the information, they don't think they are. I respond, "That's fine. If you would do me the favor of keeping my name and number just in case you ever have needs that come up later where you would like to get some information - I would love to serve you!"*

Becky

# Follow-Up



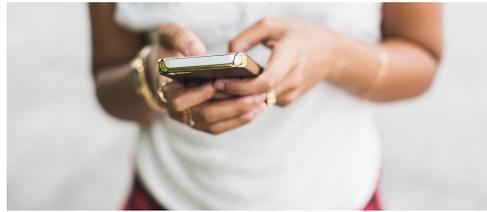
- Start your process at the beginning of your business
- Find a system that works for you, but have a system
- Be consistent, dynamic, and focus on the interests of the people you are sharing with
- Set the stage for follow up!

How to connect with new people on a regular basis  
How to service our customers  
How to identify business partners

*Reference: 8 Weeks to Director #6: Servicing our Customers  
100 Days to Amazing #12: The Art of Closing and Next Steps*

Harper

# Follow-Up



## Following up with a potential new customer:

- When you've sent the information (brief) set a date you will follow up ahead of time. Then they know when to look at the information
- Remember you are being their advocate and help them finish the process
- "Let me know" leaves an awkward uncertainty
- If they are a yellow, just put them on the list and check in with specials (HAVE A LIST)



## Following up with a potential business partner:

- Same as above
- We want people who WANT to join us

## Continuing customer service follow up:

- New Member appointment sets the stage for follow up
- Chose different methods (notes, e-mails, calls)
- Set appointments for calls as well as casual calls
- Text to let them know you left a voicemail
- Send thank you notes, encouragement letters
- Use specials as a way to follow up

# Sample Follow-Up Timing



## Initial follow up of prospects:

- We will want to tell our new customer/distributor, with their permission, that we will be following up with them in a week...(this is also covered in the Shaklee Introduction E-pack.
- Contact them - I prefer a phone call – 1 week after I have sent them the information. This may be the first time that I have spoken to them if they were a referral.
- I ask if they were able to look over the information, answer any questions and share my story. Asking questions will help to see if they are interested in the business or the products at this point.



# How to Attract People to the Business

- How to connect with new people on a regular basis
- How to identify business partners



The system is letting people know the opportunity is available:

- Include the opportunity when you share what you do: “I help people find natural solutions for their health and help other people start businesses doing the same thing.”
- Post on social media as you would any other product
- Approach people the same way you would about Basic H. “I’m not sure if this would interest you...”

*Reference: 8 Weeks to Director #5: Identifying Business Partners  
Journey to Executive Coordinator #3: Prospecting 101*

Harper

# How to Attract People to the Business

The key, though, is confidence more than a system:

- No one on social media (outside of Shaklee) knows what a Key Coordinator is over a Director.
- When I started attracting business partners, it was not because I was successful, it was because I believed in this company and in this opportunity



# What to send after conversation that indicates possible interest in the business

- **SHARE**

- Shaklee.tv ( Shaklee Difference, Community, an appropriate Shaklee Effect story , etc )
- Dream Plan
- 9 Ways We Get Paid in Shaklee ( attached)
- Power of the Profession webinar

- **SCHEDULE**

- 3 way call with upline
- Date and time of when you'll talk again

- **FOLLOW UP**

- With all this information you now have, how would you like to proceed?
- Questions? Concerns?



- How to identify business partners

*Reference: 8 Weeks to Director #5: Identifying Business Partners*  
*100 Days to Amazing Fall 2015: The Role of the Leader in Moving People from Interested to Committed*

# Once They Have Purchased a Gold Kit

- As soon as they purchase a kit, send them a list of steps and plan the next call.
- Communicate their business
- Make a list
- Get on Shaklee University and Eight Weeks to Director



# Getting Started (the First 48 Hours):

- Download the Shaklee Connect App (Available in the app store)
- Complete [Shaklee University's](#) “Module 1: Set Up Your Business” and follow the prompts including setting up your PWS (personal website)
- Begin Shaklee University's “Module 2: Getting Started” and print out the steps to getting started
- Complete Dreams and Goals Form by completing Shaklee University's “Module 3: Build a Team” the “Dreams” section.
- Schedule your first strategy session



# Getting Started (the First Week):

- Take a picture of your Distributor Kit when it arrives and post on Facebook, tagging your upline and sharing your excitement.
- Watch our Eight Weeks to Director Training Webinar [“Getting Off to a Strong Start.”](#)
- Send me your Meaningful Prospecting List of the Top 25 people you want to help with their health and your Top 5 people that you would love to have join you in the business.
- Schedule three 3-way conference calls on either health topics or the business.



# Resources

- 8 weeks to Director #2: Communication Skills
- New Strategies for Building a Shaklee Business #4: Taking Conversations Off-Line
- 8 Weeks to Director #4: Inviting & Closing
- 100 Days to Amazing #12: The Art of Closing and Next Steps
- 8 Weeks to Director #6: Servicing our Customers
- 100 Days to Amazing: Role of Leader in Serving Customers
- 8 Weeks to Director #5: Identifying Business Partners
- Journey to Executive Coordinator #3: Prospecting 101
- 100 Days to Amazing Fall 2015: The Role of the Leader in Moving People from Interested to Committed
- New Strategies for Building a Shaklee Business #1: In Home Events
- Shaklee Strategies Forum #12: New Directors Take Off Plan



# Action Steps Strategies Forum Session 14 -- Systems

This would be a good time to examine each of our Shaklee businesses  
And ask ourselves..

- What is my system for meeting new people on a regular basis?
- What is my system for servicing and education my customers about Shaklee products and wellness?
- What is my system for identifying potential business partners?

So by the time we return for our Winter/Spring 2017 Semester, let's all set a goal to establish and update our systems ... to prepare our businesses for major growth to **AMAZE OURSELVES** in 2107 !!!

See you in January !!!

# Chairman's Retreat Qualification

- Increase our monthly PGV by an average of 3500 / month. ( over base )  
( 21,000 PGV over the 6 -month qualification period )
- Base is found at ... [www.ShakleeChairmansLeadershipRetreat.com](http://www.ShakleeChairmansLeadershipRetreat.com)
- Log in – our Shaklee ID ALL CAPS
- Password is our Shaklee ID ALL CAPS + zip code.

# Strategy Forum



Happy Holidays – We will return in early January  
(see Learning from the Masters FB for details)

# Shaklee Video & Audio Archives

This webinar is archived on [BetterFutureStartsToday.net](http://BetterFutureStartsToday.net)



## 5 Personalized Websites Included

[www.BetterHealthIn31Days.com](http://www.BetterHealthIn31Days.com)

[www.BetterFutureStartsToday.com](http://www.BetterFutureStartsToday.com)

[www.BetterFutureStartsToday.net](http://www.BetterFutureStartsToday.net)

[www.FeelBetterIn30Days.com](http://www.FeelBetterIn30Days.com)

[www.OurQuestForHealth.com](http://www.OurQuestForHealth.com)

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# Essential Life Principles:

- **Adopt an attitude of gratitude** – 1 minute every morning and evening.
- **Live in the moment** – life is right now in this very moment. Live it.
- **Don't compare your insides to somebody's outsides** – you are unique, why try to compare?
- **Choose your reactions** – they define who you are.
- **Be patient** – patience breeds maturity, strength of character, and self-control.
- **Act with integrity** – with honour, honesty, and commitment.
- **No regrets. It's gone** – you can't change the past. Focus your energies on the now.
- **Have an open mind** – life is beautiful. Embrace everything and everyone.
- **Be kind** – pursue kindness and kindness will pursue you.
- **Be compassionate** – it's a necessity. Without it mankind will not survive.
- **Be brave** – look fear straight in the eye and run at it! Watch the magic unfold.
- **Be considerate** – a small thank you from you may change the world for someone else.
- Every morning, look at these wonderful principles and try to remember them as you go about your day.
- Whenever you encounter a situation and you're not sure how you should proceed, take a look at the 12 principles and I can guarantee they will bring clarity to the situation you are in.
- Source: <http://www.tut.com/article/details/388-the-12-essential-life-principals/?articleId=388>

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