

# January 2015 Campaign

- **Let's Set the Record!**
- In partnership with Jacqui McCoy and a Shaklee 180® community of field leaders, Shaklee 180® will be launching a Shaklee family effort to set a weight loss record by March 2015
- **Join Shaklee to make our family and our world 40,000 lbs. healthier by March '15!!**
- This means:
- 4,000 new wardrobes
- 4,000 new dress sizes
- 4,000 brighter smiles...



## **Shaklee 180® Special Offer to January 31<sup>st</sup>, 2015**

Here's a great offer to share with people who are participating in the challenge that includes a nice perk for you!



**NEW Members and Distributors joining** with a Shaklee 180® Turnaround Kit, Lean & Healthy Kit, or Smoothee Kit will receive a box of Shaklee 180® Blueberry & Almond Meal-in-a-bars – an over \$30 value (SRP) -- for FREE.

Shaklee 180® Meal-in-a-bar  
A complete meal-on-the-go.



**EXISTING Members, Distributors and Associates** who purchase a Shaklee 180® Turnaround Kit, Lean & Healthy Kit or Smoothee Kit will receive a box of Shaklee 180® Blueberry & Almond Meal-in-a-bars for FREE.

**When YOU sponsor new Members with a Shaklee 180® Kit**, you'll receive a box of Shaklee 180® Vanilla Smoothee Packets – a nearly \$60 (SRP) value – for FREE!

**The top 10 Distributors sponsoring new people** with a Shaklee 180® Kit during the promotion period will also earn a free single-serve blender!



## Jacqui Video Diary

Defining Hunger This is the first in a series of videos from Jacqui McCoy, Shaklee Independent Distributor, Extreme Weight Loss contestant, and fan of Shaklee 180®.

Available on the Member Center

**Set the Record with Shaklee 180® Support Call** - Join Dr. Jamie McManus, Chair of Medical Affairs, Health Sciences and Education and special guest speakers, including regular appearances by Jacqui McCoy, for this series of calls January through March. Information and support for Distributors helping others to lose pounds and inches, with business success tips for sharing and building with Shaklee 180.

Every Tuesday through 3/24/15. 5:30 pm PT / 8:30 pm ET. Dial [1-512-225-3211](tel:1-512-225-3211) | 951025# to join the live call.





## **1/19 - Set the Record with Shaklee 180® Update**

Don't forget to send us your group's weight loss information so that we can stay on top of our progress in the 40,000 pound weight loss goal.

Email your [Shaklee 180 Record Form](#) to [Shaklee180Record@shaklee.com](mailto:Shaklee180Record@shaklee.com).





## Monthly Special Idea From Susan Knott

The month of January be adventurous and try something NEW.... Order a product you have ***never*** ordered before and receive FREE shipping! (orders must be a minimum of \$50)

I attached two newsletters (Lorrie Kreuscher's) that have product stories for them to get ideas.

So far 6 people have participated in my special, which means 6 people are trying a new product! :)

***Susan Knott***

Do you have a new year's resolution to lose a few pounds to achieve a healthier weight? Click [HERE](#)



# FaceBook Post of the Week

**Stephanie Bruce**

6:10pm Jan 17

\*\*\*Feel free to share this:

Do you guys ever boil over your pots when you're cooking and then wind up with a big ol' mess on the stove? Do you have baking sheets that you're embarrassed by? Do you have mold on your bath tub jets? If you answered yes to any of the above then you need to meet my best

friend...<http://gatheredinthekitchen.com/2015/01/17/shaklee-scour-absolute-favorite-cleaner/>

**Gathered In The Kitchen**

**gatheredinthekitchen.com**

Recipes, Crafts, Family and Travel



## FaceBook Post of the Week

**Becky Miller Choate**

7:07am Jan 16



Tried something new this week that is working!

I went thru the report on the member center for those who haven't ordered in 3 months.

I chose about 15 people and called/emailed them a free shipping deal if they ordered by Jan. 24th (trying to generate some more PV so that my end of the month isn't panicked).

I have already had 2 people take advantage of it! I am trying to remember to put a free product guide in their order as well. So thrilled to get some people back to ordering!

# Legacy and Leadership

## Spring 2015

Session #3 Jan 29, 2015

Getting Your Distributors Started and  
Teaching Them How to Talk To People



Sr Coordinator  
Katie Odom

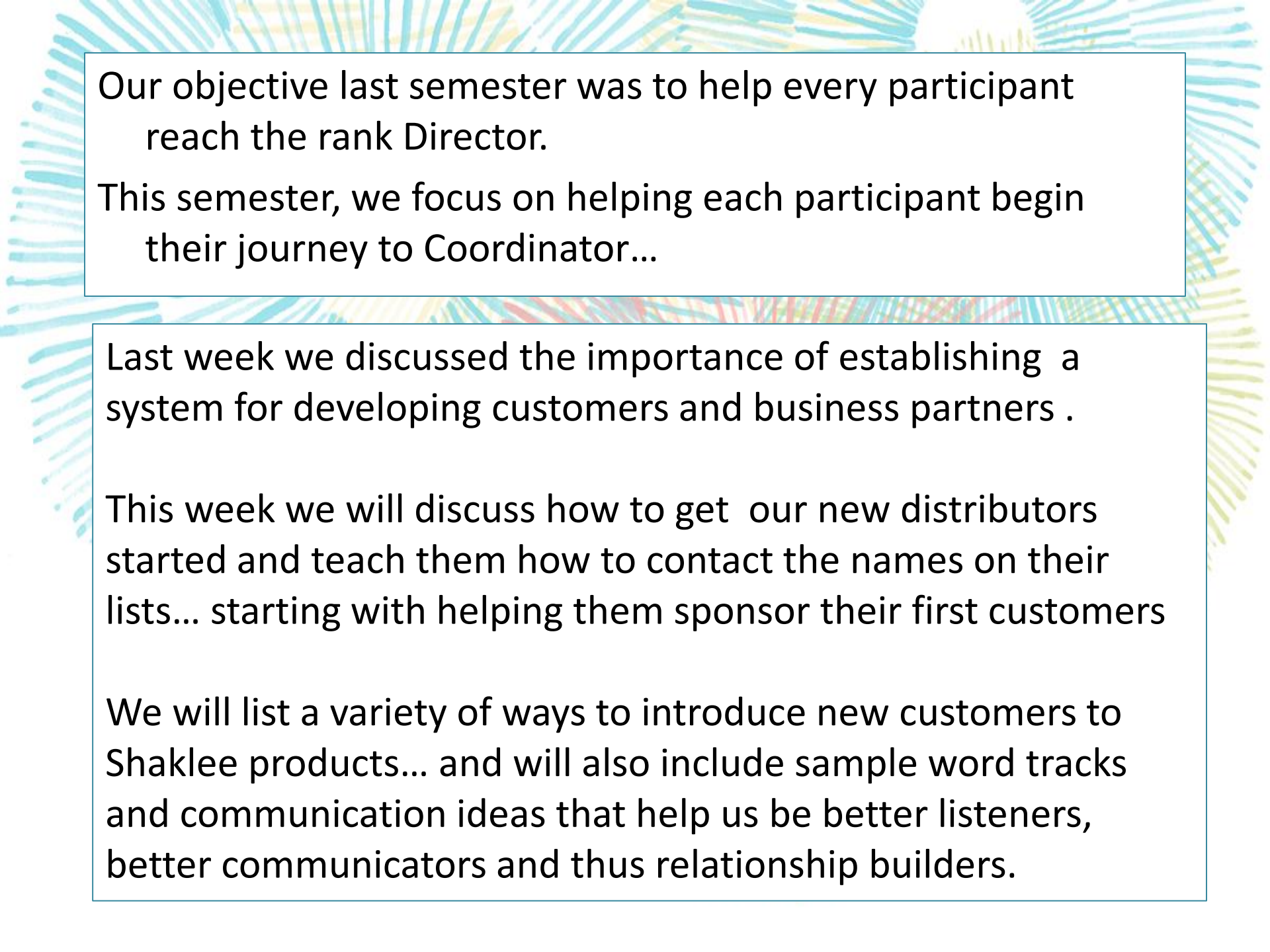


Executive Coordinator  
Harper Guerra



Sr Executive Coordinator  
Lisa Anderson





Our objective last semester was to help every participant reach the rank Director.

This semester, we focus on helping each participant begin their journey to Coordinator...

Last week we discussed the importance of establishing a system for developing customers and business partners .

This week we will discuss how to get our new distributors started and teach them how to contact the names on their lists... starting with helping them sponsor their first customers

We will list a variety of ways to introduce new customers to Shaklee products... and will also include sample word tracks and communication ideas that help us be better listeners, better communicators and thus relationship builders.

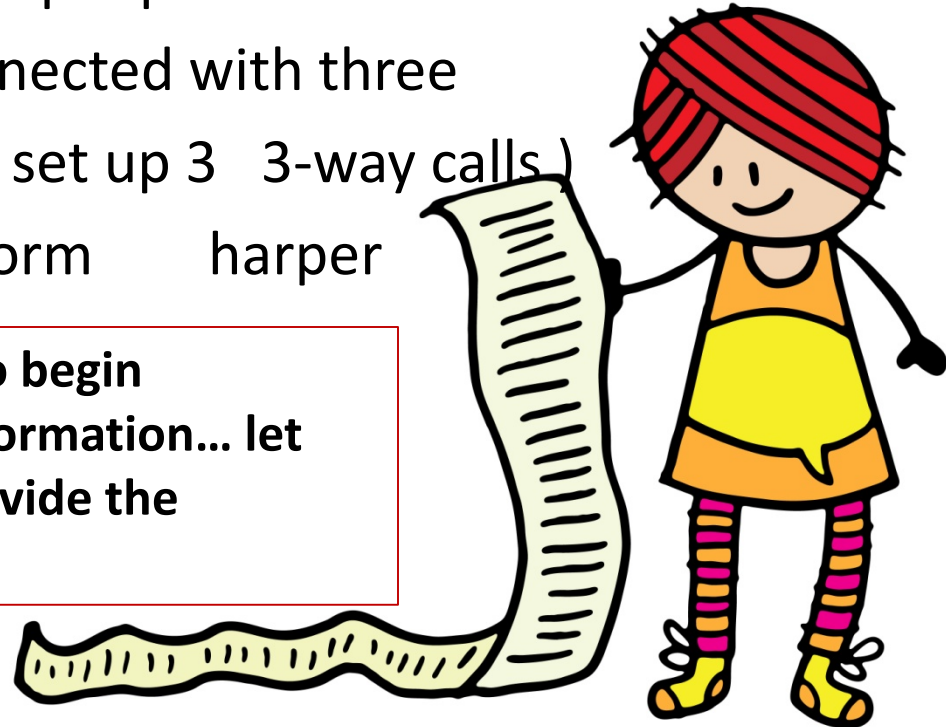


# Harper Guerra's First Steps in Getting New Distributors Started ...

## In Your First Week ...

- Set up your PWS (personal website)
- Take a picture of your Distributor Kit and post on Facebook, tagging your upline and sharing your excitement.
- Send your upline your List of 25 people in the next 24 hours
- Get your upline or mentor connected with three people in the next 7 days ( set up 3 3-way calls )
- Complete Dreams and Goals Form harper

**Note: You don't need to know a lot to begin connecting your friends to Shaklee information... let your upline and Shaklee resources provide the information in the beginning.**





# Action Steps Within 30 days



- Schedule a goal setting meeting with your upline.

Review the Training Resources Guide. Prioritize registering for Monday and Thursday webinars (and check out the Skill Up incentives)

Download [First Step Resource Guide](#) from MySHaklee.com .

- Prepare your 1-2 minute story sharing why you chose Shaklee (Freely include stories of health or success from your team to explain the impact Shaklee can make if needed.)
- Continue to add names to your Share Shaklee List . Select at least ten people whom you believe would be great additions to your Shaklee team.
- View two videos in the Shaklee.TV file.
- Connect a minimum of 5 new people for individual appointments or 3-way calls with your upline.
- Host 2 Grand Opening Events (either a home or facebook event)
- In addition to your Grand Opening Events, plan one additional way to communicate your why (and your how) with the people you could help (writing a letter, a blog post, etc).

Complete the 8 Weeks to Director Summer School Series (link will be sent)  
harper



So now let's learn  
some skills for ....



Talking 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 up to us and our messages .

lisa



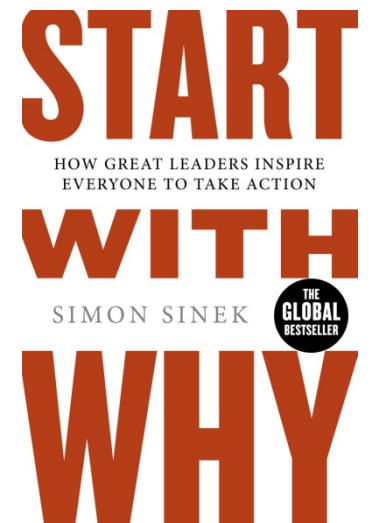
# 3 Key Elements of Authentic Conversations

- 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.

acknowledge

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.

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 ...

katie

*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, Spring...*

- Listen carefully for words that indicate a need or interest

**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.

- Example: *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*

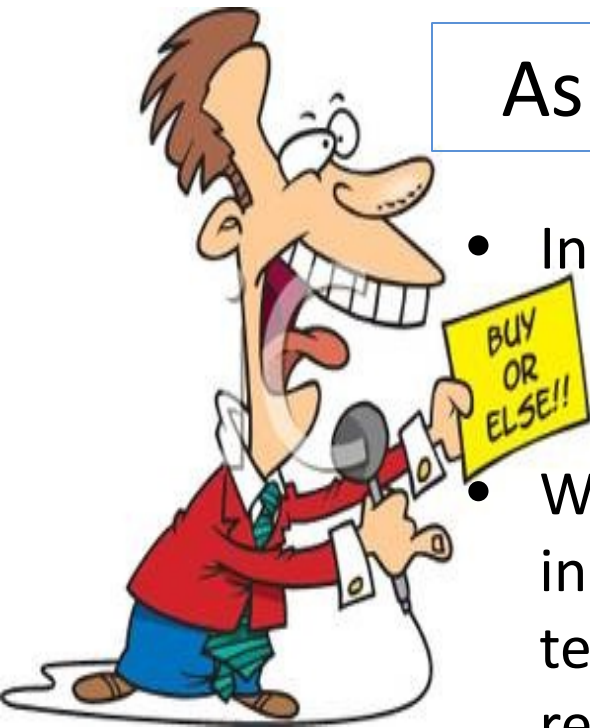
Ex *“I thought of you because... Since we last spoke, I have had you on my mind... When I was on a webinar last week, I kept thinking about you ... “*

*“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



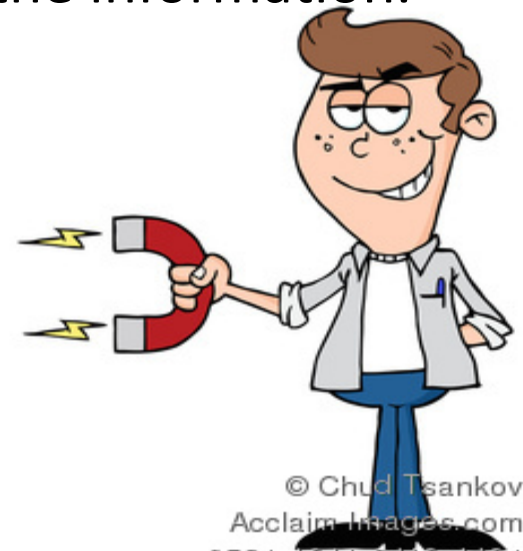
- In our conversations, we want to avoid slipping into a situation in which we are “pitching” information to someone.
- When we do all the talking, or when we start right in with what we want to tell them, there is a tendency for our prospect to erect a wall of “sales resistance” to what we are “pitching.”

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



# Options For Introducing New Customers to Shaklee Products

- In-home business launches, grand openings or Healthy Home, Healthy You events
- FaceBook events
- FaceBook posts
- Health Stories Conference calls
- Wellness Webinars
- 3-way calls
- Individual Appointments
- CD's and archived webinars or podcasts



jo

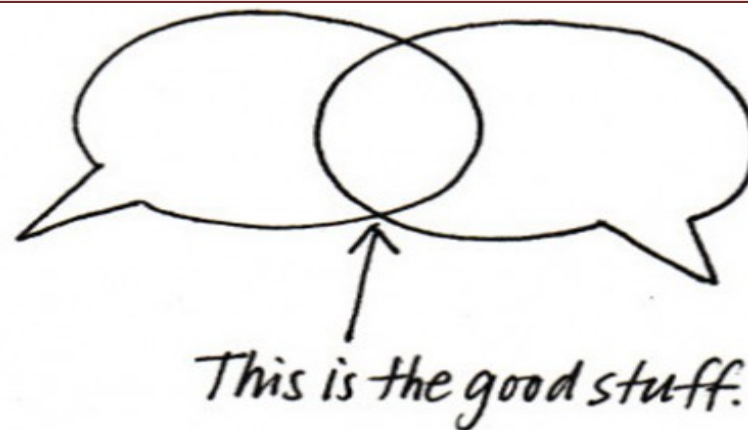




jo

## Word Tracks & Dialogues

# Let The Conversations Begin



*This is the good stuff.*



# What To Say When Setting up a 3-way call ...

Don't feel like you need to know the answers .. Just be a resource.

*"I know you have been struggling with migraines (a health issue). Someone on this new team that I am working with has information I think may helpful to you. Would you like to spend a little time chatting with them on the phone.. I'd be happy to set up a 3-way call. "*

The 3-way can be set up via text, FB message, email, phone or in person.

( Best use of my time .. Is to set up an appointment for a phone calls.. So I know they will be there.)



People 35 and under don't listen to voice mail ... Harper

# Setting Up Appointments & 3-Way Calls

After they say yes to a 3-way call, here is a hint to save time...

Rather than to say “when are you free?” ...

- Give 3 options of when you are available. .. And the date gets set right away.
- If they aren't ready for 3-way call ...think nothing of it ...You are not looking for those not interested ..just looking for the ones who are.

## 3rd Party Calling & Edification



Harper



# There are Some Skills Around Inviting



Use the 3 elements of meaningful authentic conversation so the invitation is about meeting THEIR needs not filling chairs at an event ” ...

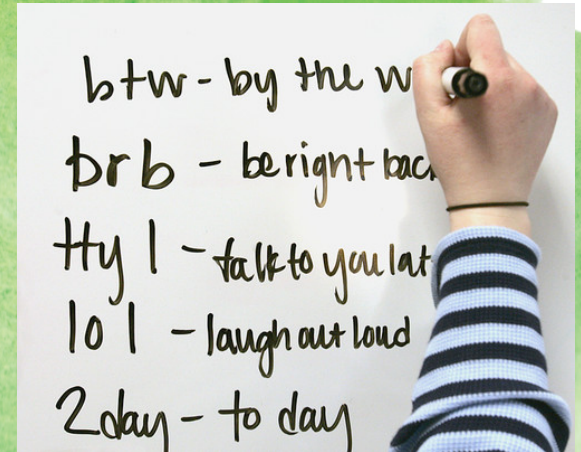
- **Tell me about** -- “ Mary, I want to ask you something about allergies ... Tell me about who comes to mind whom you know who may have family members with allergies . “
- Include **why** you are inviting them. “ Here let me tell you the reason I’m asking”  
-- Often helpful to use a **third party reference** --- “ I was reading an article.. Or attending a webinar.. Or speaking with a colleague, etc “
- **Acknowledge** -- “ I thought of you because... I was thinking about the conversation we had a while ago ... I remember a conversation we had last month... Knowing how important natural products are to you, I thought this might be a company you would want to know about. “ lisa

# Texting Scripts

## Script 1: Brand New Person. –Business

Hey! How are you doing? I know this is random but I was just thinking about you. I recently started a business in health and wellness and I would love to share some info with you. Would you be interested in grabbing a cup of coffee or a glass of wine to catch up and learn more?

Or if I sent you something to watch would you be able to make some time to watch it this week?





# Texting Scripts

## Script 2: Prospect Follow Up

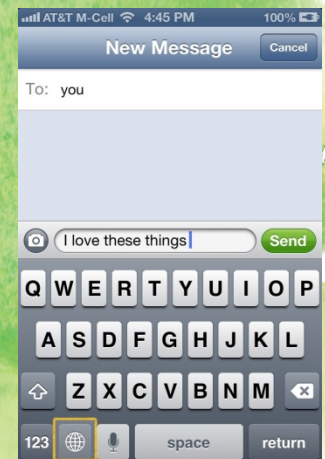
Hi! Happy New Year !I was just thinking about you because I have a really exciting Shaklee event coming up. I am able to bring a guest for free and I thought of you! I think this would be a great chance for you to learn more about the company and the products on a deeper level. Do you think you can make it?

## Script 3: Product Reach Out

I keep thinking about our conversation recently about your goals to get healthier in the new year and I wanted to invite you to a wellness event I am going to in January. It will be a great opportunity for you to learn more about the products and programs that are really working for me. Let me know if you are interested and I will send you some info and dates.

## Script 4:

Are you still interested in joining me for the next 5 day reset? It starts on Feb 2<sup>nd</sup> and the deadline for signing up is tomorrow.





# Responding to FaceBook Inquiries



The goal after receiving an inquiry on FaceBook is...  
TAKE THE CONVERSATION OFF LINE AND TO THE PHONE

Katie ... *"Can you send me some information on Basic H ....  
Or Shaklee 180, children's vitamins..."*

*"I Would love to chat with you about this. How would  
Tuesday during naptime work or are evenings better ... ? "*

Then send something.... Set up a 3-way, watch a webinar ..  
But making telephone contact is by far the best .



# What to do when you hear a need but it's not appropriate to respond at that moment

Call back and say..

*"I've been thinking about our conversation the other day. Tell me about ... do you ever notice an odor .. ?"*

*"The reason I'm asking, I've had experience working with people who wanted to use safer non-toxic cleaning products, and were surprised at when they did ... The positive health affects it had .. From headaches .. To eczema and skin stuff by switching laundry .. Upper respiratory stuff etc. wondered if you have ever considered how the cleaning products you may be using could possible affect your health. "*



# 3 Ways To Engage

How do you want to get started?

**BUILD**

SOME people make Shaklee their career and build an international business to create generational wealth.

**USE**

MOST people want to use the scientific based products to have a healthier home and family.

At the heart of Shaklee is a dedication to health and wellness for people & the planet

**SHARE**

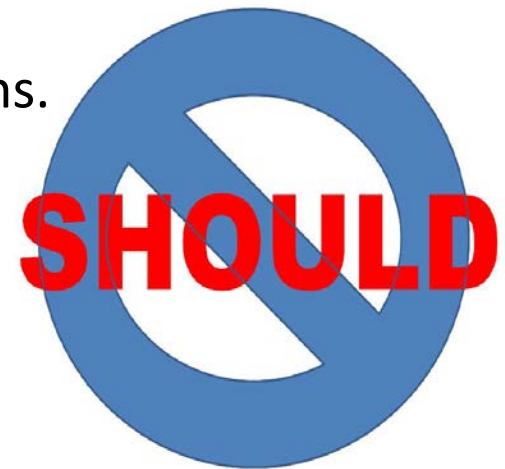
MANY people become referral partners, share the products with friends & family and get their products for free!

jo

# Principles of Inviting Love Them Where They Are

- Watch your language – no “shoulds , have to’s or need to’s” ( judgmental )
- Share how you feel about what you do.. . how important this information is . Sincerity is never misinterpreted. ( your reason)
- Affirm, acknowledge and appreciate
- Give people space –”I don’t know if this would be of interest to you or not. “ “ This may be of interest to you, or someone you know.” “ May I show it to you and you can decide.”
- Avoid offering a solution until a problem has been acknowledged.
- Ask permission – to share information
- Ask ?’s to discover needs, wants, interests, concerns.
- Practice “active” listening.
- Use 3<sup>rd</sup> party resources – DVD’s, webinars
- Use stories

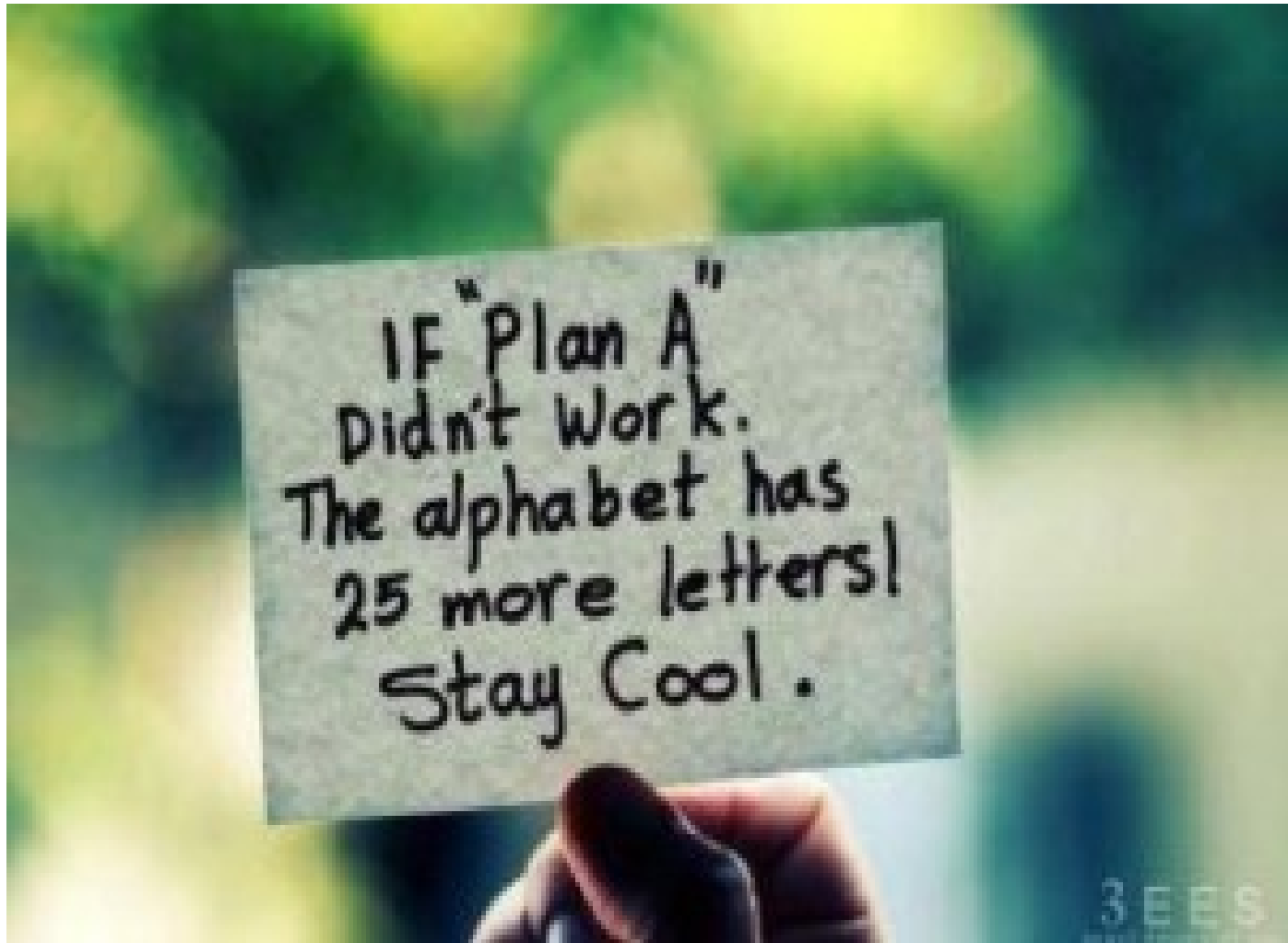
lisa





Everything Is Not Going To Go Perfectly ...  
Be OK With That .. You Will Learn Faster

katie





- Set up planning session with your distributor.
- Consider offering an incentive when they set up at least 3 3-way calls and invite 10 people to various activities and events (FaceBook events, conference calls , etc )
- Aim to help them earn Cash for Cleveland...by accumulating 20 sponsoring points every month ( minimum \$100/mo)
- For specifics on getting the mechanics of your distributor's business set up, you may want to have them visit webinar: Getting Started 101 Shaklee Summer School 2014 (Archived at [www.bobsfiles.net](http://www.bobsfiles.net))
- For further information on inviting and closing , go to Shaklee Summer School 2014 Session #3 and #4

lisa





# Coming Up

Feb 5 -- Kevin Crandall: The Twists and Turns  
on the Road of Your Shaklee Journey

Feb 12 – Harper Guerra: FaceBook is Your  
Friend ...



- Earn \$100, \$200, even \$1200 or more! For hotel, food and fun at Shaklee Live 2015  
January 1, 2015 – June 30, 2015

*Absolutely everyone needs to be in Cleveland this August for Celebration of 100 Years of the Shaklee Effect™.*

- *And if you thought it was outside of your budget? Not anymore!*
- Earn the cash to cover the expenses of this once-in-a-lifetime event by doing what you're already doing to build your business – sponsoring new people!
- Cash for Cleveland rewards you for sponsoring new people with cash bonuses you can earn to spend at Shaklee Live 2015 in Cleveland, OH.

# HERE'S HOW IT WORKS:

## Earn shares monthly for the Cash for Cleveland Bonus Pool of \$50,000 (January 2015 – June 2015).

- Each month you earn 20 personal sponsoring points between January and June 2015, we'll reward you with one share or a minimum of \$100 check .
- Earn 35 personal sponsoring points in a month during that time period and we'll up that amount to two shares or a minimum of \$200.
- Earn follow-up points when your new Members and Distributors place an order in their second month with Shaklee – 1 point for an order of 50 PV or more.
- Earn a combined 100 points and you'll receive VIP seating and access to the Star Achiever Event.
- Top 20 point earners during the Cash for Cleveland Incentive will receive special recognition at Shaklee Live 2015 in Cleveland.
- You must register for Shaklee Live 2015 by June 30, 2015 to be eligible and attend conference to receive your Cash for Cleveland check.
- Points are earned through personal sponsoring with qualifying orders placed at the time one joins and accrue to the Original Sponsor. Points are earned according to the following:
  - 15 points for a new Distributor with a \$999 Super Gold PAK
  - 10 points for a new Distributor with a \$699 Gold Plus PAK
  - 5 points for a new Distributor with a \$349 Gold PAK
  - 2 points for a new Member or Distributor with a 100 PV or more order
  - 1 point for a new Member or Distributor with a 50 PV Order
- The maximum number of shares you can earn is 12 shares.



# Second item Needed to Build a Team

- There are some skills to learn To build a team,, we will need to TALK to people. Are we learning the skills that connect us in conversation .. And help us avoid sounding like “ sales pitch”.
  - 1.“ Tell me About” to help us learn what is happening in the lives of the people we speak with
  2. Acknowledging others – Notice what you sincerely admire or appreciate and letting your conversation partner know.
  3. Gently share why you love what you do ... how you feel about the company, the people you work with and the importance of the work we do ... share stories